

Procedure 2.1

Recruitment and Selection

1. Introduction

The purpose of this document is to ensure that London Film Academy (LFA) practices a clear, fair, explicit and consistent admissions procedure. This applies to all courses, with special reference to courses greater than six-months in length (also referred to long term courses).

The admission of students on to courses includes the following activities:

- promotion and marketing of courses to prospective students, their parents, employers and advisers
- identification and recruitment of prospective students to LFA and specific courses through, for example: open days, recruitment fairs (both in the UK and overseas) representative offices, seminars, etc.
- selection of applicants suitable for a particular course
- assessment of suitability based on academic grounds and intentions of study
- conditional offer of a place on a course
- enrolment of students onto a course (unconditional offer)
- issue of a Confirmation of Acceptance (CAS) number statement (International students only)
- induction and orientation of new students to LFA, department and course
- Inclusion Plans - reasonable adjustments and resources which are deemed necessary to meet the needs of an individual, particularly those with [Protected Characteristics](#).

It is recognised 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 applicants may have a prior education from another country. LFA works with their validating partner, where appropriate, to secure a good match between the abilities and aptitudes of the applicant and the demands of the course, leading to the selection of students who can reasonably be expected to complete their studies successfully.

The Admissions Team 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. The 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 its strategic academic partner, '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.

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.

2. Recruitment and selection aims

Through effective and efficient recruitment and selection, LFA 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
- For credit bearing courses, assessing each application on an individual basis and by interview if applicable
- offering places to applicants who have the potential to successfully complete their chosen course
- fostering transparency in the admissions process

This procedure complies with relevant legislation and is aligned with guidance in the *UK Quality Code for Higher Education*.

2.1 Access and participation

LFA has always tried to remain true to its 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 our website, contains more detailed information on how LFA supports 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 funded place for a female studying on a long term course.

2.2 Equality and diversity

LFA is 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 dependents, religious belief or political opinion, race (including colour, nationality, ethnic or national origins), disability, sexual orientation and age.

2.3 Disability

LFA welcomes disabled applicants and encourages them to disclose the nature of their disability in their application. This enables LFA to be proactive and to discuss the provision of reasonable adjustments (Inclusion Plans), 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.

2.4 Inclusion and Adjustment

An Inclusion Plan is LFA's system of recording the reasonable adjustments and resources which are deemed necessary to meet the needs of an individual, particularly those that relate to Protected Characteristics. Protected Characteristics, defined by the Equality Act, are disability, gender reassignment, race, religion or belief, sex, sexual orientation, marriage and civil partnership and pregnancy and maternity. Inclusion Plans are based on formal medical and other evidence which are stored securely. It is an important and central document and will be in place for the duration of your course at LFA. We recommend that you contact us before your arrival at LFA, or as soon as possible afterwards, so that we can work with you to put in place appropriate support at the start of the academic year.



2.5 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 reviewed by the Head of Courses and Admissions Team.

3. Responsibility for admissions

Overall responsibility for *LFA Policy 2 - Student recruitment and selection and admissions* and all its related procedures lies with the Head of Courses. Specific responsibility for this procedure lies with the Head of Marketing & Admissions and the Admissions Manager, who both provide advice and support to recruitment staff, academic staff, enquirers and applicants. The Admissions Manager 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 staff and tutors are responsible for first and second stage assessments of applications (including interviews) and making recommendations (offer, conditional offer, rejection) to the Admissions Manager.

3.1 Provision for information

LFA is committed to providing high quality, up-to-date and accurate information, advice and guidance to prospective students and applicants. The Marketing and Admissions teams are briefed in consumer law for higher education. The Head of Marketing and Admissions is responsible for ensuring that any information, advice and guidance that is provided to prospective students and applicants is accurate, current, clear and accessible. LFA reserves the right to make amendments to the admissions process; however, such changes will only be made where they are considered unavoidable and reasonable. Significant changes will be posted on the website and communicated to enquirers, prospective students and applicants via email.

3.2 Enquiries

LFA will typically 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.

