

BRITISH ACCREDITATION COUNCIL INSPECTION REPORT

Short Course Provider (SCP) Full Inspection

ORGANISATION: Bath Academy of Media Makeup

ADDRESS: Upper floor, Christ Church Mews
Julian Road
Bath
BA1 2RH

HEAD OF ORGANISATION: Ms Melanie Crump

DATE OF INSPECTION: 19 and 20 January 2015

ACCREDITATION STATUS AT INSPECTION: Unaccredited

DECISION ON ACCREDITATION:

- Accreditation awarded for the full four-year period.
- Decision on accreditation deferred.
- Award of accreditation refused.

Date: 12 Mar 2015

1. Background to the organisation

The Bath Academy of Media Makeup (BAMM or the Academy) is a small private college offering courses in specialist makeup and hair styling for film, television and other media. Established at the end of 2012, it opened its first 15-week course in January 2013. BAMM's founder and Principal trained in Bath and London in hair, beauty and makeup, and from the early 2000s pursued a successful career as a makeup artist in television, film and fashion. BAMM's Artistic Director is the Oscar and BAFTA award-winning makeup designer responsible for makeup on films such as The Lord of the Rings and Hobbit trilogies, King Kong and Pirates of the Caribbean. All the Academy's tutors are experienced working professionals from the industry, engaged as free-lancers to deliver specific modules or skills on a course.

BAMM is located in the centre of Bath close to the Royal Crescent and Circus. It has a ten-year lease on former primary school premises owned by the neighbouring church. The Principal is supported and assisted by directors and family members living in or near the city. Course participants are typically in their late teens or early 20s, with a few older career-change trainees. All aim to move from the Academy to work in film, television, the theatre or photographic makeup. To date the Academy has run four of its main 15-week Peter King TV and Film Makeup Courses as well as a number of short specialist and taster courses.

2. Brief description of the current provision

The 15-week TV and Film Makeup Course includes training in skills such as airbrushing, wig and facial hair work, prosthetics, special effects, character and theatrical makeup and body art. There is also work on script breakdown and continuity, and business-building skills such as accountancy, tax, website design and an understanding of the industry. Photo shoots at the end of modules enable participants to build up a portfolio of their work and after the course successful participants are guaranteed work placements or traineeships with the Artistic Director and his contacts. As well as its main 15-week course, BAMM offers short full-time, weekend and day-long courses in specific skills and as refreshers and tasters.

3. Inspection process

This inspection was carried out by one inspector over two days. It took place at the start of the third week of a 15-week course on which nine students were enrolled. The inspector had meetings with the Principal, the administration and accounts secretary, the tutor for the current 2-week module (knotting, weaving, wig-work and period hair), the course participants and the Artistic Director's business manager. He looked at a range of documentation and observed segments of two teaching and practice sessions.

PART B - JUDGEMENT AND EVIDENCE

The following judgements and comments are based upon evidence seen by the inspector(s) during the inspection and from documentation provided by the provider.

INSPECTION AREA - MANAGEMENT, STAFFING AND ADMINISTRATION

1. The provider is effectively managed

- | | | |
|-----|---|---|
| 1.1 | The management structure is clearly defined, documented and understood, including the role and extent of authority of any owners, trustees or governing body. | <input checked="" type="radio"/> Yes <input type="radio"/> No |
| 1.2 | The head of the provider and other senior managers are suitably qualified and experienced, understand their specific responsibilities and are effective in carrying them out. | <input checked="" type="radio"/> Yes <input type="radio"/> No |
| 1.3 | There are clear channels of communication between the management and staff and those working at the delivery venue/s. | <input checked="" type="radio"/> Yes <input type="radio"/> No |

This standard is judged to be: Met Partially Met Not Met

Comments

The inspector was provided with an organogram, detailed CVs of directors and tutors and the minutes of directors' formal meetings. He was given access to records of meetings and correspondence with tutors. There is a friendly atmosphere of open communication in the Academy among the Principal, participants and tutors. The Principal offers free single-room self-catering accommodation to visiting tutors from outside the Bath area in her cottage next to the Academy. This further facilitates communication.

