



## **BRITISH ACCREDITATION COUNCIL INSPECTION REPORT**

### **INTERIM INSPECTION (Short Course Provider)**

**PROVIDER:** Bath Academy of Media Makeup

**ADDRESS:** Upper Floor  
Christ Church Mews  
Julian Road  
Bath  
BA1 2RH

**HEAD OF PROVIDER:** Ms Melanie Weekley

**ACCREDITATION STATUS:** Accredited

**DATE OF INSPECTION:** 27 January 2021

**ACCREDITATION COMMITTEE DECISION AND DATE:** Continued accreditation, 6 April 2021

## **PART A – INTRODUCTION**

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### **1. Background to the provider**

The Bath Academy of Media Makeup (BAMM/the Provider) is a privately owned limited company offering non-accredited courses in specialist makeup and hair-styling for film, television and other media. BAMM is located in the centre of Bath.

BAMM was established in 2012 and ran its first course in January 2013.

The Provider aims to continually strive to improve and commit to staying up to date with the latest makeup brands, industry trends and skills, so that these can be passed on to participants. It is aiming to build its business as a specialist trainer for those seeking makeup careers in the fashion, film, television and media industries.

Its founder, who is also the Academy Principal, manages the day-to-day running of the Provider and is assisted by an Office Manager. BAMM's Creative Directors oversee the course structure and undertake a quality assurance role to ensure that the Provider's graduates meet the needs of the industry.

### **2. Brief description of the current provision**

The main course offered by the Provider is the 16-week flagship face-to-face Peter Swords King TV and Film, Hair and Makeup course, which includes training in skills such as airbrushing, wig and facial hair work, prosthetics, special effects and theatrical makeup. There is also content relating to film shooting, for example how to break down a script, and business skills such as an introduction to accountancy, tax and website design.

The 16-week course is run twice a year and offers participants the opportunity to add on an extra three- or four-week bolt-on course in either Fashion or Creature Creations. The participants may decide to choose both additions. In this case the course is titled the Peter Swords King Ultimate TV and Film, Hair and Makeup Course and its duration is 23 weeks.

Photo shoots at the end of modules enable participants to build up a portfolio of their work and, after successful completion of the course, participants are offered work placements or traineeships with the Creative Directors or their contacts, and through the BAMM Agency.

A four-week Fashion Makeup course, one-week Bridal Makeup course, four-day Bridal Hair course and one-week Barbering course are also offered by the Provider. Short weekend and one-day courses are offered in specific subjects that include refresher courses, masterclasses and tasters in fashion makeup, bridal hair and makeup, barbering, a variety of special effects and prosthetics courses. The Provider also offers bespoke courses designed for individual participants wishing to refresh and update their current skills.

Over the last 12 months, the Provider has run three different courses. The Peter Swords King TV and Film, Hair and Makeup course had 11 female participants. All participants are over the age of 18. Most participants were from the United Kingdom (UK) and a minority were from China and the United States of America (USA).

The Bridal Makeup course also ran with three female participants, who were all from the UK. Finally, the Junior Makeup course in TV, Film and SFX Makeup had eight female participants and one male participant, all from the UK.

Courses are scheduled throughout the year and participants are enrolled on a continual basis. There are no formal entry requirements for participants, although they are required to have an appropriate level of English. At the time of the inspection, there were no face-to-face courses running.

The previously offered three-hour Junior Makeup course has stopped running and will no longer be offered by the Provider.

### 3. **Inspection process**

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The inspection was conducted remotely in half a day by one inspector. The inspector held meetings with the Head of the Provider, Office Manager and the Accounts and Office Administrator. Additional meetings were also held with the two Course Directors and two previous participants. The training facilities and premises were also inspected. The Provider was supportive of the inspection process and made available all relevant.

### 4. **Inspection history**

<b>Inspection type</b>	<b>Date</b>
Full Inspection	19-20 January 2015
Interim	12 April 2016
Re-accreditation	11-12 February 2019

## **PART B – JUDGEMENTS AND EVIDENCE**

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

### **1. Significant changes since the last inspection**

The Provider has previously offered a three-hour Junior Makeup course four times a year, during school holidays, to provide participants under the age of 18 with basic techniques in applying makeup. These courses have now stopped running and will no longer be offered by the Provider.

### **2. Response to action points in last report**

There were no action points identified in the last report.

