



LONDON FILM ACADEMY ADMISSIONS POLICY

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Table of Contents

INTRODUCTION	3
Access and Participation.....	4
Equality and Diversity	4
Disability.....	4
Applicants with Criminal Convictions	5
Responsibility for Recruitment and Admissions.....	5
Provision for Information.....	5
Enquiries.....	5
HOW TO APPLY	6
Entry Requirements.....	6
Course Specific Entry Requirements	7
Accreditation of Prior Learning (APL)	7
Selection.....	8
Review	8
Interview.....	8
Decisions & Offers	9
Unconditional Offer	9
Conditional Offer	9
Rejection.....	9
BA (Hons) Filmmaking.....	10
Accepting Offers.....	10
Document Verification.....	10
UK/EU/EEA Applicants	10
International Applicants.....	11
Deferred Entry.....	11
Deadlines and Late Applications.....	12
Fraudulent Statements and Omissions.....	12
Changes to the Provision.....	12
INDUCTION.....	12
COMPLAINTS, APPEALS & DISCRIMINATION.....	12
Process for an Appeal.....	13
Process for a Complaint.....	13
Discrimination	13
MONITORING & CONFIDENTIALITY.....	14
Monitoring and Review of Policies and Procedures.....	14
Data Protection	14



INTRODUCTION

The purpose of this document is to ensure that London Film Academy (LFA) practices a clear, fair, explicit and consistent admissions procedure.

This policy applies to all programmes of study at LFA with special reference to programmes greater than six-months in length (also referred to long term courses):

- BA (Hons) Filmmaking
- Filmmaking Diploma
- Screenwriting Diploma

The admission of students into both further and higher education courses at LFA will typically include the following activities:

- promotion and marketing of courses to prospective students, their parents, employers and advisers
- identification and recruitment of prospective students to the LFA and specific programmes of study through, for example: open days, recruitment fairs (both in the UK and overseas) representative offices, seminars, etc.
- selection of applicants suitable for a particular programme
- assessment of suitability based on academic grounds and intentions of study
- conditional offer of a place on a programme of study
- enrolment of students onto a programme of study (unconditional offer)
- issuance of a CAS number statement (International students only)
- induction and orientation of new students to the LFA, department and programme of study

LFA recognises that applicants will come from a wide range of backgrounds and will demonstrate their potential to succeed in a variety of ways. There is often a need to make quite complex judgements about relative potential within a diverse population of applicants since many students coming to LFA have a prior education from another country.

LFA endeavours to secure a good match between the abilities and aptitudes of the applicant and the demands of the programme, thus leading to the selection of students who can reasonably be expected to complete their studies successfully.

The Admissions team at LFA will therefore discriminate between applicants, to determine who should be selected. This exercise of judgement is, wherever possible, underpinned by reference to transparent and justifiable criteria. LFA's standard point of reference for the 'level' evaluation of an overseas qualification is UK NARIC (National Recognition Information Centre for the United Kingdom).

LFA may also refer to 'in-country' British Council offices and accredited recruitment agencies for further advice. In addition, if evidence is provided that another 'recognised' institution has evaluated the said qualification then that too may be considered to demonstrate acceptable recognition of achievement.

Finally, LFA will regularly monitor and review its recruitment, admissions and enrolment policies and procedures and ensure that all those involved in admissions are competent to undertake their roles.



LFA Admissions Policy aims to:

- create a student body that is balanced and diverse in terms of cultural background and experience
- recruit students who have the ability to successfully complete their chosen course, whatever their background
- recruit students with a genuine intention to study and fully complete their programme of study

LFA will endeavour to achieve these aims by:

- encouraging applications from all those with the motivation and academic ability to succeed at LFA
- for courses over six-months we assess each application on an individual basis and interview when possible
- offering places to applicants who have the potential to successfully complete their programme at LFA
- transparency in the admissions process

This Admissions Policy complies with relevant legislation and is guided by the principles outlined by the Quality Assurance Agency (QAA)'s UK Quality Code for Higher Education, Chapter B2: Recruitment, Selection and Admission to Higher Education.