2. The administration of the provider is effective

- | | | |
|-----|---|---|
| 2.1 | Administrators are suitably qualified or experienced and understand their specific responsibilities and duties. | <input checked="" type="radio"/> Yes <input type="radio"/> No |
| 2.2 | The size of the administrative team is sufficient to ensure the effective day-to-day running of the provider. | <input checked="" type="radio"/> Yes <input type="radio"/> No |
| 2.3 | The administrative support available to the management is clearly defined, documented and understood. | <input checked="" type="radio"/> Yes <input type="radio"/> No |
| 2.4 | Policies, procedures and systems are well documented and effectively disseminated across the provider. | <input checked="" type="radio"/> Yes <input type="radio"/> No |
| 2.5 | Data collection and collation systems are effective. | <input checked="" type="radio"/> Yes <input type="radio"/> No |
| 2.6 | Administrative offices are adequate in size and resources for the effective administration of the provider. | <input checked="" type="radio"/> Yes <input type="radio"/> No |

This standard is judged to be: Met Partially Met Not Met

Comments

Most of the administration is handled by the Principal. She receives support and assistance when needed from the administration and accounts secretary and other family members and colleagues with relevant knowledge and experience. The inspector's interviews with participants, the tutor and his own observations confirmed that the Academy's administration is effective. However, when practicable the inspector recommends that it should employ an administrative assistant. This recommendation will become a requirement if the Academy continues to grow.

3. **The provider employs appropriate managerial and administrative staff**

- 3.1 There are appropriate policies and effective procedures for the recruitment and continuing employment of suitably qualified and experienced staff. Yes No
- 3.2 Experience and qualifications claimed are verified before employment. Yes No
- 3.3 There is an effective system for regularly reviewing the performance of staff. Yes No

This standard is judged to be: Met Partially Met Not Met

Comments

The Principal is the only employed member of staff. Any specialist staff, for instance for accounts or marketing, or models and photographers for end-of-module photo shoots, are engaged for particular tasks.

4. **Publicity material, both printed and electronic, gives a comprehensive, up-to-date and accurate description of the provider and its programmes**

- 4.1 Text and images provide an accurate depiction of the provider's location, premises, facilities and the range and nature of resources and services offered. Yes No
- 4.2 Information on the courses available is comprehensive, accurate and up to date. Yes No

This standard is judged to be: Met Partially Met Not Met

Comments

Participants and tutors confirmed that the Academy's brochure and website are accurate and raise entirely realistic expectations. However, the inspector recommends that, if only for the sake of its reputation, greater care be taken in proof-reading some Academy documents, for instance the student handbook.

5. **The provider takes reasonable care to recruit and enrol suitable participants for its courses**

- 5.1 Entry requirements for each course, including those relating to language ability, are set at an appropriate level and clearly stated in the course descriptions seen by prospective participants. Yes No NA
- 5.2 A formal application process ensures that participants meet the entry requirements and any claimed qualifications are verified. Yes No NA
- 5.3 The provider replies to all application enquiries promptly and appropriately and briefs all stakeholders properly on the nature and requirements of its programmes. Yes No NA
- 5.4 Any overseas recruitment agents are properly selected, briefed, monitored and evaluated. Yes No NA

This standard is judged to be: Met Partially Met Not Met

Comments

Publicity makes clear that there are no specific entry requirements for courses, although the Principal said that some experience of hairdressing was desirable. Potential participants complete an application form and, for the long courses, are invited to attend an open day and a formal interview. The purpose of the latter is to check applicants' commitment to the course and the industry.

6. **There is an appropriate policy on participant attendance and effective procedures and systems to enforce it**

- 6.1 There is a clear and published policy on participant attendance and punctuality. Yes No
- 6.2 Accurate and secure records of attendance and punctuality at each session are kept for all participants, collated centrally and reviewed. Yes No NA
- 6.3 Participant absences are followed up promptly and appropriate action taken. Yes No

This standard is judged to be: Met Partially Met Not Met

Comments

The students' induction and student handbook's Code of Conduct make clear that 100% attendance is required to successfully complete each module. Course registers record attendance and punctuality.

