BRITISH ACCREDITATION COUNCIL INSPECTION REPORT

Short Course Provider (SCP) Full Inspection

NAME OF PROVIDER: Bayswater College

ADDRESS: 167 Queensway
London
W2 4SB

HEAD OF INSTITUTION: Mr James Herbertson

DATE OF INSPECTION: 28-29 August 2019

ACCREDITATION STATUS AT INSPECTION: Candidacy accreditation

DECISION ON ACCREDITATION:

☒ Accreditation awarded for the full four-year period

☐ Probation accreditation

☐ Decision on accreditation deferred

☐ Award of accreditation refused

DATE: 28 November 2019

PART A – INTRODUCTION

1. Background to the institution

Bayswater College (the Provider) is a private limited company, wholly owned by Bayswater Education. Bayswater Education is a holding company and it plans to establish more colleges at different locations in the future. Prior to 1 January 2019, Bayswater College was known as LSC Stanton. LSC Stanton offered general English language courses since 1978. The English Language provision is not inspected or accredited by the British Accreditation Council.

Since February 2019, the Provider has offered the Professional Diploma in Digital Marketing. This is the Provider's first professional course, delivered under license from the Digital Marketing Institute and is the only course relevant to this inspection.

Bayswater College is situated in the centre of London in a vibrant area with many restaurants and cafeterias.

The senior management of the Provider includes the Academic Director, the Global Sales Director and a Centre Director, who will be appointed shortly. Since the last inspection, in addition to the commencement of the Professional Diploma in Digital Marketing, there have been structural changes, following several new staff appointments and a complete refurbishment of the Provider's premises,

The Provider's aims encompass the creation of a portfolio of professional courses, with digital marketing being pivotal in the wider context of the Provider's future strategy.

2. Brief description of the current provision

The digital marketing course was introduced in February 2019 and comprises ten modules. The modules cover a wide range of topics from foundations of digital marketing to website analytics, search engine optimisation, culminating in digital marketing strategy.

The course is based on a blended learning approach, with participants' independent and group work complemented by face-to-face lessons, guest speaker presentations and company visits. Participants prepare for their lessons using the online materials provided by the Digital Marketing Institute. There are 14 lessons scheduled over four weeks, with the majority delivered by two industry specialists, one of whom supervises a collaborative project in which the participants engage as a group. The remaining sessions are delivered by guest speakers or through visits to external digital marketing companies. The curriculum follows the published syllabus of the Digital Marketing Institute.

Participants access the learning resources one month before joining the course and for six months after leaving the course. They are encouraged to engage in pre-reading prior to attending each module and to attempt the quizzes, which comprise multiple-choice questions following each module. Participants receive membership of the Digital Marketing Institute for one year at the point of enrolment on the course.

Participants will receive a certificate from the Digital Marketing Institute once they have completed the final examination which is independently provided by the Digital Marketing Institute at online assessment venues. They will also receive a certificate of attendance from the Provider once they have completed the course, having satisfied the attendance requirement.

Four courses, each of four weeks in duration have run since February 2019 with a total of participants 17. The next course will run in October 2019. All participants are over the age of 18 years and originate from a wide range of countries and geographical areas, including Taiwan, Latin America, Thailand, Ukraine, Mexico, Algeria, South Korea and Europe. Of the 17 participants enrolled to date, two thirds are female. There is no formal entry requirement

apart from the Upper Intermediate Level of English that participants are required to demonstrate prior to enrolment.

3. Inspection process

The inspection was completed in one and a half days by one inspector. Meetings were held with senior staff, including the Managing Director of Bayswater Education, the Director of Bayswater College, the Academic and Commercial Directors and administrative staff. Meetings were also held with a trainer and participants. Teaching was observed during the first day. Various documentation was scrutinised. The refurbished premises were also inspected. All members of the senior management and administrative teams were extremely co-operative during the inspection.

4. Inspection History

Inspection Type	Date
Stage 2	10 December 2018

PART B - JUDGMENT AND EVIDENCE

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

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.	☒ Yes	☐ 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.	☒ Yes	☐ No
1.3	There are clear channels of communication between the management and staff and those working at the delivery venue/s.	☒ Yes	☐ No

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

Comments

Bayswater College has a management and reporting structure which is clearly defined in separate organisation charts for Bayswater Education and Bayswater College and for the Digital Marketing course structure.

