Report expires 31 March 2021

 Organisation name | Bournemouth School of Marketing International
 Inspection date | 28 November 2016 and 5 April 2017

BACKGROUND

Organisation profile

<table>
<thead>
<tr>
<th>Inspection history</th>
<th>Dates/details</th>
</tr>
</thead>
<tbody>
<tr>
<td>First inspection</td>
<td>February 2016</td>
</tr>
<tr>
<td>Last full inspection</td>
<td>February 2016</td>
</tr>
<tr>
<td>Subsequent spot check (if applicable)</td>
<td>November 2016</td>
</tr>
<tr>
<td>Subsequent supplementary check (if applicable)</td>
<td>N/a</td>
</tr>
<tr>
<td>Subsequent interim visit (if applicable)</td>
<td>N/a</td>
</tr>
</tbody>
</table>

Other related non-accredited activities (in brief) at this centre
Foundation courses at NVQ levels 3 to 5 in business skills, administration, and leadership and management; and a Professional Diploma in Digital Marketing course.

Other related accredited schools/centres/affiliates | N/a
Other related non-accredited schools/centres/affiliates | N/a

Current accreditation status and reason for spot check

Current accredited status | Accredited
Reason for spot check | Signalled: follow up on Points to be addressed and to determine if accreditation could continue beyond the initial period recommended.

Premises profile

Address of main site | 4 Westover Road, Bournemouth, Dorset BH1 2BY
Details of any additional sites in use at the time of the inspection | N/a
Details of any additional sites not in use at the time of the inspection | N/a
Sites inspected | Westover Road

Student and staff profile

<table>
<thead>
<tr>
<th>At inspection</th>
<th>In peak week August</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total ELT/ESOL student numbers (FT + PT)</td>
<td>7</td>
</tr>
<tr>
<td>Minimum age (including closed group or vacation)</td>
<td>16</td>
</tr>
<tr>
<td>Typical age range</td>
<td>18–24</td>
</tr>
<tr>
<td>Typical length of stay</td>
<td>6 months</td>
</tr>
<tr>
<td>Predominant nationalities</td>
<td>Chinese, Emirati</td>
</tr>
<tr>
<td>Total number of teachers on eligible ELT courses</td>
<td>(2*)</td>
</tr>
<tr>
<td>Total number of administrative/ancillary staff</td>
<td>2</td>
</tr>
</tbody>
</table>

*A fill-in/cover teacher was present but was not teaching on the day of the inspection.
INTRODUCTION

Background

Bournemouth School of Marketing International (BSMI) was established in February 2014, moved to its present premises in June 2015 and was first inspected in February 2016. It is very small and was awarded accreditation for an initial period of one year, with a spot check in the first year. The spot check took place in November 2016 and Publicity and Care of under 18s were found to be unsatisfactory. The school was planning to offer courses for closed groups of juniors at a different location and there was little evidence that sufficient attention had been given to the safeguarding issues involved. This would normally have resulted in withdrawal of accreditation but as there had been no adult or junior students enrolled at the time of the inspection, and an action plan was produced within a week dealing with the points raised, a further spot check was recommended to determine whether accreditation should be extended further.

The school is owned by its managing director. She also runs an educational agency advising international students, mainly from Turkey, on language and university courses in the UK. She is fully engaged in the day-to-day management of the business. BSMI remains very small. There are two classrooms, with a possibility of renting a third if needed on the floor above.

As well as general English and IELTS preparation, the school offers non-eligible courses in business management and digital marketing which are open to both UK and international students. A 30-hour digital marketing course usually lasts a week and leads to a diploma from the Digital Marketing Institute. The course is either run as an intensive ‘boot camp’ in rented premises in London or in the school; often this is preceded by three weeks of business and marketing English. Since February 2016, digital marketing courses have been an important part of the school’s provision.

Preparation

The spot check was conducted by two inspectors. The reporting inspector was the co-inspector in November 2016. The reporting inspector contacted the managing director the week before the inspection to confirm that a spot check would take place as a matter of urgency and requested that an updated action plan addressing all the points to be addressed and an updated safeguarding policy be sent within five days.

