

NOTTING HILL ACADEMY OF MUSIC

NHAM



PROSPECTUS 2024

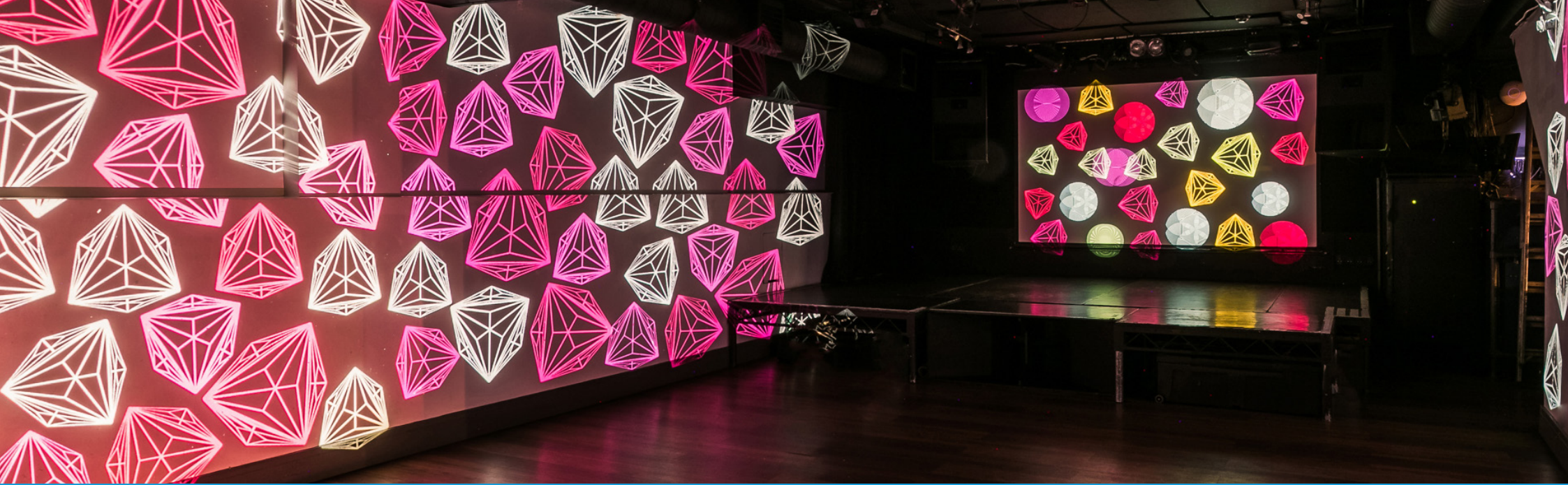


TABLE OF CONTENTS

- 1 Who We Are and Our Links to the Music Industry
- 2 Take a Gap Year with Us
- 3 Take Your Place in the Industry, Career Paths and Jobs
- 4 Industry Guests
- 5 Tutors
- 6 Alumni
- 7 The Teaching Spaces: Sony Music and The Notting Hill Arts Club
- 8 Student Life and Student Support
- 9 Course Information, Entry Requirements, Fees and Funding
- 10 Creative Music Business
- 11 Commercial Songwriting
- 12 Beatmaking & Production
- 13 Digital Marketing, Content & Promotion
- 14 Experience Events, How to Apply and How to Contact Us

NOTTING HILL
ACADEMY OF MUSIC
NHAM

R **RELENTLESS**

**Rose
Bruford
College**

"We are taking people from all backgrounds and giving them the start in life that they dreamed of."

SHABS JOBANPUTRA

Founder and Chairman,
NHAM & Relentless Records (Sony)

"Get connected, get work experience and be industry ready in just nine months"

MARK CLAYDEN

CEO Notting Hill Academy of Music

"We want to teach you how to tell your story"

JOEL BAKER

Songwriting and Production Tutor

"Running employability sessions with the NHAM students is fun and inspiring, both the team and students are welcoming, engaged, dedicated and a joy to work with. There's some amazing future talent at NHAM!"

