



BRITISH ACCREDITATION COUNCIL INSPECTION REPORT

RANDOM SPOT CHECK INSPECTION (Short Course Provider)

ORGANISATION: London School of Trends (LST)

ADDRESS: 2 Lord Hills Road
Paddington
London
W2 6PD

HEAD OF ORGANISATION: Mrs Simrit Singh Madan

Accreditation status: Accredited

Date of inspection: 1 January 2016

ACCREDITATION COMMITTEE DECISION AND DATE: 14 March 2016

1. Background to the organisation

London School of Trends (LST), formerly known as JD Image Promotions Ltd., was registered as a Limited Company in the UK in June 2015. It formerly had an academic partnership, from 2012, with JD Image Promotions India (JD India), a leading educational provider focusing on ten art subjects including fashion, and interior design. With 20,000 alumni, JD India has a high reputation within the fashion industry in India. However, in September 2015 this partnership ceased and LST began a new partnership with INIFD, a similar but even larger educational provider in India with 180 campuses across Asia and approximately 300 000 alumni.

LST provides a programme of short, residential courses in arts subjects which have been selected to have a subject affinity with the participants' (mostly undergraduate) courses taken in India. The programme currently consists of two courses: Fashion Styling, which is focused within London's unique fashion culture, and Interior Design, which is set in the context of London's environmental design culture. Participants are from various academic backgrounds as undergraduates mainly on the first or second year of a degree course or, less frequently, on a one-year diploma course in India, and choose one of the two one-month long courses, which run concurrently. LST plans more subject courses to add to the current two and also to recruit home students from UK and Europe.

After a change in ownership in 2015 a new Executive Director, in charge of day to day operations, was appointed.

LST is housed on three floors of a former domestic premises close to the Harrow Road, not far from the centre of London. Course fees, which are structured to include a discount for participants from INIFD institutions in India, include accommodation and educational tuition. LST also runs some blended tuition programmes from time to time.

2. Brief description of current provision

From September 2015 LST has been running the two concurrent courses with a monthly intake of about 20 participants, with a total of about 80 to date. Twenty-one female and male students are on the current course, confirmed on the spot check. Participants receive two or three days teaching per week totalling 24 hours contact time for the month's course plus research time and timetabled visits to places of interest relevant to the fashion and design industry such as the Victoria & Albert Museum.

Teaching from the two experienced part-time tutors is timetabled on different days of the week using one classroom, and course delivery includes a series of lectures, demonstrations and supervised studio work sessions which are fully outlined in student handbooks. Participants, in addition to undertaking weekly assignments which are submitted electronically and do not require the use of specialist hardware or software, focus on a final presentation which simulates practice in both fashion and interior design.

Formative assessment takes place at the end of assignments, which receive a percentage mark. Summative assessment takes place at the end of the course and final awards are given by INIFD. A participant's final award does not contribute to the final grade of their course at institutes in India because the London courses are undertaken on a voluntary basis and are not duplicated within the curriculum in INIFD India.

3. Inspection process

The inspection took place over half a day with one inspector. Meetings were held with the Course Director and all of the students before they left for an educational visit to the Victoria & Albert Museum. Documentation seen included progress records, with grades (for two assignments and final presentation on fashion topics), and student feedback. The inspector held a telephone conversation with the Executive Director.

4. Inspection history

Full inspection: 30 and 31 October 2013
Interim inspection: 16 January 2015

5. Significant changes since the last inspection

From late September 2015 there has been only one owner/shareholder, and a new Executive Director was appointed. A new educational partnership was also begun with INIFD and that with JD Images terminated, hence the change of name to LST. The new partnership has facilitated monthly intakes of about 20 students from India on each month course.

The Executive Director stated that by March all electronic references to the former partner JD Images will be removed, but it cannot be before then. Enquiries to LST website are currently still resulting in a JD Images web page. As this change has not been completed yet it is an action point (see below).

6. Response to action points in last report

None specified.

The recommendations from the previous full inspection had been met at the time of the interim, including the deadline date for the re-launch of the website in December 2013.

7. Conclusion including any requirements and/or recommendations

The training package on offer matches students' needs and objectives well. The students were briefly interviewed before they left for an educational visit and confirmed that they were very satisfied with the teaching and facilities so far. They confirmed that they had received an appropriate induction including health and safety aspects and that their attendance was monitored biometrically; all were on student visas. There are no recommendations.