4. The application process

Applicants for LFA courses should:

1. read the prospectus or website thoroughly and select the course that is of interest. Check that they meet the entry requirements
2. contact the Admissions Team with any questions including if they meet the entry requirements via admissions@londonfilmacademy.com. They can provide advice and guidance to help in making the correct choice. International applicants should familiarise themselves with current UK Visas and Immigration (UKVI) regulations before applying
3. submit an application online, which may require payment of an application fee.

The stages of the application process are

- Online application
- Payment of application fee (where applicable)
- Submission of supporting materials, including education certificates, references and personal statement
- Selection process including Interview and review of supporting materials
- Decision and Offers.



5. Entry requirements

5.1 General requirements

It is LFA policy 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 courses. Details of entry requirements for each course are provided on the website and in publicity materials, Programme Specifications and relevant Module Handbooks.

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 work, portfolio of work, references).

LFA reserves the right to refuse admission to those applicants who:

- have not met entry requirements
- are unable to meet the academic requirements of the course
- have not demonstrated clearly that they hold serious study intentions.

Applicants who do not abide by LFA's rules and regulations, 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.

5.2 Course specific entry requirements

Requirements for entry vary according to course and are posted on the LFA website attached to a specific course in the section entitled 'Entry requirements'.

5.3 Recognition of Prior Learning (RPL)

The process of identification, assessment and formal acknowledgement of prior learning and achievement is commonly known as 'Recognition of Prior Learning (RPL)' and this term is used to encapsulate the range of activity and approaches used to formally 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'). All validated courses follow the procedures for RPL set out by the validating partner (see [LFA Procedure 2.2 Recognition of prior learning](#)).



6. Selection process

For all courses longer than four months and which may lead to a recognised qualification, there is a formal 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, of review and interview.

6.1 Review

During this stage the Admissions Team will check that:

- 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)
- English language requirements have been met.

Requirements for entry vary according to the course. Document requirements may also vary from UK applicants to international applicants. Please refer to the [Courses](#) section of the LFA website for the latest requirements.

Applications that satisfy all the above requirements will be referred for interview. Any applications that do not satisfy these requirements may either be referred back to the applicant or rejected. The applicant will be informed of the reasons why an application has been referred 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 and whether the course has capacity. 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 [LFA Procedure 2.2 Recognition of prior learning](#).

6.2 Interview

Applicants who have successfully passed the Review stage will be invited to an interview. Interviews are generally held by the Course Team and/or Tutor(s). Applicants may be invited to attend an interview in person or via on-line conferencing.

When the interviewer is satisfied that the applicant has a reasonable chance at successfully completing the course, a recommendation will be made to the Admissions Manager. Successful applicants will be informed by offer letter, emailed by the Admissions team.

If the interviewer is not satisfied that the applicant has a reasonable chance of successfully completing the course, the application will be rejected and the applicant will be informed of the decision, the reasons for the decision and if feasible, suggestions on how to improve future applications. The progression of the application is at the discretion of the Admissions and Courses Teams.



7. Decisions and offers

Final decisions are taken by the Admissions Manager, together with our validating partner. These decisions are based on recommendations from the relevant Course Team and interviewer, but the Head of Courses may be consulted if further input is required.

There are three possible outcomes:

1. Unconditional offer
2. Conditional offer
3. Rejection

7.1 Unconditional offers

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 LFA.

7.2 Conditional offers

Offer Letters will outline the steps the applicant should take; these need to be met prior to the start of the course. Conditional offers are normally made to applicants who have satisfied the entry requirements and have demonstrated that they have the potential to succeed in their studies at LFA but have yet to fulfil certain conditions. Conditions normally include the provision of one or more of the following:

- achieving the required academic results
- proof of proficiency in English
- satisfactory references
- transcripts of academic results or achievements.
- payment of the required deposit fee.

Upon receipt of the payment of fees, as mentioned in the offer letter, a Confirmation of Enrolment (CoE) letter may be issued, confirming acceptance onto the course (only UK students can join LFA upon receipt of the CoE letter).

International applicants who require Student Visa sponsorship from LFA will be required to disclose further documentation before LFA can assign a Confirmation of Acceptance for Studies (CAS) number to apply for a visa to study in the UK. A (CAS) number will not be issued for international students who have not yet met the conditions set out in a conditional offer.

