

EAST LONDON ARTS & MUSIC



THE INDUSTRY ACADEMY

Admissions Policy

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Approval Date (Programme Committee):	
Approval Date (Governing Body):	7 July 2022
Review Date	July 2024

INTRODUCTION

ELAM is fully inclusive and aimed at all young people who have a desire to work within the creative industries. We seek to engage trainees that have a passion for film and tv, games design and development, music business, music production or music performance and are ambitious about where this can take them.

We are looking for those with an interest and aptitude in these areas but who are not otherwise likely to have access to excellent specialist teaching in this phase of their education. We want to stretch our trainees to ensure they are well placed to secure places at university or go on to have successful careers in the creative industries.

1) PRINCIPLES

- ELAM's admission policy will be clear, fair and transparent. It will be presented in a format that is accessible to prospective trainees and their parents and carers, and will be available on the ELAM website.
- ELAM operates as its own admissions authority. Our admissions policy is published on our website at www.elam.co.uk and the agreed admissions arrangements for any year will usually be published on our website by 30 September of the preceding year. This information will include how many places will be offered in that year, the minimum academic requirements for entry, and how places will be allocated if the academy is oversubscribed. It will also include details of how the academy will operate its waiting list.

2) ADMISSIONS NUMBERS

The capacity of ELAM is 300.

The published admissions number for 2024-25 is 81 for the Music course and 50 for Games Design and Development and 25 for Film and Television Production. The college is a 16-18 education provider and normally only enrolls students who are 16 or 17 years of age on 1st September of the year in which their programme of study commences. The college does not normally enrol students who are 18 years of age or older.

3) MINIMUM ENTRY REQUIREMENTS

We will assess every applicant's grades or predicted grades individually in order to ensure that they are able to access the content of the curriculum. Our assessment of grades is based on prior academic attainment within Maths and English.

All offerees will need to have obtained a level 4 in at least one of English and Maths. Applicants who do not achieve at least a GCSE grade 4 in either English or Maths cannot be admitted.

If a student fails to obtain a level 4 grade in one of these subjects at GCSE there will be greater scrutiny on their suitability for the course and they may not be offered a place.

All our evidence points to the fact that those students who have not met this required standard (Grade 4) in Maths and English will struggle with the demands of the UAL Level 3 Extended Diplomas. If admitted, those students who have not achieved at least a GCSE grade 4 in either English and Maths will be required to re-sit these GCSEs alongside their other subjects.

Any student with an Education, Health and Care Plan naming the Academy will be admitted after ELAM has assessed our ability to meet their needs **and** their offer will be conditional upon them meeting the GCSE threshold that applies to all Trainees. Any student with an EHCP will be required to apply and complete the admissions process as usual. Students with an EHCP wishing to apply are encouraged to contact recruitment@elam.co.uk early on so that reasonable support can be assessed and provided.

The applicant may be offered a place provided:

- They achieve a Level 4 or above in English and Maths
- They have residency status in the UK.
 - Those who studied overseas must show proof of GCSE equivalency in Maths and English grade 4 and above, and proof of residency status. ELAM cannot accept overseas applicants.
- They are aged between the ages of 16-17 on 1st September 2024.
- They display professionalism, respect and the ELAM values consistently throughout the assessment and recruitment process
 - Applicants to ELAM will need to demonstrate that they are **reflective, inquisitive, resilient, dependable** and that they can work both **independently** and **collaboratively** to succeed. These are the ELAM Values and Applicants will be assessed against these throughout the Application Process. The Values will be scored and assessed by experienced ELAM staff.
- They display the required level of aptitude and motivation for their chosen area of focus (Film/TV, Music or Games) in the application process. The criteria for assessment will be available on request if an Applicant wishes to view them.

Circumstances in which a place may not be offered:

- If an applicant fails to achieve a Level 4 in either (or both) English and Maths
 - If they do not achieve a Level 4 or above in both they would not be offered a place
 - If they do not achieve a Level 4 in either English or Maths they may not be offered a place and we could seek additional information/evidence from the applicant to demonstrate their ability to access and successfully complete the Level 3 qualification before offering.
- If an applicant is not aged between the ages of 16-17 on 1st September in the year of entry.
- If an applicant does not have residency status in the UK.