### **3. Response to recommended areas for improvement in last report**

*BAMM should develop an e-policy that references the staff code of conduct, participants' use of social media and devices on site such as mobile telephones and cameras.*

The Provider has developed an appropriate e-policy and guidance notes on the use of technology, photographs and social media whilst on site. All participants are also required to complete a consent form indicating whether they are happy to be featured on social media and in BAMM's marketing material.

*BAMM should include the safe use of social media within the participants' induction.*

The use of social media and electronic devices whilst on site forms part of the BAMM code of conduct, which is detailed in the participant handbook and is included as part of the induction process.

### **4. Compliance with BAC accreditation requirements**

#### **4.1 Management, Staffing and Administration (spot check)**

**The standards are judged to be:**

Met     Partially Met     Not Met

#### **Comments**

The Provider is well managed and has a clear organisational structure. The Head of the Provider and the Office Manager manage the day-to-day operations, with additional appropriate administrative support provided by the Accounts and Office Administrator. The participants commented that their initial application and subsequent queries were dealt with in a timely manner.

Members of the BAMM management team are suitably qualified and/or experienced for their respective roles. The vast majority of staff have an extensive background in makeup or fashion, with credits on mainstream film and television shows.

The core team has regular staff meetings and any relevant items on the agenda that are discussed are effectively disseminated to the other staff via telephone or e-mail to ensure effective communication. There are effective policies and procedures in place for the operational administration and management of the provision.

The Provider maintains suitable records to support staff recruitment. These include written references to support the staff's previous work history and experience. However, not all staff have had their experience or qualifications verified.

Staff at BAMB have regular meetings and performance reviews with the management team. However, this is not formally documented on a regular basis. As a result, there is no record of the performance feedback provided to staff or agreed action plans for improvement.

The Provider has produced a high-quality prospectus to promote its courses which it hands out on the open days that it provides for prospective participants. The prospectus contains details of the course content and the staff, as well as images that provide an accurate depiction of the premises, classrooms and equipment. The BAMB website is also very informative and similarly provides a professional overview of the Provider, its staff and the courses.

A suitable policy is in place that provides details of effective procedures for managing course attendance. The courses are practical in nature and are delivered by renowned industry professionals and the attendance levels are excellent. A daily register is taken for each class and any absences are promptly followed up by staff to identify any potential problems and provide support for participants where necessary.

There are appropriate mechanisms to ensure the continuing quality of the provision. The Provider has developed a feedback questionnaire that participants complete at the end of their course. The resulting feedback is collated and analysed regularly and discussed with the trainers. Any follow-up actions or changes to delivery plans or products are recorded to ensure continuous improvement of the provision.

There is also a feedback box in the premises that participants can use to provide anonymous feedback. A notice, that provides information about recent feedback from participants and how the Provider has responded, is displayed on a notice board on the premises so that participants can see how the Provider responds to their feedback. Participants commented that they felt their feedback and views were valued. Inspection findings confirm this.

The Provider produces a useful annual performance review that includes data on the number of participants that have attended each course and how many have since gone on to work in a professional capacity within the industry.

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#### 4.2 Teaching, Learning and Assessment (spot check)

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**The standards are judged to be:**

Met     Partially Met     Not Met

**Comments**

Programme management is effective. There are two Course Directors who oversee effectively the content and structure of the makeup, barbering and fashion courses. There are an additional 15 members of freelance staff who deliver various aspects of each course. All the trainers are very well experienced and are industry professionals in makeup or fashion. As a result, the participants have access to a diverse range of knowledge in specialist techniques and industry practice.

There is a robust course delivery system in place and an effective timetable is used to allocate classrooms, specialist resources and trainers appropriately for each part of the course.

Participants are required to send to the Provider a completed participant health form in advance of the course start date to inform BAMB about any medical conditions, religious considerations or known learning difficulties. The trainers are provided with this information before classes commence so that they can prepare effectively and offer additional support where needed.

Training staff are monitored throughout the delivery of each course, including through observations, and a member of the management team provides feedback to trainers at the end of each module or course. The feedback includes any feedback that is provided by the participants. As a result of this, trainers know what they are doing well and what they may need to improve. The Provider has developed an annual report template that sets out a process to record lesson observations, but the process has not yet been implemented.

The courses allow the participants to achieve their learning goals. The courses are structured so that teaching takes place at the beginning of each day. This allows participants to apply their knowledge in practical applications later in the day where the trainer can observe the applied techniques, check participant knowledge and offer one-to-one feedback.