7. **The provider regularly obtains and records feedback from participants and other stakeholders and takes appropriate action where necessary**

- 7.1 The provider has effective mechanisms for obtaining feedback from participants and other stakeholders (such as staff, partner providers and employers) on all aspects of the provider's provision, including formal participant representation where appropriate. Yes No
- 7.2 Feedback is obtained, recorded and analysed on a regular basis. Yes No
- 7.3 The feedback is reviewed by management and action is taken where necessary. Yes No
- 7.4 There is a mechanism for reporting on the provider's response to the feedback to the participant body. Yes No

This standard is judged to be: Met Partially Met Not Met

Comments

A questionnaire-booklet with pages for feedback on each module is completed by participants at the end of the course. Results are analysed and published in a separate booklet.

7.4 As feedback is only collected by this means at the end of the whole course, it does not provide participants with a way of knowing during the course how the Academy has responded to any feedback. In fact, participants also have a one-to-one appraisal twice during the course with the Principal, at which time issues can be raised and responded to. However, in the future a mechanism to report to participants on how the Academy has responded to feedback will need to be introduced.

8. **The provider has effective systems to review its own standards and assess its own performance with a view to continuing improvement**

- 8.1 There are effective systems for monitoring and periodically reviewing all aspects of the provider's performance. Yes No
- 8.2 Reports are compiled which present the results of the provider's reviews and incorporate action plans. Yes No
- 8.3 Action plans are implemented and regularly reviewed. Yes No

This standard is judged to be: Met Partially Met Not Met

Comments

As a new organisation, the Academy is constantly reviewing its provision and its progress, with evidence of this provided by discussions with the Principal and the minutes of the regular board meetings.

8.2 At present the Principal does not produce a written annual review and action plan. This could be quite brief, but the inspector considers that the process of compiling a report that notes the challenges and achievements of the previous year and sets objectives for the next will benefit the Academy. It will also be required as the Academy grows and develops.

INSPECTION AREA - TEACHING, LEARNING AND ASSESSMENT

9. **Programme management is effective**

- 9.1 There is a suitably qualified and experienced programme manager or management team with responsibility for teaching, learning and assessment and the management of the body of trainers. Yes No NA
- 9.2 Classes are timetabled and rooms allocated appropriately for the courses offered. Yes No NA
- 9.3 The allocation of trainers to classes provides for a consistent learning experience and delivery is monitored to ensure consistency. Yes No NA
- 9.4 There is an appropriate policy and effective procedures for the acquisition of teaching and learning resources. Yes No NA

This standard is judged to be: Met Partially Met Not Met

Comments

10. **The courses are planned and delivered in ways that enable participants to succeed**

- 10.1 Courses are designed and delivered in ways that allow participants to develop the knowledge and skills which will be required for final examinations or assessments or which meet stakeholders' requirements. Yes No NA
- 10.2 Lessons and assessments maintain an appropriate focus on any assessment objectives or statement of learning outcomes established by the awarding body. Yes No NA
- 10.3 Formative assessments appropriately reflect the nature and standards of summative examinations. Yes No NA
- 10.4 Participants are encouraged and enabled to develop independent learning skills. Yes No NA
- 10.5 The academic backgrounds and particular needs of participants are taken into account in the classroom delivery of the course. Yes No

This standard is judged to be: Met Partially Met Not Met

Comments

The Principal designs the courses in consultation with the Artistic Director and tutors. The aim is to provide participants with the practical skills and information they need in order to work. "What would I want someone working on a film set with me to know?" explained one tutor. "That's what they learn." At the end of the 15-week course, participants will have developed their individual portfolios, been advised and helped to prepare their CVs and will move on to work placements appropriate to their strengths.

11. **Trainers are suitable for the courses to which they are allocated and effective in delivering them**

- 11.1 Trainers are appropriately qualified and experienced. Yes No
- 11.2 Trainers have a level of subject knowledge, pedagogic and communicative skill which allows them to deliver the content of courses effectively. Yes No
- 11.3 The appraisal procedures for trainers incorporate regular classroom observation. Yes No
- 11.4 Trainers are supported in their continuing professional development and enabled to develop further pedagogic techniques to enhance the learning of participants. Yes No
- 11.5 Trainers respond to different learning needs of participants where appropriate, taking various learning styles into account in their planning and delivery of lessons. Yes No
- 11.6 Trainers employ effective strategies to involve all participants in active participation and to check their understanding of concepts and course content. Yes No

This standard is judged to be: Met Partially Met Not Met

Comments

The course tutors' CVs show that they are well chosen: they are highly experienced and suitably qualified in their specialist fields.