- If an applicant does not meet the required level of aptitude for their chosen area of focus (Film/TV, Music or Games).
- If an applicant does not display respect, professionalism and the ELAM values consistently throughout the application process and recruitment process.
- Where the applicant has declared a criminal record or pending court case and the risk assessment leads to the conclusion that they pose too great a risk to grant admission.
- Where there is a safeguarding concern for a member of the ELAM community.
- If the College is unable to provide a suitable learning programme or the applicant does not meet the College's entry criteria and no reasonable alternative offer can be made.
- We may ask applicants who have indicated a recent recurring or significant health condition to provide a medical report on their condition. These reports do not form part of the selection process and will only be shared with relevant key professionals within the college. The Safeguarding and Inclusion Lead is responsible for advising Admissions Policy on reasonable adjustments for students with special educational needs and any disabilities, in line with the Equality Act 2010.
- If an applicant is in the possession of an Education and Healthcare Plan the suitability of the course for which they applied will be discussed with the relevant curriculum team in conjunction with Learning Support staff.

3) APPLICATION PROCESS

ELAM's aim is to use Music, Film/TV and Games and their respective industries as a platform to develop young people to their full potential. We want all of our trainees to leave ELAM 'Industry Ready' to be able to go on to either employment or higher education. The application process will reflect this aim.

There are four stages in the application process to join ELAM:

STAGE 1

Applicants will be asked to complete the online application form and submit it. The application form can be obtained by providing your details in the 'Apply' section on the website www.elam.co.uk or by requesting an application form from recruitment@elam.co.uk. All submitted applications will be reviewed within 2 weeks of being received and ELAM will let Applicants know if they will be invited to participate in Stage 2 based on their written answers, portfolio and audition video/audio submissions. An Applicant will pass or fail this stage of the process based on the quality of their answers, quality of submissions and alignment with the ELAM values.

STAGE 2 - Assessment Days

All Applicants who meet the minimum criteria in terms of the Values assessed in the applications form will be invited to attend an ELAM Assessment Day. The Assessment Centre days will either be held at the ELAM premises or online.

ELAM will prioritise assessing applicants with an Educational Health Care Plan (EHCP) who meet our criteria.

Music

For music applicants, ELAM's music department will review and score your audition video/audio submission before considering an invitation to attend the Assessment Centre day.

Film and TV/Games Design

For Film & TV/Games Design applicants, the head of these departments will review your application and portfolio submission before considering an invitation to attend the Assessment Centre day.

Assessment Days for the Music course will consist of:

- A prepared in-person audition performance;
- An individual interview to gain evidence of the Applicant's experience level, academic profile, passion for either Music Production, Music Performance or Music Business.

Assessment Days for the Film & TV and Games Design course will consist of:

- An in-depth one-to-one online interview to gain evidence of the applicant's experience level, academic profile, passion and interest in Games Design or FilmTV.
- The presentation and discussion of a relevant portfolio of work.

Applicants at Assessment Days will be scored on a 1-5 scale for each activity. All candidates will be expected to score a minimum of 3 in each of the ELAM Values in order to be successful, depending upon demand for places.

Applicants who fail to attend an Assessment Centre will be invited to attend an alternative date. If there is no response within 28 days, their applications may be withdrawn.

STAGE 3

Following the Assessment Day, applicants will receive written confirmation of one of the following within 14 days:

1. A conditional offer to attend ELAM in September 2024. This offer will be conditional upon the following;
 - ❖ Applicant's attendance, conduct and engagement at key ELAM events, which may include Unseen, Unheard and Unplayed, selected showcases events and the Taster Days, which will be held in the summer of 2024. It is not a problem if an applicant

cannot attend a key event but it is important that we have had relevant communication in advance to let us know.