Midway through a course, each participant is provided with formal, constructive feedback on the practical tasks they have completed. Participants are also provided with individual feedback again at the end of the course. Consequently, the participants understand very well the progress they are making and what they need to work on.

The participants commented that the trainers were extremely knowledgeable and supportive throughout the course. They also commented that they have remained in touch with the staff at BAMM, who continue to offer advice and support as the participants start their careers in the industry.

There are no formal assessments for courses at BAMM, but a certificate of completion that details each module completed is provided to participants at the end of the course.

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#### 4.3 Participant Welfare (spot check)

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**The standards are judged to be:**

Met     Partially Met     Not Met

**Comments**

There is a suitable qualified member of staff who is responsible for participants' welfare. They have undertaken appropriate safeguarding and first-aid training. As a result the participants have access to appropriate welfare support to meet their needs.

Prior to enrolment, participants are sent good and useful information to help them to settle quickly into their course. The information includes a course schedule, a participant handbook and detailed information about the course. Key policies and other relevant documentation are also sent to help the participants prepare for their course.

The induction is delivered on the first day of face-to-face training and is very thorough. It covers appropriate areas such as details of the building layout, the course content and structure, the participants' code of conduct, the use of social media and the attendance requirements.

A suitable radicalisation policy and supporting risk assessments to protect participants from the risks of radicalisation and extremism have been developed. Not all training staff have completed appropriate training in preventing radicalisation and extremism.

Additional information and guidance are provided to international participants to meet their specific needs. Information about any specific dietary requirements, religious beliefs and learning difficulties is obtained from participants before they start the course to ensure that the Provider can cater for any individual needs.

The terms and conditions for course enrolment and applicable fees are clear. A suitable complaints procedure is detailed in the participant handbook, which includes the BAMM complaints process and details of how participants can also contact the BAC to raise a complaint.

Information is provided to participants about the local area, available accommodation and things to do in Bath. There is also a participant noticeboard on the premises with details of upcoming events taking place locally. The noticeboards are also used to display examples of staff and participant work.

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4.4 Premises and Facilities (spot check)

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**The standards are judged to be:**

Met     Partially Met     Not Met

**Comments**

The Provider has a long-term contract to lease its premises in Bath.

The premises are located on the ground floor and consist of a dedicated office, store room, kitchen, toilets and two classrooms that are used for training. There is also a large outdoor space that can be used for group work or as an additional area for relaxation.

The building has good signage, health and safety notices, first-aid equipment and fire extinguishers that are checked regularly.

The building is clean and provides a conducive learning environment for participants. The classrooms are well furnished and equipped with salon chairs, mirrors and a good stock of appropriate resources to enable participants to carry out their practical work effectively.

Each classroom can accommodate up to 12 participants and is adequate for the number of participants enrolled on each course.

Staff and participants have access to the kitchen and rest areas when required and can use the classrooms for study or work purposes.

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4.5 Compliance Declaration

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**Declaration of compliance has been signed and dated.**

Yes     No

**PART C – SUMMARY OF STRENGTHS AND ACTION POINTS**

**STRENGTHS**

The BAMM website and published marketing materials are very well designed and informative.

Trainers are highly skilled and have extensive practical experience in makeup and fashion, which allows participants to develop specific knowledge about current trends and industry practice.

The delivery of BAMM courses includes careful consideration of the various diversity issues that may be encountered within the industry.

Following completion of a course, participants are offered the opportunity to gain work experience with the Course Directors.

**ACTIONS REQUIRED**

The experience and qualifications of all staff must be verified before employment commences.	<input type="checkbox"/> High	<input checked="" type="checkbox"/> Medium	<input type="checkbox"/> Low
A formal system for regularly reviewing the performance of staff must be developed and implemented.	<input type="checkbox"/> High	<input checked="" type="checkbox"/> Medium	<input type="checkbox"/> Low
All training staff must complete appropriate training to protect staff and participants from the risks of radicalisation and extremism.	<input type="checkbox"/> High	<input checked="" type="checkbox"/> Medium	<input type="checkbox"/> Low

**RECOMMENDED AREAS FOR IMPROVEMENT (to be reviewed at the next inspection)**

The Provider should conduct recorded lesson observations on a regular basis.

**COMPLIANCE WITH STATUTORY REQUIREMENTS – FURTHER COMMENTS, IF APPLICABLE**