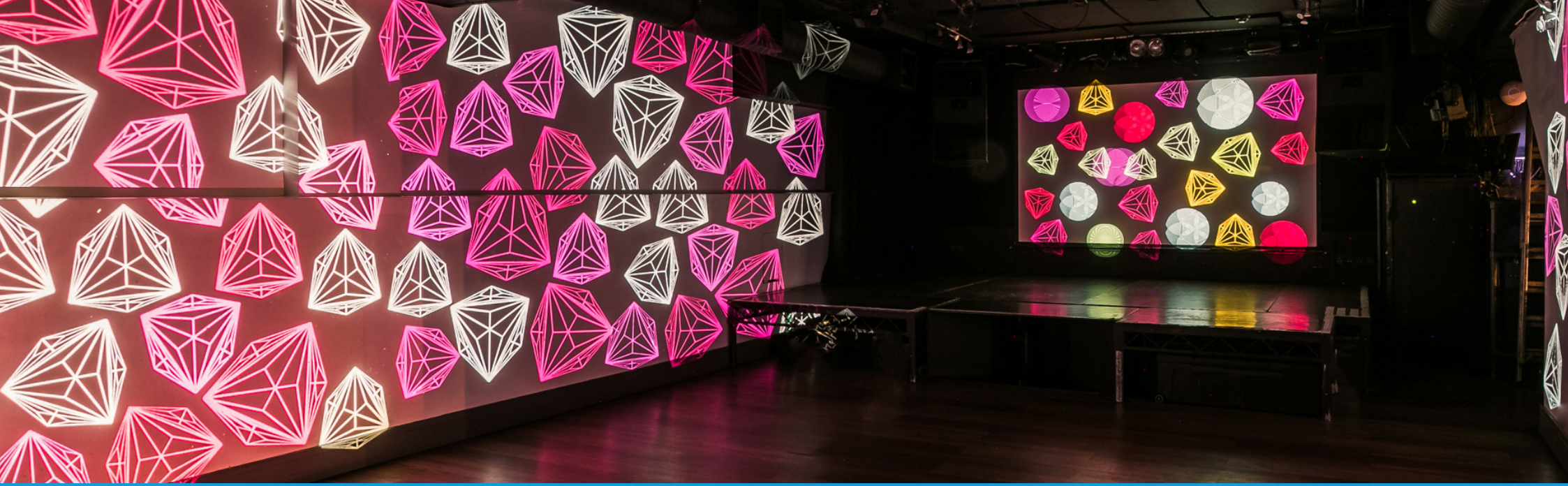


# NOTTING HILL ACADEMY OF MUSIC

# NHAM



PROSPECTUS 2025



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NOTTING HILL  
ACADEMY OF MUSIC  
**NHAM**

**R** **RELENTLESS**

 **Richmond**  
American University  
London



*“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

## 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, which is part of the SONY Music group, Relentless have launched the careers of dozens of artists including: Headie One, Bryson Tiller, Songer, Tom Walker, Strandz, Switch Disco, Tyrone and many more. Relentless Records was established in 1999 and represents a diverse roster of artists achieving international success. Relentless became part of the Sony Music Group in 2012. This means 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 2025**  
And costs £9,535.
- **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](http://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