SILVIA GARGIULO

Founder of BIY People & Talent

"NHAM melds great teaching expertise with music industry expertise to create a culture that gives its students a great platform for their future journey into the music industries"

ALEX DONELLY

Global Director of A&R and Analysis,
Relentless Records (Sony)

Photo: Kat Friar

WHO WE ARE AND OUR LINKS TO THE MUSIC INDUSTRY

1

A DIFFERENT TYPE OF MUSIC EDUCATION

The Notting Hill Academy of Music (NHAM) offers cutting edge music industry-focused and connected, 9-month fully funded courses for Songwriters, Beatmakers, Digital Marketers and Music Business entrepreneurs.

NHAM is directly linked to Relentless Records (Tom Walker, Switch Disco, Headie One), it's part of the SONY group, meaning that all NHAM students are given access to: label meetings, A&R meetings, work experience sessions, one to one industry mentoring, professional training in CV creation and interview skills, guests from industry, A&R reps, listening panels, record labels, launch events, performance opportunities and industry work opportunities.

NHAM was founded in August 2015 and its alumni have gone on to run record labels, become booking agents, A&R reps, artist managers, publishers, copyright, streaming services press agents as well as becoming internationally established artists.

We offer the opportunity to learn from professionals at the frontline of the music industry and in less than 12 months, we will enable you to launch your career. All courses are face to face and are taught at Sony and out of the Notting Hill Arts Club, an active and renowned central London venue.

Talk to us today and start your career in the music industry!


TAKE A GAP YEAR IN THE MUSIC INDUSTRY

WITH THE NOTTING HILL ACADEMY OF MUSIC
AND RELENTLESS RECORDS (SONY)

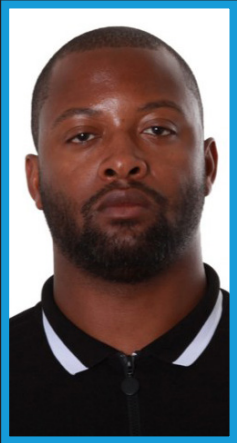
NOT SURE WHAT TO DO AFTER FINISHING YOUR A LEVELS?

- **THIS IS A BESPOKE OPPORTUNITY**
To work and learn in an exciting and cutting edge industry.
- **YOU WILL BE GIVEN A MUSIC INDUSTRY WORK PLACEMENT**
And will finish the year with an internationally recognised qualification, equivalent to the first year of a BA Hons, allowing you to move onto complete a three year degree at any university, whenever you want to.
- **CHOOSE YOUR NHAM STUDY DISCIPLINE:**
Music Business, Digital Marketing, Songwriting or Beatmaking.
- **ALL COURSES ARE DELIVERED FACE TO FACE**
At the Notting Hill Arts Club and at Sony Records, Kings Cross.
- **THE PROGRAMME STARTS IN SEPTEMBER 2024**
And costs £9,250.
- **WHAT'S THE CATCH?**
There isn't one, what are you waiting for?
- **COME AND MEET US**
Sign up for Experience Day at Sony Music London today:
nottinghillacademyofmusic.com

CAREER PATHS AND JOBS

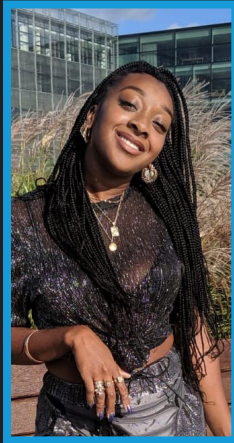


A&R Administrator	Marketing Manager
A&R Coordinator	Music Director (Radio)
A&R Director	Music Supervisor
A&R Scout	Music Tutor
Advertising Assistant	Personal Manager
Advertising Director	Press Agent
Artist	PR Assistant
Artist Manager	PR Director
Band Manager	Producer
Beatmaker	Publishing Agencies
Booking Agent	Publishing Director
Collection Agencies	Publishing Manager
Content Creator	Radio Plugger
Co Writer	Recording Artist
Intern	Social Media Manager
Live Crew	Songwriter
Live Promoter	Stage Manager
Marketing Assistant	Sync Agencies (for Television and Film)
Marketing Coordinator	Ticket Sales Operative
Marketing Lead	Website Manager



