



BRITISH ACCREDITATION COUNCIL INSPECTION REPORT

INTERIM VISIT (Short Course Provider)

ORGANISATION: Bath Academy of Media Makeup Ltd.

ADDRESS: Upper Floor,
Christ Church Mews
Julian Road
BATH
BA1 2RH

HEAD OF ORGANISATION: Ms Melanie Crump

Accreditation status: Accredited

Date of inspection: 12 April 2016

ACCREDITATION COMMITTEE DECISION AND DATE: 14 July 2016

PART A - INTRODUCTION

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.

BAMM continues to build its business as a specialist trainer for those seeking make up careers in the fashion, film and television media industries. It has forged an affiliation with Bath Spa university and has also launched BAMM Agency as an additional marketing outlet for the Academy.

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, 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.

The Academy is phasing in a new range of short courses for example Afro Hair & Makeup for Black Skin (4 days), Body Art (3 days) and Character and Theatrical (5 days). In total there are seven new courses. These new course offerings help to explain the fact that the number of applications has increased.

3. Inspection process

This was a half day inspection visit carried out by one inspector. The inspector had a meeting with the Principal and also had the opportunity to speak with five students, including two from overseas (New Zealand and Italy). The inspector was able to view the premises and see students at work. Documentation was examined and the issues identified in the full inspection for remedial action were discussed with the Principal.

4. Inspection history

Full Inspection: 19 and 20 January 2015

Interim inspection: 12 April 2016

PART B – JUDGEMENTS 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

1. Significant changes since the last inspection.

The number of students enrolling on BAMB courses has increased with the new programmes acting as a catalyst for this trend. As a consequence, the Principal is considering utilising additional space that is available for rental on the ground floor of the building.

The Academy currently has two students from overseas on the 15-week Peter King programme. While the Academy is not specifically targeting overseas students, there has been an increase in interest from potential non UK based candidates.

At a strategic level, the Academy is to introduce Gap Year courses and market these to universities and colleges. The Principal is also negotiating with the Vocational Training Charitable Trust (VTCT) regarding the possibility of producing a bespoke course for BAMB that incorporates hairdressing to NVQ level 2. BAMB would also like to work with VTCT in helping to design course content in media makeup to offer to colleges at NVQ levels 4 and 5.

The Academy has also expanded its social media presence so that students, current or past, will have greater access to BAMB resources. This is regarded by the Principal as 'motivational development' and includes, for example, blog and make up competitions. BAMB is proud of the support it provides to its former students as they seek to establish their careers. They are provided with a list of industry contacts and all students are provided with work placements after completing the 15-week Peter King course. The social media expansion undoubtedly makes contact with the students easier.

A new prospectus has been produced. This is already available on line and will also be published in hardcopy in the coming weeks.

2. Response to actions points in last report

7.4 - A mechanism to report to participants on how the Academy has responded to feedback must be introduced. (Low)

The Academy receives feedback forms and comments from students via their mid-term appraisals. At the end of the courses all information is collated. Actions taken by management are then publicised on Facebook, social media and then the BAMB website. In this way, the information is available to both those who have raised issues and also to applicants for places on the courses. The inspector was provided with an example relating to the SFX & Prosthetics course where students had raised an issue about the advanced nature of the programme. As a consequence, an amended course was developed and published on the BAMB Facebook page. As a result, the action point is deemed to have been met.

8.2 - A written review and action plan must be produced regularly. (Medium)

At the time of the inspection the Principal was preparing the first review document to be published later this month. It is the intention this will become an annual publication. This action point is, therefore, deemed to have been met.

11.3, 11.4 - The Principal must formally observe tutors and provide them with feedback. (Medium).

The Principal formally observes all tutors. There is a tutor feedback form used as the basis for discussions with the tutors, who are all highly experienced professionals. Additional feedback is also given at the end of each course. The action point is deemed to have been met.

3. Compliance with BAC accreditation requirements – spot check

3.1 Management, Staffing and Administration

	Met	Partially met	Not met	
The standards are judged to be	✓			
Comments. The management structure and approach has not changed since the initial inspection. It is likely that an additional office administrator will be appointed later this month.				

3.2 Teaching, Learning and Assessment

	Met	Partially met	Not met	
The standards are judged to be	✓			
Comments. The tutors are all experienced professionals in the media makeup field and have supported the BAMB programmes from the outset. Students exiting from the 15-week course are guaranteed paid work placements subject to any visa restrictions imposed upon non-UK/EU citizens.				

3.3 Participant Welfare

	Met	Partially met	Not met	
The standards are judged to be	✓			
Comments. Students commented favourably on the care and attention they receive from the Principal and staff. If a student wishes to discuss a confidential matter the Principal’s room can be used to provide a private discussion environment. The meeting with the students was highly positive.				

3.4 Premises and Facilities

	Met	Partially met	Not met	
The standards are judged to be	✓			
Comments The premises continue to be fit for purpose. There is a very pleasant private walled garden with direct access from the Academy. Additional storage space has been utilised and there is space to expand the premises later this year if numbers continue to rise, subject to negotiation with the landlord.				

PART C – SUMMARY OF STRENGTHS AND ACTION POINTS

Institution's strengths:

- Experienced and enthusiastic Principal.
- Professional staff with national and internationally recognised experience in their respective industries.
- Pleasant, hospitable and safe premises and working environment.
- Clear views on how to develop the Academy as evidenced by the initiatives put in place since the initial inspection in January 2015.
- Continued support once students have completed their programmes.
- Caring environment attested to by the students seen by the inspector.

Actions required	Priority H/M/L
NONE	

COMPLIANCE WITH STATUTORY REQUIREMENTS

Declaration of compliance has been signed and dated.	YES
Further comments, if applicable.	