

## ADMISSIONS POLICY

### 1. Introduction

- 1.1. This document sets out LMA's student admissions policy (the '**Policy**'). The purpose of this Policy is to inform all applicants, students and staff members of the policies and procedures used to admit new students. It describes the principles and processes followed by LMA to select and admit new students to ensure our principles and processes are transparent, fair and consistently applied.
- 1.2. The Policy may be read alongside the Criminal Convictions Policy, the Complaints and Appeals Policy and the Accredited and Experiential Learning Policy (AP(E)L).
- 1.3. If you require this document in an alternative format please contact our admissions team on 0151 909 9000 or enquiries@lma.ac.uk.

### 2. Who this Policy applies to

This Policy applies to all students applying to study on an LMA course validated by Regent's University London and BTEC courses offered at Liverpool.

### 3. Definitions

**"We"/"Our"/"Us"/"LMA"** means the Liverpool Media Academy Ltd and **"you" / "your"** means you means an applicant, offer holder or enrolled student of LMA.

**Material information** means the information **we** provided to **you** when we made you an offer of a place on **your** Programme which includes: the published details of your Programme, including: Programme title; entry requirements; what you will study (for example core modules and likely optional modules); method of study (for example, lectures, seminars, work placements, online learning); expected workload including number of contact hours and expected self-study; the overall methods of assessment for your Programme (for example, performances, course work); the award you will receive on successful completion of your Programme (including the awarding body); location of study or possible locations; length of your Programme; whether your Programme is accredited by a professional, statutory or regulatory body (PSRB).

- i. This Admissions Policy.
- ii. The Terms and Conditions.

#### 4. General Principles

- 4.1. LMA aims to recruit, nurture and train all who demonstrate the skills and passion needed to succeed in their chosen course. We welcome applicants from a diverse range of backgrounds and life stages onto our FE, Undergraduate and Postgraduate courses. Our admissions process is designed to ensure that successful applicants, whatever their background or prior experience, have demonstrated that they have the skills, motivation and aptitude to succeed in their chosen course.
- 4.2. In line with our Equality and Diversity Policy and values, LMA's selection, admissions and enrolment processes should be fair, reliable, transparent and inclusive. They should be implemented openly, fairly and consistently. All procedures will comply with current legislations and with LMA's regulatory requirements and shall be reviewed regularly to ensure they remain effective across all categories of applicant.
- 4.3. In the interests of fairness, inclusivity and transparency, all applications are assessed on their own merits and according to the relevant criteria for the programme applied to, by designated LMA staff. LMA will ensure that all staff making decisions under this Policy are qualified to make the required judgements.
- 4.4. Information collected during the admissions process will be used only in accordance with LMA's Data Protection Policy. All information concerning applicants will remain confidential in line with LMA's Data Protection Policy and the General Data Protection Regulation (GDPR) **rules**.

#### 5. Additional Support Requirements

- 5.1. We are committed to upholding equality of opportunity for disabled students and those with additional support needs.
- 5.2. We believe that admissions processes should be as equitable as possible for all applicants. All applications from candidates who have disclosed a disability will be considered in the same way as any other application and a decision will be made that is based upon the applicant's academic merit and potential. The legislation with which we comply is the Equality Act 2010 (replacing provisions in the Disability Discrimination Act 1995 and the Special Educational Needs and Disability Act 2001) and this applies to both disabled students and applicants.
- 5.3. Applicants are encouraged to disclose disabilities and additional support needs when they apply by completing the relevant section of their application form: the earlier you let us know about your needs the better and we expect to be able to provide appropriate support in the vast majority of cases.

5.4. In exceptionally rare cases, we may withdraw, or reject an application on the basis of your additional needs if there are:

- i. overriding health and safety concerns;
- ii. barriers resulting from professional requirements;
- iii. necessary adjustments which cannot be reasonably made.

## **6. Applications and Offers**

6.1. You are responsible for ensuring that we are in receipt of all information required for us to make a decision on your application and that all information provided is accurate. This includes, but is not limited to, any relevant convictions that would be unspent at the time you enrolled as a student.

6.2. Omission of relevant information, or the supply of inaccurate information, may invalidate the application or lead to an offer being withdrawn. If we discover that the information provided was inaccurate after an applicant's registration as a student, their registration may be withdrawn.

6.3. We make offers based on your application, including evidence of qualifications, experience and, where appropriate, through the use of interviews, auditions, portfolio evidence or other such mechanisms.

6.4. Where we use Interviews, auditions or similar we will consider the nature and the purpose of an interview (or other selection method), the criteria to be used and whether applicants are to be interviewed individually or in groups. Where interviews, auditions, portfolio evidence or other such mechanisms form a part of our selection process for a given course, this will be advertised through our website, admissions materials and in the prospectus.