ACCESS AND PARTICIPATION

LFA has always remained true to our values of being inclusive, diverse and supportive of all walks of life. The film industry is already hard enough to get into, and we have always made it part of our school's remit to take active steps towards fostering participation and encouraging access for under-represented and disadvantaged students.

LFA's Access and Participation Statement published on LFA's website contains more detailed information on how LFA continues to support diverse education and actively strives to deliver the highest quality in our courses to students of all backgrounds. We have an excellent representation of mixed ethnicities and are continuing to work towards equal gender representation. Importantly, we also foster female filmmakers by offering LFA Pioneer Awards, a fully funded place for a female studying on our Filmmaking Diploma.

EQUALITY AND DIVERSITY

We are committed to fair, transparent and consistent practices that enable us to recruit a diverse student body, and promote equal opportunities for all applicants regardless of gender, including gender re-assignment, marital or civil partnership status, having or not having dependants, religious belief or political opinion, race (including colour, nationality, ethnic or national origins), disability, sexual orientation and age.

DISABILITY

We welcome disabled applicants and encourage them to disclose the nature of their disability in their application. This enables LFA to be pro-active and discuss the provision of reasonable adjustments, enhancing their student experience and ensuring compliance with legislation.



Information about disabilities disclosed in the application are not made available to reviewers and interviewers and are not considered as part of the selection process.

APPLICANTS WITH CRIMINAL CONVICTIONS

LFA recognises the role of education in the rehabilitative process and will consider applications from applicants who have declared criminal convictions as part of the application process. However, in order for us to meet our duty of care obligations to students and staff, we will ask for information about any relevant criminal convictions that are not subject to filtering.

Information provided by the applicant will be treated confidentially and only reviewed by the Head of Academic Governance and Admissions Team.

RESPONSIBILITY FOR RECRUITMENT AND ADMISSIONS

Responsibility for the Admissions Policy and its annual review lie with the Head of Academic Governance.

Responsibility for recruitment and admissions in line with the policy lies with Head of Marketing & Communications and Admissions Leader who manages the Admissions Policy and procedures, provides advice and support to recruitment staff, academic staff, enquirers and applicants. The Admissions Leader is responsible for the administration of the admissions processes, including the provision of advice and guidance, initial assessments of applications and the making of offers.

Members of academic staff and tutors as selected by the Admissions Leader are responsible for first and second stage assessments of applications (including interviews) and making recommendations (offer, conditional offer, rejection) to the Admissions Leader.

PROVISION FOR INFORMATION

LFA is committed to providing high quality, up-to-date and accurate information, advice and guidance to prospective students and applicants. Admissions and Marketing teams are trained in Consumer Rights Law for HE.

The Head of Marketing & Communications is responsible for ensuring that any information, advice and guidance that is provided to prospective students and applicants is: accurate, current, clear, accessible.

LFA reserves the right to make changes to the Admissions Policy and related processes, however, such changes will only be made where they are considered unavoidable and reasonable. Significant changes will be communicated to enquirers, prospective students and applicants via email.

ENQUIRIES

We seek to respond to all enquiries within two working days, providing accurate and clear information. This includes providing information via email, phone, post and social media channels. Admissions can be contacted directly at admissions@londonfilmacademy.com.



HOW TO APPLY

1. Read the prospectus or website thoroughly and select the course that is of interest to you. Check that you meet the entry requirements (if you are unsure please do not hesitate to contact us).
2. Contact the Admission Team with any questions you may have. They can also give advice and guidance to help you in making the correct choice. If you are applying from overseas please familiarise yourself with current UKVI regulations before applying.
3. Submit your application on-line and pay either an application fee or deposit fee to progress to the next stage.
4. Depending on the course you have applied for, availability of places and meeting the admissions criteria, you will receive a conditional offer from the LFA. The conditional offer will normally be issued within 2 weeks (note: for courses externally validated by a university it may take up to 3-5 weeks for a decision). Conditions may include the need to submit further documentation (if missing any), appropriate IELTS score (if not submitted), personal interview, presentation of a portfolio of work and payment of the deposit/course fees.
5. Upon successfully meeting all the conditions on the Conditional Offer letter (and following a personal interview and presentation of portfolio – if requested), the LFA will instruct you to make a payment of required fee deposit.
6. Upon receipt of the payment deposit as mentioned in the conditional offer the LFA may issue a Confirmation of Enrolment (CoE) letter confirming acceptance onto the course (only UK/EU/EEA students can join the institute upon receipt of the CoE letter). International applicants who require Tier 4 sponsorship from the LFA will be required to disclose further documentation before LFA can assign you a Confirmation of Acceptance for Studies (CAS) number to apply for a visa to study in the UK.