**DJ SEMTEX**

Director of Artist Development  
for Sony Music UK



**MEL IJIEH**

A&R Manager  
at 5K Records



**RAYE COSBERT**

Managing Director of  
Metropolis Music



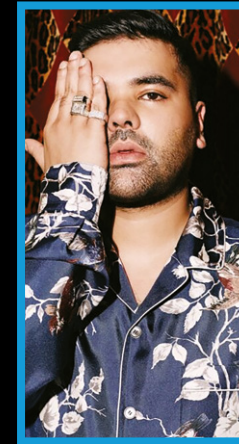
**GUS JONES-DONELLY**

Agent-Brand Partnerships  
WME



**SILVIA GARGIULO**

Founder,  
BIY People & Talent



**NAUGHTY BOY**

Artist, Producer,  
Publisher



**MICHAEL LUCAS**

Music Lawyer, Senior  
Associate at Lee & Thompson



**TOM HOLLINGS**

Music Producer,  
Billen Ted



**SABRINA KRISTIENSEN**

Director of Marketing,  
Relentless Records



**BEN COATES**

Managing Director,  
Relentless Records



**NASTYLGIA**

Songwriter,  
Producer



**DR HAYLEIGH BOSHER**

Associate Dean / Reader in  
Intellectual Property Law



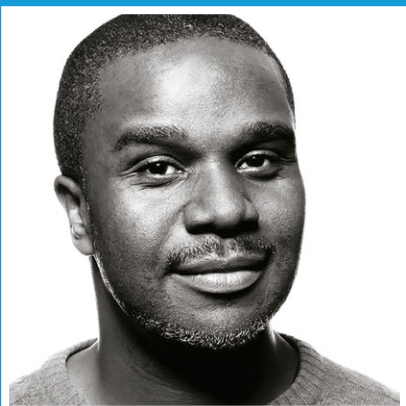
## JOEL BAKER

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.



## 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.



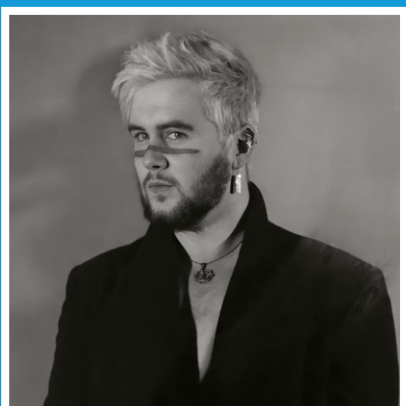
## ROBERT SHORT

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.



## NICK BREWER

Inspired by Grime music, Nick started out as a DJ. He then moved on writing and recording his own lyrics and music. He signed a deal in 2014 with Island Records and has sold over 200,000 records, including a certified silver record, generating millions of streams and YouTube views. He has collaborated with producers and artists such as Stormzy, KSI and Sinead Harnett. Nick also runs a management company, working with artists, producers and content creators.



## JT LEON

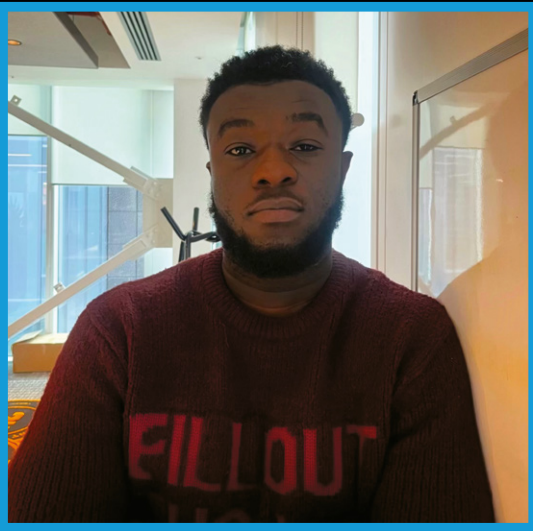
JT (they/them) is a freelance digital marketing specialist, music/content creative, and HE educator. Holding a BA (Hons) degree in Commercial Music and an MA degree in Digital Marketing For Music. Experienced in developing marketing strategies across music publishing, licensing, labels, management, PR 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.



## 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 at NHAM allowed me to build confidence and taught me the steps to break into the music scene.”*

**JEFFREY MENSAH**  
A&R Relentless Records



*“The people who are teaching you are so relevant to the industry right now.”*

**NEHA PANCHMATIA**  
Marketing Coordinator,  
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



*“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, 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.