- ❖ Applicant's GCSE attainment. If an applicant fails to obtain a level 4 grade in one or both of Maths or English GCSEs, there will be greater scrutiny on their suitability for the course and they may not be offered a place (if they fail to obtain a Level 4 in both English and Maths they will not be offered a place). If an applicant fails to provide their results on the day their conditional offer may also be removed.
- ❖ Submission of a satisfactory school/college report and teacher reference.
- ❖ All areas listed above in the section titled 'Circumstances in which a place may not be offered'

2. No offer to attend ELAM.

- Feedback will be available to these Applicants on request and given within 14 days.

Applicants will be asked to accept or reject their conditional offer within 14 days of receiving it. Offers will be finalised on GCSE results day 2024.

In the event of oversubscription, candidates not chosen will be placed on the Waiting List as outlined below.

STAGE 4

For those Applicants who have accepted a place at ELAM for September 2024, events will be held throughout the year to enable them to meet other future Trainees and to stay engaged with ELAM before they join.

4) OVERSUBSCRIPTION CRITERIA

In the event of the courses at ELAM being over-subscribed by Applicants of equal ability and potential, we will take the following factors into account when allocating final places:

- Applicants with an eligible Education, Health and Care Plan that ELAM has assessed to ensure our ability to meet their needs
- Applicants who are or were in public care (Looked After Children as defined by section 22 (1) of the Children's Act 1989)
- Applicants who are considered Children in Need (as defined by section 17 of the Children's Act 1989)
- ELAM will prioritise trainees who have achieved level 4 or above in both GCSE Maths and English
- Applicants who are in receipt of Free School Meals
- Applicants that are joining directly from school Year 11 and are 16 years old on 1st September of the academic year in which they are applying to join
- All other students that meet the entry requirements

- The assessment centre scores will be taken into account and, in the case of music, they will be prioritised on their musical area as there is a requirement that we have a balanced number of instrumentalists in order to make the course viable. The proposed instrumental breakdown for 2024 is 10% Drums, 10% Guitar/Bass, 10% Keys, 4% Instrumentalists (other), Artists (Rappers and Vocalists) 33% and 33% Producers.
- Where we are unable to draw a distinction based on assessment centre scores applicants who are, or who have previously been, looked after by a local authority and applicants who are identified as having a disability or learning difficulty by their previous education institution.
- Where we are still unable to draw a distinction, ELAM will prioritise applicants based on the distance of their permanent home address from ELAM. Distance will be measured by a straight line on a map from the front door of the Applicant's home address to the front door of ELAM using an electronic mapping system for example Geographic Information Systems (GIS).

If the application of the oversubscription criteria results in a tie, places will be allocated randomly and this process overseen by someone independent of ELAM.

5) WAITING LIST

It may be that some Applicants:

- Do not receive their predicted grades
- Decide not to attend ELAM for whatever reason.

We will therefore establish a waiting list, with Applicants prioritised in line with our oversubscription criteria. The waiting list will operate up to the end of the first half term of any academic year. In-year admissions will not be accepted after that due to the specialist nature of the provision.

6) ADMISSIONS APPEALS

Applicants who are not offered a place through this Admissions process have a right to appeal against this decision. Applicants should refer to the Admissions Appeals Procedure in Appendix A.

7) LATE APPLICATIONS

Applications received after the deadline will only be considered should places remain after the consideration of all applications received on or before the deadline. If following consideration of all applications the school is oversubscribed, Applicants may request that they are placed on ELAM's waiting list.

8) EQUALITY AND DIVERSITY

In operating admission arrangements ELAM will do everything it reasonably can to enable every Applicant to perform at their best, and in making acceptance decisions will not discriminate between Applicants on grounds of gender, disability, faith, ethnicity, or sexual preference provided they meet the criteria for entry. Where possible ELAM will aim to recruit a cohort that is representative of London with a focus on those groups traditionally underrepresented in the creative industries.

Appendix A

The objectives of the Admissions Appeals Procedure are to ensure that:

- a) You can appeal for a second chance in appropriate circumstances;
- b) ELAM's admissions appeals procedures are clear;
- c) Throughout the process of admissions the proper procedures are followed.