The inspector selected a date in the week that the updated documents arrived. The school was not informed of the date of the visit. Two days before the inspection the managing director emailed the reporting inspector to say that the school had decided not to recruit junior groups since they do not have the physical infrastructure and junior courses were at variance with the brand of the school. The school however would continue to recruit students 16+ onto adult courses.

Programme and persons present

The inspectors arrived at 10.20 and met the managing director, the teacher and the fill-in/cover teacher. One of the inspectors observed a class and spoke to the students. They looked at documents, including staff and student records, and discussed the action plan produced in response to the spot check report. They left at 14.40 after a brief roundup with the managing director.

FINDINGS

Changes since the last spot check

During the last spot check the inspectors were informed that the full-time director of studies (DoS)/teacher in post at the full inspection had left in May 2016 and a part-time DoS employed in June had also left early. After that spot check the managing director emailed the inspectors to say that an appropriately qualified DoS had been appointed. However, during the current spot check the inspectors were informed that that DoS had left after three days because of her wish for a full-time contract and that the previous DoS had agreed to work on a part-time basis. The current arrangements, however, are unsatisfactory. (See Staff below)

Considerable improvements have been made to the publicity and the policies and procedures with regards to Care of under 18s (See Points to be addressed below).

Courses and students

In the week of the spot check seven of the school’s ten students were studying ELT and three of those were ELT only. All were adults. There were two ELT classes running: an elementary class in the morning and an upper intermediate class in the afternoons. The school has adopted a zig-zag approach and class times alternate on a weekly basis.

Currently, the school has one regular teacher and one teacher who teaches when required and provides cover. On the day of the visit there was one upper intermediate class running with three students. The segment observed by the inspector was satisfactory. The students were spoken to individually by the inspector and were very happy with
the school and their classes. A second class had been cancelled because, for different reasons, the two students were absent.

**Staff and academic management**

The situation with regards to an appropriately qualified DoS referred to above is problematic. The managing director has found it impossible to recruit a DoS for the limited number of hours needed during the working week. The former DoS is only available at the school every other Saturday, when classes are not running, which means that student progression and teachers cannot be observed during the school week. However, the two teachers have been willing to meet him on Saturdays and be observed teaching students who come in on a voluntary basis for a Saturday morning class specifically arranged for the observation. Observation notes were seen by the inspectors and were satisfactory. During his visits the DoS has provided syllabus support but so far only limited continuing professional development (CPD). The managing director realises the situation is not satisfactory and has decided to adopt a team approach in the future. The Saturday DoS will extend the CPD provision, offering help and support to the teachers, and a freelance DoS will be hired so that the observations can take place during the week. Also the managing director, who has a diploma level qualification in ELT management and has had some one to one ELT teaching experience, is booked on to an appropriate ELT qualification course at the end of the month. If she receives the qualification, she will be able to provide aspects of academic management.

**Publicity**

<table>
<thead>
<tr>
<th>Criteria</th>
<th>Not met</th>
<th>Met</th>
<th>Strength</th>
<th>See comments</th>
<th>N/a</th>
</tr>
</thead>
<tbody>
<tr>
<td>M21 Accessible accurate language</td>
<td>☐</td>
<td>☒</td>
<td>☐</td>
<td>☒</td>
<td>☐</td>
</tr>
<tr>
<td>M22 Realistic expectations</td>
<td>☐</td>
<td>☒</td>
<td>☐</td>
<td>☒</td>
<td>☐</td>
</tr>
<tr>
<td>M23 Course descriptions</td>
<td>☐</td>
<td>☒</td>
<td>☐</td>
<td>☒</td>
<td>☐</td>
</tr>
<tr>
<td>M24 Course information</td>
<td>☐</td>
<td>☒</td>
<td>N/a</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>M25 Costs</td>
<td>☐</td>
<td>☒</td>
<td>☐</td>
<td>☒</td>
<td>☐</td>
</tr>
<tr>
<td>M26 Accommodation</td>
<td>☐</td>
<td>☒</td>
<td>☐</td>
<td>☒</td>
<td>☐</td>
</tr>
<tr>
<td>M27 Leisure programme</td>
<td>☐</td>
<td>☒</td>
<td>☐</td>
<td>☒</td>
<td>☐</td>
</tr>
<tr>
<td>M28 Staff qualifications</td>
<td>☐</td>
<td>☒</td>
<td>N/a</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>M29 Accreditation</td>
<td>☐</td>
<td>☒</td>
<td>N/a</td>
<td>☐</td>
<td>☐</td>
</tr>
</tbody>
</table>