7.3 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 will normally be 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.

7.4 BA (Hons) Filmmaking, MA Filmmaking, MA Screenwriting

These programmes are validated by the University of Derby (UoD) 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.



7.5 Accepting offers

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

- how and by when the offer needs to be accepted
- payment of fees, including a deposit amount to secure the place
- obtaining a Student Visa.

The remainder of tuition fees for the first year 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 [LFA Procedure 2.2 - Tuition fee refunds and compensation](#) together with our [Terms and Conditions](#)

Details on Orientation and Induction will be sent to applicants by the relevant Course Team closer to the start of the course.

7.6 Document verification

All applicants for all courses 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 licence for UK residents only. Applicants from the UK/EU/EEA are required to produce original certificates relating to their qualifications during registration, when 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
- the British Council
- a British Consulate
- a British Embassy.

LFA requires all transcripts to be officially translated and notarised. Any offers made for long term courses will be conditional on receipt of academic documentation.

In the case of international applicants, in accordance with Home Office guidance for student visas, LFA may be required to verify documents, to ensure 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 student visa. Applicants who require a Confirmation of Acceptance for Studies (CAS) number for a student visa application are required to submit certified documentation with their application. LFA accepts copies that are certified as listed above.

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 student visa, please refer to our website.

7.7 Deferred entry



LFA accepts deferred applications but 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 the 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.

7.8 Deadlines and late applications

LFA accepts applications up to and including the deadlines via the website and UCAS. Deadlines are listed on the relevant course page next to the intake date. Deadlines are usually about 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.

7.9 Fraudulent statements and omissions

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

8. Changes to provision

LFA regularly reviews and updates its 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 courses are not subject to notice, but any changes will be communicated to all affected applicants, in writing, at the earliest opportunity.

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

9. Appeals, complaints, discrimination and review

Every applicant has the right to ask why their application has been rejected. All appeals and complaints will be thoroughly investigated by the Head of Academic Governance and a response given to the applicant, normally within two working weeks for an appeal and four weeks for a complaint.

9.1 Appeal process

As a first step, the applicant should check the entry requirements for the course for which they have applied. 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 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 (HoAG) by emailing complaints@londonfilmacademy.com to ask for their application to be reconsidered.

The HoAG will review 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 Team in the normal way. Where the



rejection is upheld, the HoAG will write to the applicant, giving reasons for the decision. This decision will be final.

9.2 Complaint process

Complaints may be made in the following areas:

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

To submit a formal complaint, applicants must complete this [form](#) or send an email to complaints@londonfilmacademy that includes:

- the nature of the complaint
- details of the member of staff or department to which it refers
- any supporting materials
- the desired outcome

Formal complaints will be received and reviewed by HoAG and HR who will acknowledge receipt of the 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 Joint Principals.

If resolution of a complaint has failed internally, BA and MA students ONLY may submit a formal complaint to the University of Derby. For full details, please refer to the [University of Derby's Complaints Procedure](#).

9.3 Discrimination

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

9.4 Review of process

LFA reviews its admission process on an annual basis to ensure that it continues to support its strategic objectives and that it remains current and valid in the light of changing circumstances.

9.5 Confidentiality

LFA guidance on confidentiality in the admissions process is as follows. LFA confirms that applications are normally confidential between:

- the applicant, LFA and associated members within the 'LFA group'
- the referee(s) if appropriate
- relevant administrative staff, including Admissions; Student Services, Course Team and IT Support
- the applicant's previous school, 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



- other relevant agencies including the Office for Students (OfS), Higher Education Statistics Agency (HESA), National Students Survey (NSS), The Quality Assurance Agency for Higher Education (QAA), British Council, UKVI, UK Council for International Student Affairs (UKCISA) and Study UK

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, awarding bodies and relevant government agencies, information from the applicant's form.

9.6 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.

As part of LFA's registration to Office for Students (OfS) they are required to give statistic information to government bodies such as HESA and The National Students Survey (NSS).

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](#) 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.