**RYAN
NEWMAN**

Head of Music
Editorial Apple Music



**KOMALI
SCOTT-JONES**

A&R Manager,
Parlophone Records



**RICH
CASTILLO**

Senior Vice President, A&R,
EMI Records UK



**GUS
JONES-DONELLY**

Senior Business
Development Manager,
Globe, UMG



**SILVIA
GARGUILO**

Founder,
BIY People & Talent



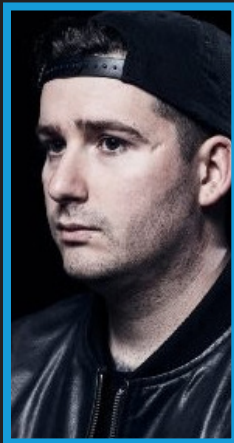
**DAN
OWUSU**

A&R Consultant
RCA Records



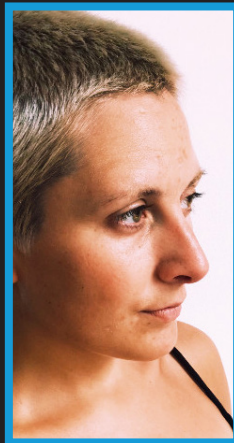
**GLYN
AIKINS**

President
Since 93/RCA/Sony



**TOM
HOLLINGS**

Music Producer,
Billen Ted



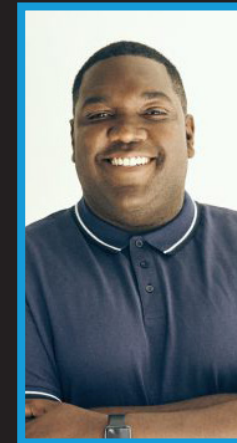
**SABRINA
KRISTIANSEN**

Director of Marketing,
Relentless Records



**BEN
COATES**

Managing Director,
Relentless Records



**LLOYD
MURRAY**

Co-head of A&R,
Relentless Records



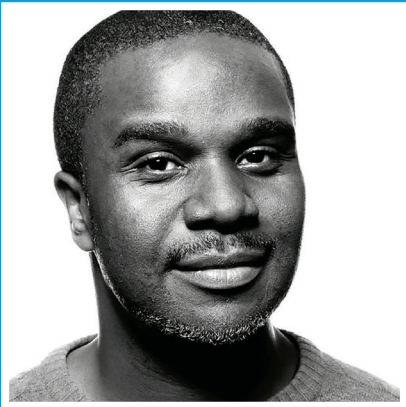
**KINGSLEY
OKYERE**

Co-founder,
Mixtape Madness



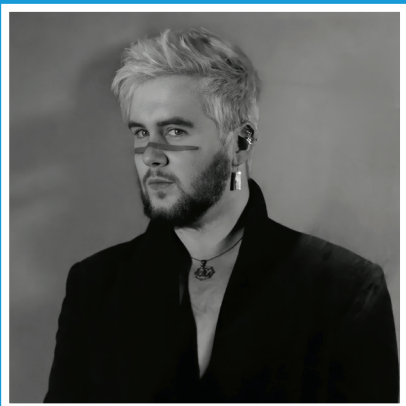
JOEL BAKER

A signed and published professional songwriter. Joel has signed to Virgin records, has worked with high level songwriters and artists including Ella Eyre, Orla Gartland, Jacob Banks, Little Simz and he has toured the world.