**Comments**

The website and social media are the sole means of publicity. There is no longer a brochure. M21 The information is clear and accurate and accessible to non-native speakers. M22 Publicity is mainly realistic about the premises and the services offered, although terms like 'industry-leading teaching' are an exaggeration.

**Care of under 18s**

<table>
<thead>
<tr>
<th>Criteria</th>
<th>Not met</th>
<th>Met</th>
<th>Strength</th>
<th>See comments</th>
<th>N/a</th>
</tr>
</thead>
<tbody>
<tr>
<td>C1 Safeguarding policy</td>
<td>☐</td>
<td>☒</td>
<td>☐</td>
<td>☒</td>
<td>☐</td>
</tr>
<tr>
<td>C2 Guidance and training</td>
<td>☐</td>
<td>☒</td>
<td>☐</td>
<td>☒</td>
<td>☐</td>
</tr>
<tr>
<td>C3 Publicity</td>
<td>☐</td>
<td>☒</td>
<td>☐</td>
<td>☒</td>
<td>☐</td>
</tr>
<tr>
<td>C4 Recruitment procedures</td>
<td>☐</td>
<td>☒</td>
<td>☐</td>
<td>☒</td>
<td>☐</td>
</tr>
<tr>
<td>C5 Safety and supervision during scheduled lessons and activities</td>
<td>☐</td>
<td>☒</td>
<td>N/a</td>
<td>☒</td>
<td>☐</td>
</tr>
<tr>
<td>C6 Safety and supervision outside scheduled lessons and activities</td>
<td>☐</td>
<td>☒</td>
<td>☐</td>
<td>☒</td>
<td>☐</td>
</tr>
<tr>
<td>C7 Accommodation</td>
<td>☐</td>
<td>☒</td>
<td>☐</td>
<td>☒</td>
<td>☐</td>
</tr>
<tr>
<td>C8 Contact arrangements</td>
<td>☐</td>
<td>☒</td>
<td>N/a</td>
<td>☒</td>
<td>☐</td>
</tr>
</tbody>
</table>
Comments

The advertised minimum age is 16 and since the last spot check no 16 or 17 year-olds have enrolled on adult courses. One 12 year-old was enrolled for one week earlier this year. He was accompanied by his father, who dropped him at school and picked him up. A special DBS-checked teacher was employed and the student was accompanied at all times while on school premises. The school no longer plans to enrol closed junior groups.

C1 A revised safeguarding policy was submitted to inspectors before the spot check. It covers child protection, safer recruitment and specific safeguarding issues relevant to the school. The designated safeguarding lead (DSL) is named as the managing director and the role appears in her job description.

C3 There is a section on the pastoral support page of the website about the level of care and support given to under 18s and information is also provided as part of the Student Learning Agreement, which is linked to the terms and conditions on the website.

C4 Safer recruitment policy and procedures are in place for staff, all adult members in homestay and group leaders.

C6 Rules are clear for 16/17 year-olds, including a curfew, specific attendance and lateness rules, and rules regarding overnight stays.

C7 Rules for hosting 16/17 year-olds are clearly presented to homestays.

Care of under 18s summary

The provision meets the section standard. There is appropriate provision for the safeguarding of students under the age of 18 within the organisation and in accommodation provided.

Points to be addressed from November 2016 spot check or additional points from that inspection in **bold**. All comments from the February 2017 spot check in **bold italic**s.

Management

M13 Records of students’ local contact and next of kin details are not accessible to all administrative staff.

*Partially addressed. Students complete a form on arrival providing details of next of kin, and this forms the cover sheet to the student’s file. It did not say who the named person was or whether that person spoke English, but those details were added to the template during the course of the spot check.*

*Addressed. Records include the named person and say whether that person speaks English.*

M18 There are no procedures for obtaining student feedback after the first-week questionnaire.