ENTRY REQUIREMENTS

It is the policy of LFA to admit students who have serious academic, professional and/or vocational intentions and are able to demonstrate the potential to benefit from, and the ability to successfully complete its programmes.

Details of entry requirements for each programme of study are provided in the LFA's, website, publicity materials, Programme Specification and relevant Course Handbook.



An appropriate level of English Language competence is required for all applicants whose first language is not English. This is normally measured through an IELTS score but other recognised qualifications will also be considered.

Applications from candidates without the normal, formal qualifications will be considered on an individual basis and all aspects of an application will be taken into account when making a decision i.e. qualifications, work experience, personal statement, creative (visual or written) portfolio of work, references.

The LFA reserves the right to refuse admission to applicants who have not met entry requirements or where there is evidence that they are unable to meet the academic, professional or vocational requirements of the course. Or have not demonstrated clearly that they hold serious study intentions.

Applicants who do not abide by the rules and regulations of the LFA, or who make fraudulent applications, including non-disclosure of information relevant to the application, will have their offer of a place withdrawn. Registrations based on fraudulent applications will normally be declared null and void and any fees paid will be non-refundable.

COURSE SPECIFIC ENTRY REQUIREMENTS

Requirements for entry vary according to course and can be found on LFA website attached to a specific course in the section entitled 'Entry Requirements'.

ACCREDITATION OF PRIOR LEARNING (APL)

The process of identification, assessment and formal acknowledgement of prior learning and achievement is commonly known as 'accreditation'. The term 'accreditation of prior learning' is used to encapsulate the range of activity and approaches used formally to acknowledge and establish publicly that some reasonably substantial and significant element of learning has taken place. Such learning may have been recognised previously by an education provider, (e.g. 'prior certificated learning'); or it may have been achieved by reflecting upon experiences outside the formal education and training systems (e.g. 'prior experiential learning').

These approaches typically include policies and practices designed to accredit learning and achievement that occurred:

- and has been previously assessed and certificated
- in a work/community-based or related setting, but is not a formal part of that experience
- at some time, prior to the formal HE programme on which an applicant is about to embark
- concurrent with participation in a HE programme, but is not a formal part of that experience
- through experience and critical reflection, but was not part of a formal learning programme
- the theme common to prior certificated learning, prior experiential learning and to all of the illustrative activities above, which must be properly considered for accreditation, is learning. It is the achievement of learning, or the outcomes of that learning, and not just the experience of the activities alone, that is being accredited.



- whenever and wherever the experience occurred, evidence must be presented to demonstrate that learning has taken place.

SELECTION

For all courses above six months and which lead to a recognised qualification, there is a selection process. LFA seeks to admit students it believes to have the potential to successfully complete their course, this is normally judged by their achievements and their potential.

To do so we operate a two-stage selection process:

1. Review
2. Interview

REVIEW

During this stage the Admissions Team will check for the following:

- the relevant materials have been submitted, including education certificates, references and personal statement;
- all relevant documents are available in English and that certified translations have been made available where required;
- appropriate creative materials have been submitted (if required);
- The English language requirements have been met.

Requirements for entry vary according to course and can be found on LFA website attached to a specific course in the section entitled 'Entry Requirements'. Documents requirements may also vary from UK/EU applicants to international applicants. Please refer to the website for the latest requirements.

Applications that satisfy all the above requirements will be referred to the relevant Course Leader for an interview. Any applications that do not satisfy these requirements may either be referred back or rejected. The applicant will be informed of the reasons why the application has been referred back and the requirements that need to be met before the application can be reconsidered, feedback and justification will also be provided if the application has been rejected.