Additional staff have been recruited to support the expansion of courses. The Managing Director's senior team has a clear view of the future direction of the business. The Managing Director has held meetings with staff regarding their roles and contributions to implementing the Provider's strategy.

The senior team is well qualified to deliver on its leadership responsibilities and has demonstrated, through the staff re-structuring, that there are good resources to ensure the effective delivery of courses and operations. Two directors are experienced in developing and leading businesses in the private sector and within international education settings. Their role descriptions are clear and focused.

Directors and the administrative teamwork in close proximity, facilitating effective communication channels. Also, weekly meetings are held between senior managers and administrative staff so that information is filtered down and actions are initiated as appropriate. Minutes are produced following each meeting.

2.   The administration of the provider is effective

2.1	Administrators are suitably qualified or experienced and understand their specific responsibilities and duties.	☒ Yes	☐ No
2.2	The size of the administrative team is sufficient to ensure the effective day-to-day running of the provider.	☒ Yes	☐ No
2.3	The administrative support available to the management is clearly defined, documented and understood.	☒ Yes	☐ No
2.4	Policies, procedures and systems are well documented and effectively disseminated across the provider.	☒ Yes	☐ No
2.5	Data collection and collation systems are effective.	☒ Yes	☐ No

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

Comments

Administrators are experienced and clear about the scope of their roles, responsibilities and duties. They have clear role descriptions. There is clear delineation between the activities of the senior staff and the administration, with clear reporting lines.

The team is sufficient in size to support the operations of the Provider. There is also scope to cover colleagues' duties as required. Several members of the administrative team have worked with the Provider for several years and are familiar with a range of tasks, particularly in the context of participant support.

The Provider's policies are fully and clearly documented. When changes are made to policies, updating is undertaken by the member of staff responsible for the policy. Employees are notified when there are any changes to the policies through e-mails and staff briefings. Policies are accessible on a shared area of the Provider's information system to enable access at any time.

There is an appropriate data collection system in place. It is used effectively to record and maintain records for participants and staff. Useful management reports are obtained from the system, for example relating to the results of participant feedback and trainer observations.

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

Clear written policies are in place for the recruitment of managerial and administrative staff, which follow a defined process from receiving an application for a role, structured interviews and the validation of references, through the verification of qualifications prior to appointment. There is a three-month probationary period that is followed up by a review meeting. The staff handbook sets out the requirements for employees, including policies, appropriate behaviours and terms and conditions. The comprehensive employment contract also clearly states the terms and conditions of employment.

Performance appraisals are held at least annually and are scheduled to be held during Autumn 2019, to follow up from the Provider's restructure and the new staff contracts that were introduced for all staff in January 2019. Previously, appraisals have been conducted by line managers. Staff are now required to give consideration in advance to developing three objectives linked to the Provider's strategic aims as well as three personal objectives for the coming twelve months. This represents good practice.

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

The information on the Provider's location and premises is clearly and accurately communicated on its website. The images of the refurbished building, some of which can be seen on the website, will feature fully when the website is updated in October 2019 and in printed marketing materials.

The digital marketing course brochure and course information on the Provider's website are accurate. The brochure is comprehensive and clearly specifies the course aims. The website and brochure are updated as required. When the Digital Marketing Institute updates aspects of its course, for example, in amending the overview of the course, or in introducing an amendment to a course objectives, the changes are reflected on the website.

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

The entry level for the digital marketing course is upper intermediate English language skills. Participants' levels of grammar and vocabulary are tested online by the Provider prior to enrolment and their test scores are recorded. This entry level requirement is clearly stated by the Provider on its website and it is implemented rigorously. In addition, any marginal prospective participants are required to participate in a video-conference call with the Academic Director.

There is a formal application process. Participants' test results are reviewed and their English Language qualifications are verified during the registration process. This information is stored in the secure electronic data collection system. As a result, the enrolled participants are suitable for the course.

Participants confirmed that the Provider had responded to their registration enquiries promptly and had telephoned them to discuss aspects of the registration process. Sales staff within Bayswater College are fully briefed on the requirements of the course and advise individual applicants accordingly.