*Partially addressed. A completed last-day feedback form was seen. However, for longer-stay students there is no mechanism for obtaining interim feedback. They can request tutorials, but the completed tutorial form seen only covered academic aspects of the course. The inspectors accept that in such a very small school the welfare of students is constantly monitored informally, but a more systematic method of collecting feedback from longer-stay students will be needed if the school grows.*

*Addressed. An interim questionnaire is now available.*

M20 The same form is used by students to make complaints and suggestions. This is potentially confusing.

*Not addressed. The forms have been updated. However, the complaints policy on the website is too formal and not appropriate for the school’s students. Although the school is very small and informal, a simpler and more staged approach is needed.*

*Addressed. A simplified and appropriate complaints procedure is now available on the website.*

M21 Some of the language used on the website is difficult to understand for students studying English at lower levels.

*Addressed. The language on the website has been simplified.*

M22 A casual visitor to the school’s website could gain the impression of a much larger school than in fact exists. There is some unsubstantiated hyperbole, and the suggestion that classes for students from beginner to proficiency level are regularly available.

*Addressed. The information about the premises and school facilities is realistic. The number of levels has been reduced. However, terms like ‘industry-leading teaching’ are an exaggeration.*

M23 There is insufficient information about the content of the ‘module’ lessons.

*Addressed. The term ‘module’ has been removed.*

M24 The minimum enrolment age for on-site general English classes is not explicitly stated.

*Addressed. The minimum enrolment age is now stated.*

M25 An approximate cost for some examinations is not given.

*Addressed. The approximate cost for examinations is provided.*

M27 The range of leisure activities listed on the website is not actually offered.

*Addressed.*

M28 The teacher employed at the time of the spot check had only a year’s teaching experience, which some students and those who advise them would not consider experienced.

*Addressed. The term ‘experienced’ has been replaced by ‘qualified’, which is accurate.*
Teaching and learning
T11 There is no clear indication of the timing or frequency of the teacher observation programme.
Partially addressed. The present teacher was observed and given feedback by the DoS before the latter left.  
Addressed. There is a policy of three-monthly observation, which is stated in the Teacher Handbook.
T12 There are no guidelines to teachers on items to be covered during the student-led ‘module’ lessons taken by students who choose an intensive programme of 20 or 25 hours. There is no syllabus for the three-week business and marketing English course followed by international students preparing for the one-week course leading to the professional diploma in digital marketing.
Not addressed. The Teacher Handbook says, ‘The topic and content of these classes is very flexible and does not follow a syllabus because this is an opportunity for students to engage in language practice.’ However, the present teacher provided an acceptable explanation for how he has managed the module lessons for the few students who have required them since he began teaching at the school.  
Addressed. There is now no reference to ‘module’ lessons and 15, 20 and 25-hour courses are all general English, with some business English or IELTS options if required.
T15 There are no guidelines to teachers on including study and learning strategies in the course.
Not addressed. The Teacher Handbook does not include guidelines on how teachers should include study and learning strategies that support their students’ independent learning during and after courses.
Partially addressed. There is a section entitled ‘Study and learning strategies’ in the teacher’s handbook but the guidance is insufficient and focuses more on areas relating to criterion T16.
T18 There is no evidence that longer-term students are effectively monitored.
Partially addressed. The Teacher Handbook says that students should have a weekly assessment and that test results must be recorded in each student’s academic profile every week. The inspectors did not see any records of weekly assessments but did see a completed tutorial form for a long-term student.

Welfare and student services
W6 The cost of public transport between the point of entry to the UK and Bournemouth is not provided.
Not addressed, although the managing director undertook to provide this information in future.
Addressed. This information is now included on the website.
W13 The template for confirmation of accommodation booked lacks details of accommodation and travel costs, and payment arrangements.
Not addressed.
Addressed. The template now includes this information.
W14 Not all accommodation problems dealt with had been recorded.
Partially addressed. The action taken in response to a problem raised in a feedback form had not been recorded. However, a revised accommodation feedback form with space for the school to note any action taken was forwarded to the inspectors after their visit.
Addressed. All accommodation problems are now recorded.
W23 The school has not been pro-active in finding out precisely what services the two residences offer. No fire drills are held in the first, and it was not clear to the school what provision is made for students’ health in the second.
Partially addressed. Only one residence is now used, and was not in use by students at the time of the spot check. It is a hall of residence used by the university and the inspectors interviewed the intern, who is accommodated there. She confirmed it has 24-hour staffing, is regularly cleaned and that fire alarms are monitored effectively.
Addressed. There is now a document listing all the options of accommodation and all the services offered as part of the accommodation. It is also on the website.