6.5. Successful applicants who accept an offer from LMA agree to be bound and follow our Terms and Conditions and applicable regulations Procedures and Policies. See <https://lma.ac.uk/policiesandregulations/> for more information.

## **7. Information and guidance**

7.1. We aim to provide accurate information and advice to you so you can make informed choices in respect of the courses best tailored to your passions and skills. Information will be provided in a clear, relevant and accessible way through our publicity, prospectus, website, virtual open days, prospective applicant visits and open days, and through responses to direct enquiries made by applicants.

- 7.2. Our website and prospectus will cover material information for each course including:
- i. course entry requirements (including advanced standing, credit transfer and/or AP(E)L procedures);
  - ii. course syllabus and content;
  - iii. fees and any other costs associated with the course;
  - iv. available financial support;
  - v. course location and duration;
  - vi. contact hours and requirements;
  - vii. modes of study, teaching, learning and assessment procedures; and
  - viii. the range of support, including academic and/or pastoral, available for students
- 7.3. Where any alterations to courses are made or any of the specific course material information differs from that which has been previously published, updated information will be communicated to applicants holding an offer. The LMA website, prospectus and leaflets will also be updated to reflect any changes. This may, amongst other things, be as a result of the closure of a course, significant changes to cost, location, content or to the status of a course, including withdrawal or granting of validation by a professional or statutory body, or the failure of an advertised course to gain approval or accreditation.

## **8. Admissions processes**

- 8.1. We accept applications through:
- i. For BA (Hons) Undergraduate courses, LMA only accepts applications through University and Colleges Admission Service (UCAS) . LMA is a registered UCAS provider, with the centre code of L52
  - ii. Postgraduate applications must be made direct to LMA via the online application form which is available on the website.
  - iii. BTEC applications are made via the submission of the relevant application form which is sent to enquirers via email
- 8.2. Where a course becomes full or closes for any reason, applicants will be informed as soon as possible. In these circumstances LMA will endeavour to provide applicants with options for alternative courses.
- 8.3. For our BTEC provision applications made by an individual under 16 years old will be considered only after consultation with their parents and/or guardians and, where appropriate, with the relevant local education authority representative. Potential applicants aged under 16 are encouraged to reach out to our admissions team to begin this consultation process ahead of their application.

- 8.4. We will consider applications for admission to undergraduate programmes by students who are 17 or above at the time of the course commencing. Applicants must meet the academic admission requirements for the programme and have successfully completed the audition process. Any student who is offered admission onto the programme who is under 18 years of age at the commencement of the course, must agree to the terms and conditions of the LMA Under 18 Admissions Policy before enrolling on the programme.
- 8.5. We publish our academic admissions criteria annually. These criteria represent the typical level of academic achievement applicants are expected to have obtained on entry into a given course. However, we recognise that academic qualifications often do not tell the whole story of an applicant's potential. We are committed to considering applicants on their individual merit and potential. Accordingly, we provide opportunity on application forms, at interview and at other selection activities for applicants to highlight other experiences or skills which support their application.
- 8.6. We may require an applicant to provide references in support of their application, such as a school or employer reference. Where references are required, this will be made clear in the course details. Applicants will be informed of their specific referee requirements following submission of their application.
- 8.7. We will review and screen applications and documents provided by applicants to ensure they are legitimate and honest. Where applications are received through UCAS and the UCAS system identifies a personal statement as '*non-original*', we reserve the right to reject the application. We may also, at our sole discretion, provide you with an opportunity to explain the similarities and permit you to submit a fresh personal statement and continue with the application process. You should note that, if successful in the application process, a record of this will be retained on their student file.

## **9. Entry requirements and admission criteria**

- 9.1. We may vary the entry and admission criteria on an annual basis. Where admissions criteria are altered, we will ensure the applicable criteria is confirmed and published prior to each admissions cycle.
- 9.2. In setting entry requirements, LMA will seek to ensure successful candidates have demonstrated the capabilities required to successfully complete the course, while being mindful of the diversity of educational backgrounds through which these capabilities can be evidenced. We will also have regard to policies and guidance issued by LMA or by professional and/or regulatory bodies,

where relevant.