The registration staff work closely with overseas agents. References are obtained prior to appointing an agent and the agents are briefed and their performance is effectively monitored. The contractual document for agents describes the requirements of their role.

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

6.1	There is an appropriate, 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 ☐ NA

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

Comments

There is a very clear attendance and punctuality policy that is accessible through notice boards and the participant handbook.

The lessons for the digital marketing course are scheduled during the afternoons of each of the four-week courses and include appropriate breaks. Attendance registers are taken at the beginning of lessons and after the breaks.

Records are input promptly to the data collection system and any absences are followed up by telephone or text messaging.

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 ☐ NA

This standard is judged to be: ☒ Met ☐ Partially Met ☐ Not Met
Comments

The Provider obtains regular feedback from the digital marketing course at the end of the first week and at the end of the course.

Employee surveys are also carried out by the directors. The feedback forms are collated and the data is reviewed by the Managing Director and the College Director. Face-to-face meetings are held with staff following the survey, both individually and in a general meeting, so that employees are well informed of issues as appropriate and any actions arising.

Feedback has been obtained from digital marketing participants for each of the digital marketing courses offered this year and is presented effectively in written and graphical formats. The data is reviewed by the Academic Director on an ongoing basis and actions have already been taken which will increase trainer numbers from October 2019 and provide a greater variety of site visits to digital marketing companies.

As the course is relatively new, with few participants so far, a documented record of key issues arising from feedback, which can form part of the overall review process, has not yet been compiled. This is planned for later in 2019, when meaningful data can be collated to enable appropriate records to be maintained. At present, participants' concerns are dealt with as they arise. Participants say that any issues raised are dealt with promptly. Inspection findings confirm this view.

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

The performance of the Provider is effectively overseen by senior management. There are plans to recruit another director who will oversee the day to day running of the Provider. Staff planning meetings and strategy events focus on the coming year's activities as well as reviewing the Provider's strengths and areas to improve. There is a regular discussion of forthcoming activities through the weekly meetings between management and the administration. Minutes are written and circulated with appropriate actions noted for specific staff. Planning meetings are held between senior staff to review progress, as well as an annual strategy meeting between board directors and senior management, with actions agreed and delegated. 8.3 Formalised action plans have not yet been implemented.

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 academic resources.	☒ Yes ☐ No ☐ NA

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

Comments

The Academic Director is fully engaged with the digital marketing course and is highly experienced in programme development, academic management and operational course delivery. She ensures that lessons complement the Digital Marketing Institute's prescribed programme and resources. In addition, there has been effective enhancement of the course with presentations by relevant guest speakers and groupwork through projects and tutorial activities. Classes are timetabled appropriately. A permanent classroom is allocated to the course and is satisfactory for the size of the group. Two trainers have delivered the majority of lessons so far. Additional trainers, including subject experts who have been identified as having presented successfully in previous courses as guest speakers, will join the team of permanent trainers in October 2019. For future courses, one experienced trainer will deliver the initial lesson and take responsibility for monitoring participants' progress throughout the course. He will facilitate the group project and tutorials. This provides an example of the Provider's commitment to continuous quality improvement in course delivery and monitoring. Trainers and guest speakers are observed initially and during the course and the findings are recorded to ensure consistency. The Digital Marketing Institute provides a significant array of materials and resources. These are complemented by trainers' experience and practical examples. The existing materials are extensive and the Digital Marketing Institute is prescriptive in relation to the materials that are to be used on the course.

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	Trainers are supported 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 courses are developed and designed by the Digital Marketing Institute. There is ample guidance to support and reinforce learning and to test participants' understanding for each module through presentation packs, tutorial notes and also quizzes, which reflect the style and content of examination questions. Participants confirmed that they are reminded to prepare for lessons by studying the module materials in advance of the relevant session, given the intensity of the programme.

The aims of each lesson are clearly stated at the beginning of each taught session. Lessons combine practical application of the subject area and reinforcement of the content that needs to be understood for the examination.

There is no formative assessment. However, the group project is designed to provide an appropriate challenge to structuring and delivering a strategy for marketing a product or venture. The group presents its findings to the trainer who is responsible for setting the project, and who provides useful feedback to the group during the four weeks of the course.