The focus of this stage is to decide whether an applicant has the potential to successfully complete the course. This is normally based on previous academic achievements and evidence that supports an interest and aptitude for the demands of the chosen subject. Relevant professional experience in film or related areas can substitute the requirement for proof of academic achievements – see section on Accreditation of Prior Learning.

INTERVIEW

Applicants who have successfully passed the Review stage will be invited to an interview. Interviews are generally held by the course leader, and for some courses will also be interviewed by an industry professional who actively teaches on the course in question. Applicants may be invited to attend an interview in person at LFA or over Skype if the applicant is based outside of the UK.

Where the interviewer is satisfied that the applicant has a reasonable chance at successfully completing the course, a recommendation will be made to the Admissions Leader. Successful applicants will be informed via an offer letter, emailed by the Admissions team. Where the interviewer is not satisfied that the applicant has a reasonable chance at successfully completing the course, the application will be rejected, the applicant will be informed of the decision, the reasons why and if feasible, suggestions on how to improve future applications.

The progression of the application is at the discretion of the administrative and academic staff.

DECISIONS & OFFERS

Final decisions are taken by the Admissions Leader together with validating partner. These decisions are based on recommendations from the relevant Course Team and interviewer, but occasionally can consult the Principals if further input is required. There will be three possible outcomes:

1. Unconditional Offer
2. Conditional Offer
3. Rejection

UNCONDITIONAL OFFER

Unconditional offers are normally made to applicants who have satisfied all entry criteria and have demonstrated that they have the potential to succeed in their studies at the LFA.

CONDITIONAL OFFER

Offer letters will outline the steps the applicant should take; these need to be met prior to the course start. Conditional offers are normally made to applicants who have satisfied and have demonstrated that they have the potential to succeed in their studies at the LFA but have yet to fulfil certain conditions.

Conditions normally include the provision of one or more of the following, please note that the list below is not exhaustive:

- Proof of Proficiency in English
- Satisfactory references
- Transcripts of academic results or achievements

Please note that LFA will not issue a Confirmation of Acceptance for Studies for international students who have not yet met the conditions set out in a conditional offer.

REJECTION

Applicants who are not able to satisfy the entry criteria and could not demonstrate that they have sufficient potential to succeed in their studies at the LFA will be rejected. In such cases, applicants are normally given a brief statement outlining the reasons why their application has been rejected. Applicants who have been previously rejected are welcome to re-apply provided they are able to demonstrate that they have significantly improved their potential to succeed on the course.



BA (HONS) FILMMAKING

This programme is validated by University of Derby and all applications to this course must also be vetted by the validating partner. Copies of interview notes, transcripts and any other notes made will be shared with the Admissions team and other relevant members of staff at UoD.

ACCEPTING OFFERS

The Offer Letter will outline the information required to transition from applicant to a student. This includes but is not limited to:

- Accepting offers;
- Payment of fees, including a deposit amount to initially secure the place;
- Obtaining a Tier 4 (General) Student Visa;

We ask all applicants to accept their offer within a week of receiving it and pay a deposit amount to initially secure the place within two weeks of receiving the offer. The remainder of tuition fees for the first year of the relevant course are due six weeks before the start of the course. Where the offer letter is sent out less than six weeks before the start of the course, we ask applicants to settle the tuition fees ahead of the start of the course and according to the date stated on the Offer Letter.

For further information please refer to our Refund and Compensation Policy together with our Terms and Conditions.

Details on Orientation and Induction shall be sent out to applicants by the relevant course team closer to the start of the course.

DOCUMENT VERIFICATION

All applicants for all course not just those over 6-months are required to present original valid identification before the start of any course during the registration phase and before the start of the first lesson, in the form of a passport, and/or national identity card for EU/EEA only students, and/or a UK driving license for UK residents only.

UK/EU/EEA APPLICANTS

Applicants from the UK/EU/EEA are required to produce original certificates relating to their qualifications during registration where they will be verified by the Admissions team. Alternatively, applicants may submit certified copies together with their application.

LFA accepts copies that are certified by:

- the institution who issued the original document
- a lawyer, solicitor or attorney
- a British Council
- a British Consulate
- a British Embassy.