- 9.3. Details of standard entry requirements can be found on our website, admissions leaflets and in the prospectus. If additional requirements are approved for a course's entry requirements, details of this will be clearly advertised in the course details.
- 9.4. We also recognise that motivation, ability and aptitude to complete a chosen course of study may be shown through non-standard qualifications and experiences. All non-standard admission criteria will be assessed by the Head of Student Admissions and a designated member of SLT and shall be handled in accordance with this policy.
- 9.5. Applicants who consider their application includes reliance on non-standard admission criteria, advanced standing, credit transfer or AP(E)L are encouraged to contact the LMA Student Recruitment team to discuss their specific experience and requirements.

## **10. Transferring courses**

Where an applicant has been accepted onto an LMA course and, either before or after having commenced a course of study, wishes to transfer to an alternative LMA course, applications will be considered in line with this Policy.

## **11. English Language Requirements**

- 11.1. As all programmes at LMA are delivered and assessed in English, successful applicants are required to demonstrate that their ability to understand and to express themselves in English (including in reading, writing, speaking and listening) is sufficient to enable them to participate and achieve in their desired course of study.
- 11.2. LMA publishes its minimum English language proficiency criteria for each course along with a non-exhaustive list of qualifications which it recognises as satisfying (when passed at the appropriate level) this requirement. The following qualifications may provide evidence of English language competence: GCSE English level 4; Key Skills level 2 in literacy; IELTS (International English Language Testing Scheme); TOEFL (Test of English as a Foreign Language); a Cambridge Advanced Certificate or international equivalent

## **12. Visa requirements including Student visa**

- 12.1. Where applicable, applications from applicants who would need a Student Visa to study in the UK will be managed in accordance with the processes of our validating partner university, Regent's University London.
- 12.2. EU nationals who reside in the UK who wish to study at LMA must provide proof of their pre-settlement or settlement status in order to be eligible to be offered a place on the course.

## **13. AP(E)L, Credit Transfer and Advanced Standing**

- 13.1. Accreditation of Prior (Experiential) Learning (AP(E)L) is the process used to recognise and assess prior learning which has taken place outside of LMA through other institutions or through an individual's broader experiences. Applicants applying through AP(E)L should submit a portfolio of evidence of equivalent standard to that of the course's entry requirements.
- 13.2. Applicants holding relevant experience or accreditation awarded by an alternative awarding body (which do not reflect the Frameworks for Higher Education Qualifications) may also apply for a Credit Transfer.
- 13.3. LMA recognises credit gained from other institutions when assessing an applicant's application. Credits will be awarded for the achievement of specified learning outcomes as determined by the regulations and course specifications of that alternative institution. Credit transfers may be recognised where the applicant's completed modules and the module's content is considered to be of equivalent standard and sufficient relevance to the chosen LMA course, and a mapping must be undertaken in line with our, or our validating partners, (AP(E)L) or Recognised Prior Learning policy.
- 13.4. Where a credit transfer is accepted, that applicant will be exempt from certain modules or academic requirements (as applicable) in their chosen course. The level of credits transferred and the outstanding requirements which a successful applicant will need to meet to obtain an LMA award will be set out in their offer letter.
- 13.5. Applicants holding previous relevant qualifications or other accredited learning may apply for Advanced Standing. Applicants with Advanced Standing are entitled to enter their specific course at a more advanced stage than the standard entry point for that course. Prior learning evidenced by previous qualifications and other accredited learning will be mapped against the intended course's programme, learning outcomes and content to ensure the level of advanced

standing credit awarded by LMA to the applicant is appropriate. The level of advanced standing credit awarded by LMA in recognition of an applicant's advanced standing will determine the level at which the applicant may enter the intended course.

- 13.6. AP(E)L, Credit Transfer and Advanced Standing can be applied against all courses at LMA.
- 13.7. An applicant's credits under the AP(E)L, Credit Transfer or Advanced Standing schemes will be applied towards their award in line with the following:
- the required award must be relevant to the programme being applied for;
  - the minimum entry requirements for students, including programme specific requirements will still apply;
  - no more than two thirds of an award's credits can be credit transferred from non-LMA modules;
  - the classification of credits from non-LMA modules shall not contribute to the overall classification of an LMA award; and
  - the maximum duration of study for any undergraduate award is 1 year beyond the expected completion date of the programme.
- 13.8. Decisions in respect of the number of LMA credits awarded in recognition of AP(E)L, credit transfers or decisions as to the level of advanced standing recognised shall be made in accordance with our, or our validating partners, (AP(E)L) or Recognised Prior Learning policy as applicable to the award. Applicants shall receive written reasons for the decision made.