The need for independent learning is key and is emphasised prior to the course, during induction and throughout the four weeks of the course. The Digital Marketing Institute's materials supplied on the Provider's online learning platform support self-development. Lesson structures include time for participant discussion and provide guidance where concepts or terminology require clarification.

Trainers are provided with information on the participants' motivation for joining the course and their experience in digital marketing. English classes are provided free of charge to participants who wish to improve their language skills. Trainers are cognisant of the different levels of experience and skills within a group and use suitable strategies to clarify and question the group to ensure their understanding of the subject matter. Delivery takes good account of the needs of the participants, ensuring that lessons include a variety of delivery methods to engage the participants.

Given the mix of experience and cultures within the groups so far, additional pre-arrival information provided to the trainers on participants, particularly in terms of how they intend to use the course to further their careers, would be useful.

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 ☐ NA
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 trainers are appropriately qualified and have significant experience of the digital marketing industry. They are actively employed or engaged in their own businesses, which is effective in enabling them to bring practical examples into lessons, which participants value. They have good subject knowledge and are able to communicate with the group effectively and develop good rapport.

Trainers are not formally appraised. However, they are observed initially as part of the recruitment process and during the course delivery. An observation form is completed by the observer. Peer review observation is due to be introduced once the trainer pool is expanded. This will be critical for peer learning and reflection.

11.4 Given the recent introduction of the course, continuing professional development is not yet in place for trainers.

The lessons are based on the plans provided by the Digital Marketing Institute. However, adaptation takes place to ensure that appropriate delivery techniques, such as group discussions, presentation of a business idea or question and answer sessions, bring the subject matter to life.

Trainers engage all participants in the discussion and the participants respond well to the real-life examples introduced by the trainer, which ensure that those with less experience of digital marketing were able to be fully involved in the lesson.

---

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 Provider's online learning platform includes materials covering the whole course. This is accessible to trainers and participants as appropriate.

Participants' access to the course materials, quizzes and resources spans a period of nine months, to ensure that they can review the materials prior to enrolling and after completing the course.

Trainers have access to their specific materials as needed, on an ongoing basis.

---

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.	☒ Yes ☐ 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.	☒ Yes ☐ No ☐ NA
13.3	Assessment outcomes are monitored to enable the identification of participants who are not making satisfactory progress and prompt intervention where appropriate.	☐ Yes ☐ No ☒ NA

13.4	Participants are made aware of how their progress relates to their targeted level of achievement.	☒ Yes ☐ No ☐ 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.	☒ Yes ☐ No ☐ NA
13.6	Participants have appropriate access to trainers outside class time.	☒ Yes ☐ No ☐ NA

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

Comments

Feedback in lessons is provided to the group or individual participants. Participants also receive feedback on learning issues when they encounter difficulty. There is no submitted work or formal assessment requirement, although participants are strongly encouraged to work through the online material and seek support, when needed, from a trainer.

A group project is undertaken by participants to provide practice in developing a digital marketing strategy. This is not formally assessed, although it is supervised. The Digital Marketing Institute confers its diploma on successful completion of the final assessment, which is taken independently by participants within six months after completing the course, at a venue of their choosing. This is an online, multiple choice assessment.

There are two scheduled tutorial sessions within the timetable over the four-week course. A trainer is available to provide advice and support on issues raised by individual participants.

The Provider has a policy of counselling participants who may not be able to engage satisfactorily with their chosen course although this has not yet arisen for digital marketing. The information provided to participants prior to registration states very clearly that independent learning and language proficiency are central to enrolment and to completing the course. The additional classes in English language have been offered to all participants. Participants confirmed that trainers are accessible through text messaging or e-mail outside class time.

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

The Provider has successfully negotiated an agreement to deliver the Digital Marketing Institute's diploma in digital marketing under license.

15. **There is a clear rationale for courses leading to unaccredited or internal awards (this does not apply to the provision of certificates of attendance only)**

15.1	There is a clear statement of the level claimed relative to the RQF 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

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.	☐ 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	
17.6	Effective safeguarding arrangements are in place and are regularly reviewed to keep all participants safe.	☐ Yes	☐ No	☒ NA
17.7	Effective arrangements are in place to protect participants from the risks associated with radicalisation and extremism.	☒ Yes	☐ No	

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

Comments

There is a suitable manager who is responsible for participant welfare on a day to day basis. Training in relevant policies is provided to all staff. All staff have a responsibility for ensuring that participants receive appropriate pastoral care.