Stage 1:

Appealing no Assessment Centre invitation

If an applicant wishes to appeal against a decision not to be invited for an assessment centre, their application form will be reviewed by a member of SLT, who will either confirm the original decision or move the application to the next stage and invite the candidate to an assessment centre. Appeals must be received in writing via email within 14 days of the date of the decision email. Appeals should be sent to: recruitment@elam.co.uk

Appealing Assessment Centre outcome

We are unable to produce written feedback while the application process is still underway. If, after the assessment centre, an applicant is not offered any of the following:

- a place;
- a place with special conditions, or
- a place on the Reserve list

The applicant may appeal for a second chance by sending an email to the recruitment lead. The email must outline the reasons for the appeal, and why they feel they ought to be offered a second chance. This must be received within 14 days of the date of the decision email. Please note we do not provide feedback on the assessment centre, if you wish to appeal.

The second chance is designed for situations where the candidate believes that they did not perform as they normally would in the first instance as a result of extreme circumstances (e.g. due to illness) and firmly believes that they can improve; ELAM welcomes such appeals. A decision will be made by a member of the SLT if the circumstances justify a second chance, further clarification or evidence may be sought by ELAM at this stage (e.g. medical documentation). We will not invite people back if they believe they did not perform at their best level but have no further extenuating circumstances.

It should be noted that ELAM rigorously quality-assures its processes so that all panels within each department will be working to the same standards and criteria both on the day of the assessment centre and at any second chance meeting.

We will not accept verbal requests for appeals.

If an appeal is granted, a second-chance interview and audition will be conducted by a member of the Senior Leadership Team. During the interview, ELAM will use its professional judgement of applicants, based on the criteria laid out in the admissions policy. The date given for an appeal interview cannot be changed unless it is for a previously arranged hospital appointment or public exam (not mocks). Details of the second chance interview will be sent out in advance by the recruitment team.

Please include any dates and supporting documentation that you are not available in your appeals email. You must be prompt for this meeting as we are unable to reschedule if you miss the allocated time slot.

Appealing enrolment outcome

If an applicant wishes to appeal against a decision not to be offered a place on their chosen course after enrolment, their application will be reviewed by the recruitment manager, who will either confirm the original decision or will offer the applicant a place on the course. Appeals must be received in writing via email within 14 days of the date of the decision email. Appeals should be sent to: recruitment@elam.co.uk. If you wish to appeal the recruitment manager's decision, you would appeal directly to the ELAM Principal.

Stage 2:

If, after Stage 1, an applicant is not offered a place a further appeal may be made.

The appeal must be made in writing and addressed to the Chair of the ELAM Governing Body by sending an appeal letter to arrive at ELAM within fourteen days of the decision being communicated to the applicant.

- Either the applicant or their parent/guardian may write the letter/email.

- The appeal letter must state clearly the grounds for appeal.

ELAM will then send an email acknowledging receipt of the appeal and confirming next steps. Appeals will be considered by a panel of two people, including a Trustee who is a member of the Day One Trust. The appellant and ELAM will both be required to submit evidence by a set date ahead of an appeal meeting, and the panel may restrict the addition of further evidence after this date. The appellant may attend the appeal hearing in person.

The appeal panel will, in the first instance, determine whether the second chance process was carried out in a fair, consistent and objective way. If they conclude that it was, they will dismiss the appeal and uphold the original decision. If they do not find that the second chance process was carried out in a fair, consistent and objective way, they will need to assess whether sufficient evidence has been presented to them to demonstrate that the candidate is of the required standard. The appeal panel will not introduce its own tests to assess suitability.

After careful consideration, the panel will decide either to:

- Uphold the original decision, or
- Uphold the Appeal and admit the candidate to ELAM/admit the candidate onto the waiting list.

In the eventuality that there is a year of increased grades appeals

It is essential for our recruitment that we are not able to wait for the results of the appeal until making our unconditional offers. Therefore if students who are offered a place on our waiting list due primarily to their GCSE results successfully appeal their results, if a place is available on their chosen course, they will be placed on the course. If there is no place available they will be moved higher on the waiting list according to their appeal.

The decision of the panel is final and will be communicated in writing.