#### **14. Interviewing and assessment**

- 14.1. Where the admissions process involves interviews, auditions, portfolios or any form of assessment, this will be clearly indicated on the course information. We will ensure the structures, procedures and assessment criteria in place for each selection method are clear, standardised and assessed in a fair manner.
- 14.2. Certain courses may require proficiency in basic skills (literacy, numeracy, English speaking and listening). Where an applicant has not otherwise evidenced the required competency, an initial assessment for basic skills competency may be carried out prior to an offer being made. Alternatively, an applicant's offer may be conditional on the required competency being obtained and evidenced.
- 14.3. In addition to basic skills assessments, following the acceptance of an applicant, we may carry out diagnostic assessments in respect of a successful applicant's literacy and numeracy abilities and requirements. The outcome of these diagnostic tests shall be to identify and provide the



appropriate support required by a successful applicant on enrolment to a course. It shall have no impact on an applicant's offer and/or subsequent eligibility to enrol at LMA.

- 14.4. LMA will ensure that admission decisions and the reasoning in respect of them are recorded in writing. On request, an unsuccessful applicant may request feedback and/or details of about alternative options to consider. Where requested, feedback and advice will be clear and timely.

## **15. Making offers**

- 15.1. Where we make an offer to you, that offer will clearly state if it is conditional upon you providing evidence, prior to commencing the course, that you have satisfied all academic and non-academic conditions. Written evidence must be provided in English, with notarised translations of non-English documents, where appropriate.
- 15.2. Should you not meet the conditions of their offer, you should tell us as soon as possible. We will provide you with clear information as to your options and next steps.
- 15.3. Offers will clearly state how you should accept or decline an offer and, where applicable, the deadlines for doing so. It will also set out a timescale for when, if the offer is accepted, we will provide the applicant with details as to next steps and inductions.

## **16. Deferred Entry**

- 16.1. Deferred entry is granted at the discretion of the Head of Admissions. You should indicate that you wish to defer entry on your application form. Applications for deferred entry will be considered equally up until the point of confirmation. Normally deferred entry is granted for one year only. Applicants who decide to defer after accepting a place for the current cycle will be considered on an individual basis.
- 16.2. If we do not allow you to defer your entry, you may either withdraw your application or continue to the programme/intake you originally applied for.
- 16.3. We publish information about courses significantly in advance, typically up to eighteen months, of when they are due to run. If we agree that you can defer your entry it increases the possibility that the details of the programme you enrol on may have changed from the information we published and confirmed in our Offer letter. We will let you know at the earliest opportunity when this happens so you can make an informed decision about whether you wish to continue your studies or not.

## **17. Withdrawal of offers**

- 17.1. We expect you to provide full, honest, and accurate information in your application and in all subsequent communications with us. Where we reasonably suspect that an applicant has breached this, an investigation into the applicant's application will be held. Applicants are expected to comply fully with such investigations.
- 17.2. Where an offer has been made on the basis of dishonest or fraudulent information provided by the applicant, LMA may withdraw the offer or, where applicable, withdraw the student if already enrolled.
- 17.3. LMA further reserves the right to reject an applicant, withdraw an offer or, if already enrolled, withdraw a student based on an applicant's behaviour during any part of the application process, if such behaviour is deemed to breach LMA's Equality, Diversity & Inclusion Policy, any other relevant LMA policy (e.g. Student Code of Conduct and Suspension Policy) or to be a serious breach of LMA's values.

## **18. Complaints about the admissions process**

- 18.1. You can complain against our conduct during the application process using our Complaints process which is part of and will be considered in line with our Complaints and Appeals Policy. The complaint form can be requested from the Head of Admissions.
- 18.2. If you believe we have made an error in our consideration of your application you may also use the Appeals Policy, also part of and considered in line with the Complaints and Appeals Policy. You can appeal if you do not believe we have followed our processes or we have neglected to consider relevant information that was at our disposal at the time of the decision. You cannot directly appeal against our judgement of your potential to benefit from our programme. If you wish to appeal an admissions decision, please email [registry@lma.ac.uk](mailto:registry@lma.ac.uk).

## **19. Review of this Policy**

- 19.1. LMA will monitor and review this Policy and procedures as required to ensure they conform to LMA's values, Equality and Diversity Policy and to all external regulatory and legal requirements. LMA will monitor data regarding the success of this Policy in furthering the purpose and general principles of this Policy.
- 19.2. LMA anticipates that this will include reviewing:
  - i. LMA's entry criteria against subsequent student achievement in LMA courses;
  - ii. the success rates of applicants entering under the AP(E)L, processes

- iii. diversity across applicants and students enrolled;
- iv. trends across the student market as a whole, the prior qualifications of LMA applicants and, where applicable, showing changes in nationalities and immigration requirements of applicants; and
- v. recruitment materials and procedures to ensure compliance with our legal obligations and increase student success rates.