Prior to attending the digital marketing course, participants receive the Provider's handbook which contains contact numbers, including an emergency and out of hours telephone number. Named administrative staff take responsibility for taking emergency calls on a rotational basis.

The Provider has specific policies that address areas such as discrimination, behaviour, attendance and equality of opportunity. The Participant Handbook contains relevant extracts from the Provider's policies and states the procedures that will be deployed if they are breached.

There are no participants under the age of 18 years enrolled on the digital marketing course.

Arrangements are in place and supported by a clear policy for all staff to detect signs of radicalisation and extremism and the action to be taken as required. A risk assessment was undertaken in June 2019 to assess any potential issues that may arise in relation to, or which may affect, the digital marketing course. The policy for mitigation against radicalisation and extremism was also updated in June 2019 and all staff have received relevant and updated training.

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.	☒ Yes	☐ No

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

Comments

The Provider serves a wholly international participant base. Appropriate measures are in place to guide international participants prior to arrival and during their course. They receive a general induction on arrival and a course specific induction.

Staff confirmed that they are available to provide information or guidance in an ongoing basis and gave effective examples of how they supported participants.

Discussions with participants also confirmed that the Provider takes cultural and religious considerations seriously, providing information on activities and venues as appropriate, including places of worship.

Several of the staff can communicate in a wide range of languages which facilitates dialogue in matters such as enrolment queries, participant welfare and inductions.

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
19.3	Participants are advised of BAC's complaints procedure.	☐ Yes	☒ No ☐ NA

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

Comments

The terms and conditions applying to the digital marketing course, including registration, payments, refund policies and visa requirements are clearly stated on the Provider's website and in the Participant Handbook. The terms and conditions also include matters pertaining to residential accommodation recommended, or supplied, by the Provider, where applicable.

There is a fair complaints procedure in place and participants are informed of this at the start of the course. Separate complaints forms are available for academic concerns and for general, non-academic issues.

19.3 The Provider does not currently inform participants of the BAC's 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

There is a specific member of staff responsible for standards relating to residences and homestay premises. There are two residential blocks which participants book through the Provider. Participants confirmed accommodation was suitable, clean and safe. The residential premises are inspected every two years by the Provider, or before a participant moves in and it is open to inspection by the appropriate authorities.   There are clear rules for health and safety and to manage fire risks. The premises are appropriately checked against these criteria.   The accommodation within the residential blocks is only available to participants over 18 years of age and they comprise self-contained apartments. There is a manager on site during office hours at each of the two locations, after which the Provider's emergency number is used.

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

The Provider has approved 15 active Homestay residences which are required to meet strict criteria in providing a safe environment for participants.   Homestay accommodation is inspected every two years and also before a placement is made. The terms and conditions for homestay are clarified to families and participants to ensure that both parties are satisfied with placements. The latter are given full profiles of families and their homes. The families are carefully chosen and there is

appropriate contact between them and the Accommodation Manager. Similarly, participants are supported by the Provider through the Accommodation Manager.

Feedback on homestay residences is sought from participants during the first week of a placement. The feedback forms are reviewed and appropriate follow-up with participants is carried out. In a few cases, participants had been moved to other premises. If a participant is moved, the homestay provider is placed under review and investigated. Participants are not allocated to providers under review, until an investigation is satisfactorily completed with a positive outcome. This represents good practice.

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

The Provider has a monthly social programme that is advertised in advance. This includes weekly activities posted on noticeboards. Digital marketing participants are offered additional events that are specific to their studies, evidencing the Provider's specific response to meet the needs of this group.

Feedback is taken on the social programme and a wide variety of activities is offered. It is responsive to the needs of the digital marketing participants, as several visits are relevant to the course. Other social events are offered also and are chosen with reference to the interests of the participants.

The social programme co-ordinator or another member of staff accompanies participants on visits and other activities and there are guidelines which staff are required to follow. Report and incident forms are completed following visits.