"NHAM has literally felt like a fever dream. In such a short amount of time I discovered a whole new me. The me that has always been there but never had the environment. The support from people at NHAM, students and lecturers, was everything I needed to bring out the artist within me. Tom (Beatmaking and Production) is a literal wizard. We need more people who are passionate about what they do. To have industry knowledge and know where I was to be within the music industry is something very relieving and motivating. I can't wait to continue my journey! Big love to you NHAM!"

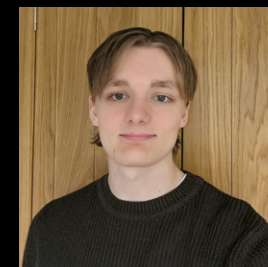
**ISAAC**

Beatmaking &amp; Production

"Choosing to go to NHAM rather than carrying on with the music college I was in, was one the best decisions I've made through my journey in music as not only were there actual connections, there were more like minded individuals, and there were always opportunities to branch out and network with people (that were not only in the course) which taught me how to become more professional with how I come across and how to network accordingly. Everybody is so supportive, understanding and the VIBES were always giving. Being on the course also made me make sure NO ONE could "BLOCK MY VISION"

**NICOL**

Commercial Songwriting



"Studying at NHAM has been an amazing experience, and I'm really glad I took the opportunity. When applying I was really excited about the prospect of attending lectures at the Sony building and gaining work experience at a record label and both of these things really delivered for me. I was also able to attend networking events such as Ditto X at the O2 Indigo, along with live shows such as the Relentless showcase and the end of year cypher, designed and planned by other NHAM students, at the Notting Hill Arts Club. Along with that, I now have a portfolio of work and a set of references I can use to better my chances of being hired in the industry, and I'm really looking forward to making the next step in my career. Finally, big thanks to my lecturers and classmates, Relentless, Partisan and everyone else at NHAM - it's been great fun and I've learned so much."

**TRAVIS**

Digital Marketing

"Attending NHAM was one of the most transformative experiences of my life. It equipped me with the knowledge and confidence to drive my career as an artist forward and revealed new pathways that resonate deeply with my passions. I not only learnt how to monetize my art but also how to channel my creativity into a sustainable career. The networking opportunities and hands-on experiences NHAM offers are truly unparalleled, and I would wholeheartedly recommend it to anyone serious about making their mark in the music industry."

**MONIQUE**

Creative Music Business

**STUDENT SUPPORT**

Through our partner Richmond American University London\*, 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.

\*subject to validation



# STUDENT EXPERIENCE AND INDUSTRY OPPORTUNITIES

NHAM is directly linked to Relentless Records and is part of the SONY Music 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 2025.
- **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**  
Richmond American University London (subject to validation).
- **ASSESSMENTS & CREDITS**  
6 Assessments totalling 120 credits.
- **FEES AND FUNDING**  
£9,535, loans are available [www.slc.co.uk](http://www.slc.co.uk) (Student finance is available to eligible NHAM students for our Level Four Courses with Richmond American University London (subject to validation). 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 apply your academic study of business to your own business ideas, entrepreneurial ambitions or creative talents, taught by professionals directly from the music industry at the heart of industry at Sony Music. This programme takes you through the process of bringing a business idea to life, from ideation (inventing and innovation new business ideas) to launch, where you'll take your idea to a professional audience. You will develop your ideas within a framework of the core business skills you need, from product design, to organizational and business structures and finally going to market by working industry-experts and informed by a range of dynamic music business experiences.

### MODULES INCLUDE:

#### BUSINESS DESIGN

1. Development of the Music Industry
2. Ideating (inventing and innovating new products and services)
3. Designing and refining a business idea

#### BUILDING YOUR BUSINESS

1. Develop and Build your product/service
2. Choosing a structure for your business
  3. Business Operations
  4. Funding and financials
  5. Writing your strategy

#### LAUNCHPAD

1. Understanding your customer
2. Marketing, PR and Sales strategy
3. Seeking investment and pitching your business
  4. Planning a launch



## 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/](https://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](mailto: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](http://nottinghillacademyofmusic.com)

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