11.3, 11.4 Although the Principal attends the majority of lectures and is constantly monitoring the practical sessions that constitute most of the courses, she does not at present formally observe tutors and provide feedback. The inspector suggested using a simple observation check-list to record the balance of tutor input and participant practice and how effectively the tutor monitors and encourages different participants' progress. Feedback and reflection after such periodic observations would contribute to the development of tutors' pedagogic techniques.

12. **The provider provides participants and trainers with access to appropriate resources and materials for study**

This standard is judged to be: Met Partially Met Not Met

Comments

The Academy is well equipped and provides participants with excellent resources for their courses. For long courses these include a flash-drive loaded before and during the course with module information, in-course professional photo-shoots and a professional hair and makeup kit including a portable airbrush kit, cosmetics and professional hair tools and equipment.

13. **Participants receive appropriate assessment and feedback on their performance and progress, which are effectively monitored**

- | | | | |
|------|---|--------------------------------------|--|
| 13.1 | Feedback is given to individual participants tailored to meet their specific needs and constructive in its nature and delivery. | <input checked="" type="radio"/> Yes | <input type="radio"/> No |
| 13.2 | Courses are planned to include a schedule of assessments, the procedures and criteria for which are available in writing and in advance to participants and trainers. | <input checked="" type="radio"/> Yes | <input type="radio"/> No <input type="radio"/> NA |
| 13.3 | Assessment outcomes are monitored to enable the identification of participants who are not making satisfactory progress and prompt intervention where appropriate. | <input checked="" type="radio"/> Yes | <input type="radio"/> No <input type="radio"/> NA |
| 13.4 | Participants are made aware of how their progress relates to their targeted level of achievement. | <input checked="" type="radio"/> Yes | <input type="radio"/> No <input type="radio"/> NA |
| 13.5 | Additional support or advice on alternative courses is provided to participants who are judged not to be making sufficient progress to succeed. | <input type="radio"/> Yes | <input type="radio"/> No <input checked="" type="radio"/> NA |
| 13.6 | Participants have appropriate access to trainers outside class time. | <input checked="" type="radio"/> Yes | <input type="radio"/> No <input type="radio"/> NA |

This standard is judged to be: Met Partially Met Not Met

Comments

Tutors provide participants with informal feedback throughout their modules and, on long courses, most write individual reports at the end. The 15-week course schedule includes end-of-module photo-sessions used to build participants' portfolios, and it is these portfolios which provide evidence of the skills they have developed. The Principal also gives each participant two individual appraisals during long courses. The inspector recommends that the practice of providing participants with a brief written end-of-module report should be extended to all tutors.

14. **The provider offers courses leading to accredited awards granted by recognised awarding bodies wherever appropriate**

This standard is judged to be: Met Partially Met Not Met NA

Comments

15. **There is a clear rationale for courses leading to unaccredited or internal awards**

- 15.1 There is a clear statement of the level claimed relative to the NQF/QCF and evidence that participants who receive the award meet the stated requirements for that level. Yes No NA
- 15.2 There is evidence of the extent to which the awards are accepted for the purposes of employment or further study. Yes No NA
- 15.3 External moderators are involved in the assessment process where appropriate. Yes No NA

This standard is judged to be: Met Partially Met Not Met NA

Comments

Participants receive a 'Certificate of course completion' signed by the Principal. For long courses this certificate shows the subjects covered with the name of the subject tutor.

16. **There are satisfactory procedures for the administration of examinations and other means of assessment**

- 16.1 The provider complies with the requirements of the relevant awarding bodies in terms of examination security and administration where appropriate. Yes No NA
- 16.2 For internal assessments and awards, there are effective systems in place for examination security and administration, and clear procedures for participants to appeal against their marks. Yes No NA

This standard is judged to be: Met Partially Met Not Met NA

Comments

INSPECTION AREA - PARTICIPANT WELFARE

17. **Participants receive pastoral support appropriate to their age, background and circumstances**