Care of under 18s
C1 The safeguarding policy fails to refer to a number of areas relevant to the school’s context and operations.
Addressed. The policy covers child protection, safer recruitment, specific safeguarding issues relevant to school and the DSL is named.
C3 Publicity does not give an accurate description of the level of care and support given to under 18s.
Addressed. The level of care is clearly stated and now placed in a more accessible location on the website.
C4 The school’s recruitment procedures are not in line with safer recruitment best practice.
Addressed. Safer recruitment policies and procedures are in place for staffing, adult members of the homestays and group leaders. They have not yet been put into practice for homestays.
C5 Arrangements to ensure that students under the age of 16 are not placed in classes with students of 18 or older are not in place.
N/a. The school is no longer recruiting students under the age of 16.
C6 Rules have not yet been developed for what under 18s may do outside scheduled lesson and activity times. In this regard there has been no formal or informal risk assessment of the implications of accepting under 18.
Not addressed. The rules and rules are now clear for 16/17 year-olds, including curfews, specific attendance and lateness rules and rules regarding overnight stays.
C7 The written guidance for homestay hosts does not include the requirements that a responsible adult (known to and vetted by the provider) will always be present overnight and normally be present when students under 16 are at
home, and that students under 16 will not be lodged with students of 18 years or older. 

N/a. Rules for hosting 16/17 year-olds are now clearly presented to homestays.

Points to be addressed arising from this visit

T4 The academic manager has limited availability and is unable to provide sufficient academic leadership. (See Findings above.)
T10 The academic guidance and support is insufficient because of the DoS’s limited availability. (See Findings above.)
T11 The system of observations is unrealistic since they do not take place during the school week. (See Findings above.)

CONCLUSIONS

The school has made every effort to address all the points raised. Changes to the school’s systems appear to be workable and the paper work is clear and sufficient. The section standards for Publicity and Care of under 18s are now met.

However, some of the policies for the Care of under 18s have only recently been formulated and have not yet been put into practice. A new concern is that aspects of academic management are in need of improvement and the school’s plans in this area should be implemented as a matter of urgency.

RECOMMENDATION

It is recommended that accreditation should be extended. The next inspection falls due in 2020. As there are no under 18s currently enrolled, a further spot check should be carried out within 12 months or when under 18s are present, whichever is sooner, to check how policies and procedures work in practice. Also in view of the findings in academic management, documentary evidence should be provided within three months that the school’s plans have addressed the points raised.

SUMMARY STATEMENT

Changes to summary statement

The reference to ‘general and professional English for adults (18+) should be removed.

The need for improvement in publicity can be removed.

Summary statement

Original summary statement

The British Council inspected and accredited Bournemouth School of Marketing International in February 2016. The Accreditation Scheme assesses the standards of management, resources and premises, teaching, welfare, and care of under 18s and accredits organisations which meet the overall standard in each area inspected (see www.britishcouncil.org/education/accreditation for details).

This small private language school offers courses in general and professional English for adults (18+).

The inspection report noted a need for improvement in the area of publicity.

Strengths were noted in the area of teaching.

The inspection report stated that the organisation met the standards of the Scheme.

Amended summary statement

The British Council inspected and accredited Bournemouth School of Marketing International in February 2016. The Accreditation Scheme assesses the standards of management, resources and premises, teaching, welfare, and care of under 18s and accredits organisations which meet the overall standard in each area inspected (see www.britishcouncil.org/education/accreditation for details).

This small private language school offers courses in general English for adults (16+).

Strengths were noted in the area of teaching.

The inspection report stated that the organisation met the standards of the Scheme.