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 academic or non-academic purposes of a temporary or occasional nature.	☐ Yes ☐ No ☒ NA

This standard is judged to be:　　　　　　　　☒ Met　　☐ Partially Met　　☐ Not Met
Comments

The Provider has a secure tenure on its premises until 2023. The Managing Director has secured a further lease of ten years.

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

The premises provide participants with a safe, secure and clean environment. There are four security cameras within the premises. There are plans to introduce a lanyard system for all participants, so that they can be easily identified on arrival in the building.

The premises are newly refurbished and are clean and welcoming. There is appropriate signage throughout the building on interactive screens and noticeboards displaying general information, including health and safety.

Visitors sign in at reception, at which point they are briefed on health and safety and fire regulations. However, not all staff on reception duty are providing this briefing.

The premises comprise three floors, all of which contain classrooms and meeting rooms. There are adequate break out areas and kitchen facilities. Academic staff have their own staff room and administrative staff are located in different areas over three floors. The reception area is suitable and equipped for receiving visitors.

Toilet facilities are clean and are located on each floor. The rooms used by participants and staff have adequate heating, ventilation and light.

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/or 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

Classrooms are appropriate in size and reasonably well equipped. They provide adequate accommodation and a good learning environment.

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
26.6	Administrative offices are adequate in size and resources for the effective administration of the provider.	☒ Yes	☐ No

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

Comments

There are sufficient classrooms and break out areas that participants may use for private study. Classrooms are sufficiently large to enable participants to store their belongings while lessons are being delivered.

The trainers have a large, dedicated room, in which they can prepare lessons. It has storage space for personal effects.

Food and beverages may be consumed in breakout areas and kitchens are suitably equipped for the preparation of food and drinks.

There are two suitable rooms that can be used for small, private meetings. The administration office and the trainers' office are both of a good size for staff, trainer and group meetings.

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 Provider has made excellent progress on recruiting and retaining key staff in both academic and administrative functions.

There are solid leadership and clear lines of delineation between senior management and administrative staff.

The links between the Provider's strategic aims and the appraisal process ensures that there is clarity of direction for employees with appropriate goal setting.

Actions Required	Priority H/M/L
8.3 Formal action plans to track the Provider's achievement of strategic aims must be introduced.	☐ High ☒ Medium ☐ Low

TEACHING, LEARNING AND ASSESSMENT

Provider's Strengths

There is a commitment to quality improvement in relation to the recruitment of trainers.

There is evidence of good support for participants from trainers to enable them to address issues encountered in their learning.

The Provider offers free English language classes to participants and this was cited as being very effective to develop proficiency.

The recruitment of highly qualified and experienced trainers and guest speakers has significantly added to participants' learning experience.

Actions Required	Priority H/M/L
11.4 The Provider must ensure that appropriate arrangements are in place to support trainers' learning and to provide them with developmental goals.	☐ High ☒ Medium ☐ Low

PARTICIPANT WELFARE

Provider's Strengths

The Provider has a clear commitment to pastoral care and participant welfare, demonstrated by its comprehensive policies and the support that is given by staff to resolve any issues quickly.

Participants receive appropriate support when being placed in residential or homestay accommodation so that any necessary changes or issues are dealt with efficiently.

Actions Required	Priority H/M/L
19.3 The Provider must inform participants of the BAC complaints procedure.	☐ High ☒ Medium ☐ Low

PREMISES AND FACILITIES

Provider's Strengths

The newly refurbished premises demonstrate the commitment made by the Provider to develop and grow course provision.

Actions Required	Priority H/M/L
None	☐ High ☐ Medium ☐ Low

There is good evidence of smart utilisation of available space and satisfactorily equipped classrooms and social areas.

RECOMMENDED AREAS FOR IMPROVEMENT

To be reviewed at the next inspection

It is recommended that a documented record of key issues arising from participants' and trainers' feedback should be compiled, to support future course planning. It is recommended that the Provider collects additional pre-arrival information to assist trainers in the planning and delivery of lessons. It is recommended that a system of peer observation be introduced to ensure consistency of delivery. It is recommended that all reception staff are trained to enable them to inform visitors of health and safety and fire evacuation procedures.

COMPLIANCE WITH STATUTORY REQUIREMENTS