- 17.1 There is at least one named staff member responsible for participant welfare who is suitably trained, accessible to all participants and available to provide advice. Yes No NA
- 17.2 Participants receive appropriate advice before the start of the programme. Yes No
- 17.3 Participants receive an appropriate induction and relevant information at the start of the programme. Yes No
- 17.4 Participants are issued with a contact number for out-of-hours and emergency support. Yes No NA
- 17.5 The provider has policies in place to avoid discrimination and a published procedure for dealing with any abusive behaviour. Yes No

This standard is judged to be: Met Partially Met Not Met

Comments

18. **International participants are provided with specific advice and assistance**

- 18.1 International participants receive appropriate advice before their arrival on travelling to and staying in the UK. Yes No
- 18.2 International participants receive an appropriate induction upon arrival covering issues specific to the local area. Yes No
- 18.3 Information and advice specific to international participants continues to be available throughout the course of study. Yes No
- 18.4 Provision of support takes into account cultural and religious considerations. Where possible, participants have access to speakers of their own first language. Yes No

This standard is judged to be: Met Partially Met Not Met NA

Comments

At present the Academy does not recruit international students.

19. **The fair treatment of participants is ensured**

- 19.1 Participants apply for and are enrolled on courses under fair and transparent contractual terms and conditions. Yes No
- 19.2 Participants have access to a fair complaints procedure of which they are informed in writing at the start of the course. Yes No

This standard is judged to be: Met Partially Met Not Met

Comments

Terms and conditions are fair and clear. The three-stage complaints procedure is explained in the student handbook. However, the inspector recommends that it should include as the third stage an individual or organisation not so closely involved with the Academy as the 'Company Secretary'; for instance (if accreditation is awarded) BAC's own complaints procedure.

20. **Where residential accommodation is offered, it is fit for purpose, well maintained and appropriately supervised**

- 20.1 Any residential accommodation is clean, safe and of a standard which is adequate to the needs of participants. Yes No
- 20.2 Any residential accommodation is open to inspection by the appropriate authorities, including Ofsted where participants under 18 are accommodated. Yes No NA
- 20.3 Clear rules and fire, health and safety procedures are in place, with appropriate precautions taken for security of participants and their property. Yes No
- 20.4 A level of supervision is provided appropriate to the needs of participants. Yes No
- 20.5 Separate accommodation blocks are provided for participants under 18. Yes No NA

This standard is judged to be: Met Partially Met Not Met NA

Comments

21. **Where home-stay accommodation is organised, the welfare of participants is ensured and the provider's relationship with hosts is properly managed**

- 21.1 Due care is taken in selecting home-stay accommodation which both provides a safe and comfortable living environment for participants and is appropriately located for travel to the provider and back. Yes No
- 21.2 Any home-stay accommodation is inspected before participants are placed and is subject to regular re-inspection by a responsible representative or agent of the provider. Yes No
- 21.3 The provider has appropriate contracts in place with any hosts, clearly setting out the rules, terms and conditions of the provision. Yes No
- 21.4 Appropriate advice and support is given to both hosts and participants before and during the placement. Yes No
- 21.5 Clear monitoring procedures are in place with opportunities for participant feedback and prompt action taken in the event of problems. Yes No

This standard is judged to be: Met Partially Met Not Met NA

Comments _____

22. **The provider provides an appropriate social programme for participants and information on leisure activities in the area**

- 22.1 Participants are provided with appropriate information on opportunities for participation at events and other leisure activities which may be of interest. Yes No
- 22.2 The social programme is responsive to the needs and wishes of participants. Yes No NA
- 22.3 Any activities within the social programme have been chosen with consideration for their affordability by the majority of participants. Yes No NA
- 22.4 Any activities organised by the provider are supervised by a responsible representative with suitable qualifications and experience. Yes No NA

This standard is judged to be: Met Partially Met Not Met NA

Comments _____

INSPECTION AREA - PREMISES AND FACILITIES**23. The provider has secure possession of and access to its premises**

23.1 The provider has secure tenure on its premises. Yes No NA

23.2 Where required, the provider has access to suitable external premises for training purposes of a temporary or occasional nature. Yes No NA

This standard is judged to be: Met Partially Met Not Met

Comments

24. The premises provide a safe, secure and clean environment for participants and staff

24.1 Access to the premises is appropriately restricted and secured. Yes No

24.2 The premises are maintained in an adequate state of repair, decoration and cleanliness. Yes No

24.3 There are specific safety rules in areas of particular hazard (e.g. science laboratories), made readily available to participants, staff and visitors. Yes No NA