ROBERT SHORT

Rob began his music career at the age of eight singing in local church choirs, before moving on to study voice under Thomas Carey, Samuel Bonds, Francoise Loup and Marsha Henderson. He joined the Opera Academy of Rome in 1999. He has toured the world, performing in dozens of internationally acclaimed operas and productions. Rob has also taught voice for over twenty years, working with artists such as George Ezra. Rob holds a BA Hons (University of Oklahoma) and a first-class honours (Catholic University of America, Washington DC). He also studied Culture and Language at University Blaise Pascal (France) and in Theology at the University of Wales.



JT LEON

JT (they/them) is a freelance digital marketing specialist, music/content creative, and HE educator. Holding a BA (Hons) degree in Commercial Music and an MA degree in Digital Marketing For Music. Experienced in developing marketing strategies across music publishing, licensing, labels, management, PR and playlisting strands, JT has a holistic understanding of the current music industry. JT's clients include: Warner Records, Jorja Smith, AiSh, ACRAZE, Tom Enzy, LP Giobbi, and CousteauX. JT is also an acknowledged singer-songwriter, producer and content creator. JT is also a session musician, working with Lush Cosmetics and Breakfast Records.



MICHAEL-DANN JOSEPH

As a manager at Future Writers, Michael worked with Grammy Award winning writers and producers behind hits for Flo-rida, Justin Bieber, Madonna, Ciara and Shakira. He then founded Future Songs, working with writers behind Justin Bieber, Chris Brown, David Guetta, Jason Derulo, Tory Lanez, Becky G and Pitbull. His clients have won multiple gold, platinum and diamond awards and Grammys.



CHLOE LEIGH

A singer-songwriter based in Brighton. Career highlights include playing major festivals such as Glastonbury, Isle of Wight Festival and 2000 Trees, Chloe holds an MA in career musicianship and online marketing. Chloe also works at the renowned venue Brighton Dome and is an event promoter organiser.



TOM DAVIDSON

An engineer, producer and international recording artist. Tom's clients have included: Berwick Street Studios, Livingston Studios, BKP Dubai, Papa Records, Dizzie Rascal, Kano, Bob Jones, Fat Boy Slim, Magnetic Man.



"Studying with NHAM allowed me to learn the importance of building relationships and being persistent in order to break into the music industry."

JAY RADIA
A&R Relentless Records



"Going to the Notting Hill Academy really helped me further my career as an artist, by learning the ins and outs of the business, taught by professionals in the industry who I have continued to learn from. As well as having the opportunity to network with other great artists, producers, A&Rs etc."

CHARLOTTE PLANK
Artist, Black Butter Records



"My time at NHAM allowed me to discover the power of networking and the finer details of A&R, which got me where I am today and set me up for a career in the industry."

KIERAN SPOONER
Gamma, Def Jam Artist Management



"For anyone who is looking to learn music business, this is the place to be."

DAN OWUSU
A&R Consultant RCA Records

- **ROB UCHE** A&R Island / Previously Relentless Records
- **JEFF** Manager of Digga D
- **KANE DUNN** Manager of Meekz
- **GLENN SONKO** A&R Def Jam / Previously Atlantic Records
- **BECCA SMITH** BMG - Marketing Manager / Previously AWAL
- **MALAIKA T** AEG - Marketing Manager / Previously Live Nation
- **KELLY ALLWOOD** EMI - Digital Campaign Manager / Previously at Sony



SONY

The headquarters for Sony UK is based in the heart of Kings Cross, London. The Sony building houses several labels including: Sony Music, Columbia, RCA, Relentless, Ministry of Sound, Dream Life, Insanity, Black Butter, 5K, Robots + Humans. NHAM students are granted exclusive access to be taught in the boardrooms of Sony, a beating heart of the music industry.

NOTTING HILL ARTS CLUB

The Notting Hill Arts Club is a historical centre for up and coming musicians, song writers and entrepreneurs. From George Ezra's first London show to the forming of the Libertines. For the past twenty-one years, the club has celebrated contemporary British art and culture. Developing artists have met, played and discussed how they would change the future and have then gone on to make history. The supportive and creative atmosphere has promoted a culture where ideas and music have the chance to grow and develop. Given its history, the club naturally paves the way for an exciting future for the Notting Hill Academy of Music and its students. Students are taught in a real life and fully operational venue.