LFA requires all transcripts to be officially translated (if they are not issued in English) which can be done either by an official translation company, a British Council office or by your school/college/university.

Any offers made to long term courses will be conditional on receipt of academic documentation.

INTERNATIONAL APPLICANTS

In accordance with Home Office guidance for Tier 4 (General) Visa, LFA may be required to verify an applicant's documents, to ensure that we can be confident that the documents submitted are genuine.

Applicants who require a visa to study in the UK should note that the offer of a place at the LFA does not imply that an applicant also meets the requirements for a Tier 4 Student Visa.

Applicants who require a Confirmation of Acceptance for Studies (CAS) for a Tier 4 Student Visa application are required to submit certified copies with their application.

LFA accepts copies that are certified by:

- The institution who issued the original document;
- A lawyer, solicitor or attorney;
- The British Council;
- A British Consulate;
- A British Embassy.

LFA requires all transcripts to be officially translated (if they are not issued in English) which can be done either by an official translation company, a British Council office or by your school/college/university.

Any offers made to long term courses will be conditional on receipt of academic documentation.

LFA reserves the right to request additional information to verify an application.

For additional information on requirements for international students who wish to apply for a Tier 4 Student Visa, please refer to our website.

DEFERRED ENTRY

Whilst LFA accepts deferred applications, it cannot guarantee that a course will definitely run, or that a place will be available at the requested points of entry. Applicants wishing to defer after successfully being made an offer onto a long-term course, should contact the Admissions team in their first instance.

Unless there are mitigating circumstances or other valid reasons, applicants may only defer their place on a course for up to one year before having to re-apply.



DEADLINES AND LATE APPLICATIONS

LFA accepts applications up to and including the deadlines via the website and UCAS. Deadlines are listed in the relevant course page next to the intake date. Usually deadlines are around one month before the start of the course. Applicants are invited to apply past the deadlines, provided the quota for the course has not been reached, please contact the Admissions team if interested in applying past the deadline of the application.

FRAUDULENT STATEMENTS AND OMISSIONS

Offers made by the LFA are based on information provided by the application as well as the interview and are made in good faith by the LFA. We reserve the right to withdraw any offer made if it is found that an applicant has made false statements or omitted relevant information.

CHANGES TO THE PROVISION

We regularly review and update our courses to ensure that they remain up-to-date and relevant and continue to meet the changing needs of the industry so that our students are prepared for successful careers. Changes to any of the LFA's courses are not subject to notice, however, any changes will be communicated to all affected applicants, in writing, at the earliest opportunity.

While course term dates are not expected to change, the LFA reserves the right to alter dates in order to facilitate or improve the provision of courses and their examinations/assessments. These changes will in no way affect the terms and conditions of the student's contract with the LFA.

INDUCTION

At the commencement of a course the LFA will hold an induction event for all new students. This event varies in size and scope depending on the length of the course. Typically courses over six months will introduce students to a range of issues and information, including:

- introduction to and tour of the LFA facilities and resources (library, internet, student room, computer resources, etc.)
- an overview of Student Services (accommodation, visa advice, p/t work, etc.)
- LFA rules and regulations (attendance, no smoking, ID cards, etc.)
- UKVI compliance issues and responsibilities
- introduction to the department and programme of study including information regarding the timetable, method of assessment, teaching and learning strategies, term dates, student responsibilities, etc.

COMPLAINTS, APPEALS & DISCRIMINATION

Every applicant has the right to ask why their application has been rejected. All appeals and complaints will be thoroughly investigated by an LFA nominated person and a



response given to the applicant, normally within two working weeks for an appeal and four weeks for a complaint.

PROCESS FOR AN APPEAL

As a first step, the applicant should check the entry requirements for the programme of study for which they have applied on the LFA's website. If they believe that they meet, or will meet the criteria before the start of the course, they should contact the Admissions Team to ask for feedback. The relevant Admissions team member will deal with the request. They will also need to check other UKVI requirements with regards to finance and intentions as these issues may also have had a bearing on the application outcome.