24.4 General guidance on health and safety is made available to participants, staff and visitors. Yes No

24.5 There is adequate signage inside and outside of the premises and notice boards for the display of general information. Yes No

24.6 There is adequate circulation space for the number of participants and staff accommodated, and a suitable area in which to receive visitors. Yes No

24.7 There are toilet facilities of an appropriate number and level of cleanliness. Yes No

24.8 There is adequate heating and ventilation in all rooms. Yes No

This standard is judged to be: Met Partially Met Not Met

Comments

There are no areas of particular hazard. However, course participants' induction does emphasise the importance of safety and includes relevant training because some makeup and hair techniques involve potentially hazardous procedures.

25. **Training rooms and other learning areas are appropriate for the courses offered**

- 25.1 Training rooms and other learning areas provide adequate accommodation in size and number for the classes allocated to them. Yes No
- 25.2 Training rooms and any specialised learning areas (e.g. laboratories, workshops, studios) are equipped to a level which allows for the effective delivery of each course. Yes No NA
- 25.3 There are facilities suitable for conducting the assessments required on each course. Yes No NA

This standard is judged to be: Met Partially Met Not Met

Comments

There are two spacious training rooms, professionally equipped, well lit and comfortably furnished. The premises are attractive and entirely appropriate.

26. **There are appropriate additional facilities for participants and staff**

- 26.1 Participants have access to sufficient space and suitable facilities for private study, including library and IT resources. Yes No NA
- 26.2 Trainers have access to sufficient personal space for preparing lessons, marking work and relaxation. Yes No NA
- 26.3 Participants and staff have access to space and facilities suitable for relaxation and the consumption of food and drink where appropriate. Yes No NA
- 26.4 Participants and staff have access to storage for personal possessions where appropriate. Yes No NA
- 26.5 There are individual offices or rooms in which trainers and senior management can hold private meetings and a room of sufficient size to hold staff meetings. Yes No

This standard is judged to be: Met Partially Met Not Met

Comments

COMPLIANCE WITH STATUTORY REQUIREMENTS

Declaration of compliance has been signed and dated. Yes No

PART C - SUMMARY OF STRENGTHS AND ACTION POINTS

Numbering of action points aligns with that of the minimum standards

MANAGEMENT, STAFFING AND ADMINISTRATION

Provider's strengths

The Academy is managed by a dedicated, enthusiastic Principal, supported by directors and family members living nearby.

Actions required	Priority H/M/L
7.4 A mechanism to report to participants on how the Academy has responded to feedback must be introduced.	<input type="radio"/> High <input type="radio"/> Medium <input checked="" type="radio"/> Low
8.2 A written review and action plan must be produced regularly.	<input type="radio"/> High <input checked="" type="radio"/> Medium <input type="radio"/> Low

TEACHING, LEARNING AND ASSESSMENT

Provider's strengths

Well-structured course modules are delivered by expert tutors who are both very experienced and currently working within the industry. Participants who successfully complete the main 15-week course are guaranteed work experience or traineeships where they can put the skills they have learned into practice.

Actions required	Priority H/M/L
11.3, 11.4 The Principal must formally observe tutors and provide them with feedback.	<input type="radio"/> High <input checked="" type="radio"/> Medium <input type="radio"/> Low

PARTICIPANT WELFARE

Provider's strengths

Actions required	Priority H/M/L
None.	<input type="radio"/> High <input type="radio"/> Medium <input type="radio"/> Low

PREMISES AND FACILITIES

Provider's strengths

Participants benefit from appropriate and well-equipped professional facilities in a pleasant environment.

Actions required	Priority H/M/L
None.	<input type="radio"/> High <input type="radio"/> Medium <input type="radio"/> Low

RECOMMENDED AREAS FOR QUALITY IMPROVEMENT

An administrative assistant should be employed.

Greater care should be taken with proof-reading.

The practice of providing participants with a brief written end-of-module report should be extended to all tutors.

The third stage of the complaints procedure should include an individual or organisation not so closely involved with the Academy as the 'Company Secretary'; for instance (if accreditation is awarded) BAC's own complaints procedure.

COMPLIANCE WITH STATUTORY REQUIREMENTS