STUDENT LIFE AND STUDENT SUPPORT 8



"Studying at NHAM has been an absolute game-changer for me - it's definitely the best decision I've ever made! The endless opportunities that have come my way have led to landing a job at Relentless Records, connecting with industry elites at events like the GRM Awards and the Relentless Records showcase and performing at the NHAM showcases to mention a few. From the enriching weekly guest lectures led by industry experts, to valuable work experience and engaging classes, the constant support I've received from NHAM has made my time here truly enjoyable. Joel (songwriting tutor) pushed me to think beyond limits, resulting in a whole new level of musical creativity."

NEHA

Commercial Songwriting Student

"At NHAM not only did I learn a lot about the fundamentals of the music industry, but I also expanded my network X10, which is the most valuable thing I have gained from the programme. This is because when I go to introduce myself to people in the industry, they will be aware that we have mutual friends, which automatically makes me more reliable and trustworthy compared to other candidates, and it gives me an edge when networking. I can honestly say that I got back more than I paid for by attending this course and I am studying at NHAM again this year, as I can see the value it has and how that lines up with what I want to do in the industry."

RYAN

Creative Music Business Student



"NHAM provided me with a network of industry links and a foundation to build my future on. NHAM also helped me to understand myself from a brand perspective and educated me on how to present myself professionally within the music industry."

LANCE

Beatmaking and Production Student

STUDENT SUPPORT

Through our partner Rose Bruford College, we are able to offer counselling, hardship loans and help with special educational needs such as dyslexia. All of the NHAM team and tutors are trained in safeguarding and you can talk to them at any time during your course if you are experiencing difficulties of any kind.

STUDENT EXPERIENCE AND INDUSTRY OPPORTUNITIES

NHAM is directly linked to Relentless Records (Tom Walker, Switch Disco, Headie One), it's part of the SONY group, meaning that all NHAM students are given access to: label meetings, A&R meetings, work experience sessions, one to one industry mentoring, professional training in CV creation and interview skills, guests from industry, A&R reps, listening panels, record labels, launch events, performance opportunities and industry work opportunities.



ENTRY REQUIREMENTS, FEES AND FUNDING

- **LENGTH OF ALL COURSES**

9 months.

- **STUDY MODE**

Full time.

- **COURSE START DATE**

September 2024.

- **ENTRY REQUIREMENTS**

Two A-Levels at C grade/equivalent, Level 3 qualifications, or relevant music industry experience. Please note that applicants who do not hold traditional qualifications may still apply.

- **ENTRY TASK**

Each applicant completes a task related to the course they are applying for. It is an opportunity for the applicant to showcase their skills and knowledge as a Songwriter, Artist, Beatmaker, Producer, Digital Marketer or Entrepreneur.

- **QUALIFICATION/AWARD**

Certificate in Higher Education, Level 4 (equivalent to year one of a BA Hons).

- **AWARDING INSTITUTION**

Rose Bruford College.

- **ASSESSMENTS & CREDITS**

6 Assessments totalling 120 credits.

- **FEES AND FUNDING**

£9,250, loans are available www.slc.co.uk (Student finance is available to eligible NHAM students for our Level Four Courses with Rose Bruford College. Available Tuition Fee Loans cover the full course fee. Maintenance Loans are also available to eligible students to assist with living costs for the duration of the course).

- **APPLICATIONS**

Directly to Notting Hill Academy of Music.



ABOUT THE COURSE

This course offers you the opportunity to study the ever-shifting landscape of the contemporary music industry. The curriculum covers a full range of current and developing industry areas and themes, that give you a broad contextual understanding of the modern music industry and how to work within it. With an introduction to the music industry landscape, you will also explore the core fundamentals of working in the music business: how the live industry is transitioning to streaming and content, A&R, marketing, product development and business fundamentals.