If the applicant does not agree with the decision that has been made and has additional information that they believe is relevant to their application or if they believe that they have been treated unfairly in any way, they may write to the Head of Academic Governance by emailing complaints@londonfilmacademy.com to ask for their application to be reconsidered.

The Head of Academic Governance will revisit the application, and, where necessary, consult with the relevant academic staff or tutors and admissions staff before coming to a decision. Where the appeal overturns the rejection and an offer can be made, this will be processed through the Admissions Office in the normal way. Where the rejection is upheld, the Head of Academic Governance will write to the applicant, giving reasons for the decision. This decision will be final.

PROCESS FOR A COMPLAINT

Complaints may be made in the following areas:

- behaviour of an LFA employee during the application process
- the level of feedback provided on request of the applicant
- the way in which the application has been handled

To submit a formal complaint, applicants must send an email that includes:

- The nature of the complaint
- Which member of staff or department it refers to
- Attach any supporting materials
- The desired outcome

Formal complaints will be received and reviewed by the Head of HR & Operations who will acknowledge receipt of complaint within five working days.

Following investigation, a full response should normally be expected within four weeks from the receipt of the complaint form. Where this is not the case the applicant should be informed of an alternative timescale. Any recommended remedies will be implemented by the department concerned as soon as possible, and written confirmation of action taken will be sent to the Principal.

DISCRIMINATION

The LFA is committed to eliminating unfair discrimination and to promoting equal opportunities.



The LFA reserves the right to refuse (or to withdraw) admission to applicants whom it judges may constitute a present or future risk to staff, students or others.

MONITORING & CONFIDENTIALITY

MONITORING AND REVIEW OF POLICIES AND PROCEDURES

LFA reviews its policies and procedures related to student admissions on an annual basis (or more frequently if necessitated by external/internal factors) to ensure that they continue to support its strategic objectives and ensure that they remain current and valid in the light of changing circumstances.

LFA guidance on confidentiality:

- LFA confirms that applications are normally confidential between:
 - The applicant
 - The LFA and its associated members within the 'LFA group'
 - The referee(s) if appropriate
 - The relevant administrative staff at the LFA, including Admissions; Student Services, relevant course team and IT Support
 - The applicant's previous school, LFA, employer, etc. (where appropriate)
 - The applicant's parents/sponsor, where appropriate
 - The relevant examination board or awarding bodies
 - Banks, Student Loans Company, or other sponsoring body
 - The recruitment agent (if relevant) involved in the application, and
 - Other relevant agencies including the Office for Students, HESA, QAA, British Council, UKVI and StudyUK

However, LFA will endeavour to detect and prevent fraud, and has the right to give outside organisations, including the Police, the Home Office, local authorities, examination boards or awarding bodies, and relevant government agencies, information from the applicant's form.

DATA PROTECTION

LFA is subject to the General Data Protection Regulation ("GDPR"). The Privacy Policies below explain the basis on which LFA will collect and process personal data about you.

We take our obligations in respect of the privacy of personal data very seriously and we will only process personal information as detailed in these policies, unless we inform you otherwise. In order to ensure that the personal data we hold is accurate and up to date, we request that you inform us of any relevant changes to the personal information we hold about you.

Should you have any questions about data protection matters please consult our Privacy Policy which can be found here <https://www.londonfilmacademy.com/LFA-Privacy-Policy> or please do not hesitate to contact us by emailing privacypolicy@londonfilmacademy.com.



You have various rights under Data Protection legislation. These include:

- the right to ask us not to process your personal data for direct marketing purposes, even if you have given consent;
- if our processing is based on your consent, the right to withdraw any consent you may have given for our processing of your data – if you exercise this right, we will be required to stop such processing if consent is the sole lawful ground on which we are processing that data;
- the right to ask us for access to the data we hold about you;
- the right to ask us to rectify any data that we hold about you that is inaccurate or incomplete;
- the right to ask us to delete your data in certain circumstances;
- the right to ask us to restrict our processing of your data in certain circumstances;
- the right to object to our processing of your data in certain circumstances;
- in certain circumstances, the right to require us to give you the data we hold about you in a structured, commonly used and machine-readable format so that you can provide the data to another data controller.