MODULES INCLUDE:

LANDSCAPE OF THE MUSIC INDUSTRY
STARTING A CREATIVE BUSINESS
LIVE STREAMING, DIGITAL CONTENT AND EVENTS
CREATING AND DEVELOPING MUSIC PRODUCTS
CREATIVE INDUSTRY CAREERS DEVELOPMENT
CRITICAL AND CULTURAL PERSPECTIVES



ABOUT THE COURSE

This course offers you the opportunity to study the art of songwriting and producing your own music whilst situated at the heart of the music industry. You will be taught by working industry-experts and informed by a range of dynamic music business experiences at labels, working with music executives and artists. The curriculum covers a full range of current industry areas and themes that give you a broad contextual understanding of the modern music industry, using the industry-standard software to create and build your portfolio of music and the business skills to develop your career. Beginning with an introduction to the cultural contexts from which songwriters emerged, you will then have the opportunity to develop your own songwriting craft through studying the styles and structures of other artists, key musical components and compositional techniques to make your songs industry-ready.

MODULES INCLUDE:

SONGWRITING

NAVIGATING THE MUSIC INDUSTRY

BUILDING YOUR PORTFOLIO

PITCHING THE SONG

CREATIVE BUSINESS

CREATIVE AND CULTURAL PERSPECTIVES

ABOUT THE COURSE

The curriculum covers a full range of current industry areas and themes that give you a broad contextual understanding of the modern music industry. You will be using the industry-standard software to create and build your portfolio of music and you will gain the business skills to develop your career. Beginning with an introduction to the cultural contexts from which digital music creation emerged, you will then develop your music creation skills using DAW workstations to create your own music and to collaborate with and create music for others. Practically the course covers: melody, chords, song structure, sampling, recreating sounds, bass lines, drum sound (patterns, programming, and arrangements), mixing beats, remixes, MIDI, sound design, sequencing, recording, production and mastering all from fully equipped Mac Laptop DAW set ups.

MODULES INCLUDE:

BEATS AND BUSINESS

BEAT CULTURE

THE DIGITAL AUDIO WORKSTATION

BUILD THE BEAT

RECORD MIX MASTER

PRODUCING THE SONG

ABOUT THE COURSE

This course teaches you how using digital social technology to promote, showcase, brand and market the artists and music you love, can become your career. By learning about the development of digital content creation, social marketing and promotion, we'll take you on a journey to build brands, create content and bring the industry to life by working closely with Relentless Records (Sony) and our connections with industry. At NHAM, we teach you through real-world projects, and on the course you'll get the chance to work with Sony marketing professionals, artists and your peers, to build a portfolio that will support you into the world of work.

MODULES INCLUDE:

MARKETING THE ARTIST
CONTENT PLANNING AND PRODUCTION
MARKETS, CUSTOMERS AND DATA BUILDING
BRANDS AND INFLUENCE
CREATING CAMPAIGNS
DIGITAL AND SOCIAL CULTURE

APPLY NOW

Go to: nottinghillacademyofmusic.com/apply-now/

Fill out the form and a member of our Admissions Team will be in touch.

If you need help, our team is on hand to answer your queries within normal office hours.

TEL: 0207 598 5226

EMAIL: enquiries@nottinghillacademyofmusic.com

TEXT OR WHATSAPP: 07468 865 023

EXPERIENCE DAYS

Come and meet the NHAM team and experience the Sony Teaching Environment. We hold regular Experience Days every month.

Find out all about the courses, our tutors, our industry connections and the student experience.

Members of the Relentless Team will also be on hand to give you real industry advice and feedback on your music and your music business and marketing projects.

You will also fill out a questionnaire to tell us about your career ambitions and where you want to be when you finish the course.

Photo: Kat Friar

NOTTING HILL
ACADEMY OF MUSIC

NHAM

nottinghillacademyofmusic.com

21 Notting Hill Gate, Kensington, London, W11 3JQ, United Kingdom