NOTTING HILL ACADEMY OF MUSIC

NHAM



PROSPECTUS 2027



NOTTING HILL ACADEMY OF MUSIC
NHAM

RELENTLESS

BIMM UNIVERSITY | A university for the creative industries

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"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: Daniaal Khalid

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 A&Rs, Songwriters, Beatmakers, Digital Marketers, Event Organisers 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, Lewis Fitzgerald, Isabel 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, the Notting Hill Arts Club recording studio, 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!



Photo: Daniaal Khalid

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 leading 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, Tileyard and Sony Records, Kings Cross
- **THE PROGRAMME STARTS IN SEPTEMBER 2027**
  And costs £10,050.
- **WHAT'S THE CATCH?**
  There isn't one, what are you waiting for?
- **COME AND MEET US**
  Sign up for an Open Day at Sony Music London today:
  nottinghillacademyofmusic.com



Photo: Daniaal Khalid

CAREER PATHS AND JOBS

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



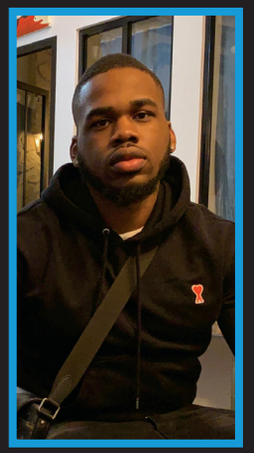
TOM HOLLINGS
Music Producer, Billen Ted



NATHAN TETTEY
Creative Director/Director KNUCKLEHEAD and Warner Records



TOM MARCH
Chairman & CEO Capitol Music Group



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.



KRISH KUDHAIL

Krish Kudhail is a creative music marketeer, with a master's degree in Music Business Management and over 9 years experience working within artist marketing, across major and indie/distro music labels. She has played a pivotal role in numerous successful global campaigns. These campaigns have landed #1 records and led to multiple chart-topping singles and albums, as well as GRAMMY Award nominations and certifications for artists and labels. Certifications landed include – silver, gold, platinum and diamond.



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.



HAPPI THE CREATOR

Happi is a content creator, recording artist & Award winning producer. From Billboard chart hits and numerous award nominations to viral videos and trending sounds amassing over 100 million views across platforms – Happi the Creator continues to reshape success for musicians & creatives alike. Most notably known for his infectious remixes and charismatic videos, Happi's ability to reimagine music and sound has caught the attention of people across the globe.



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.



TRISTAN CARMICHAEL

Tristan Carmichael is a music producer that holds a versatile and accomplished career in the music industry, garnering multiple nominations, including two in the Philippines and one in South Africa. His professional journey has seen collaborations with prestigious labels such as Sony/Relentless and Warner Music, allowing him to work with a roster of esteemed artists, including Tom Walker, Switch Disco, R3HAB, SAM FELDT, Molella, BIMINI, and Franky Rizardo.



“NHAM offers you the opportunity to make real connections with real people. Study the past, and build with the future leaders sitting next to you.””

KENTA BRIEN

Founder, Neighbourhood Music Group



“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

- **ROB UCHE** A&R Exec at Island / Previously Relentless Records
- **KANE DUNN** Manager of Meekz / Founder of Eyes on the Pies Management
- **GLENN SONKO** A&R and Manager at Def Jam / Previously Atlantic Records
- **BECCA SMITH** Label Manager at Grumpy Old Management / Previously BMG & AWAL
- **MALAIKA T** Festivals Marketing Manager at AEG Presents UK / Previously Live Nation
- **KELLY ALLWOOD** Senior Audience Strategist at Universal Music Group UK / Previously EMI
- **MICHAEL EMOIKE** A&R at 5K Records
- **TAMIKA KOUASSI** A&R at Ditto Music



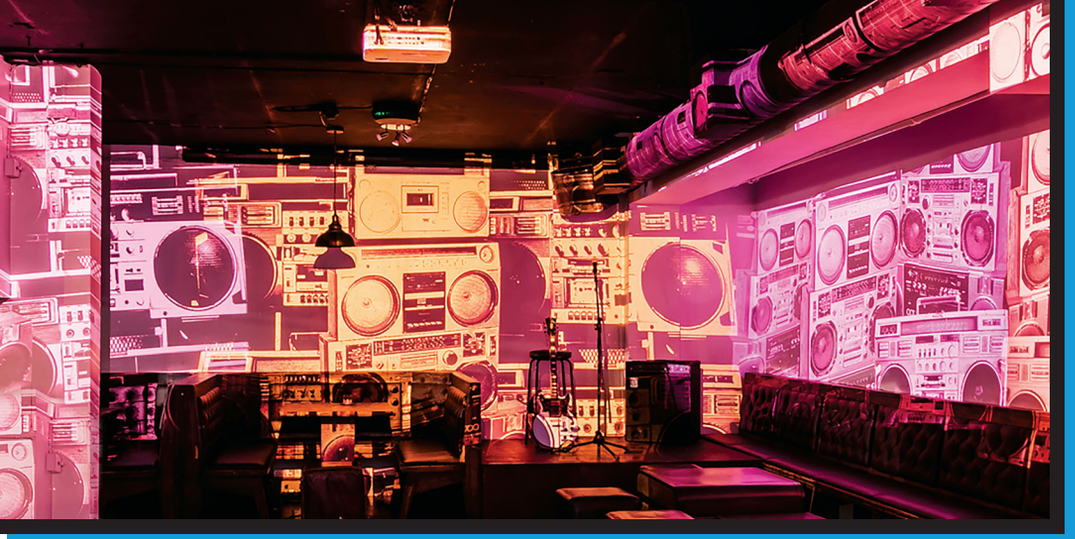
“The people who are teaching you are so relevant to the industry right now.”

NEHA PANCHMATIA
Marketing Coordinator, Relentless Records



“By making the most of every opportunity presented to you at NHAM, you can build a strong foundation for a successful career in this amazing field”

XAVI CONROY
Talent Management, Future Agency

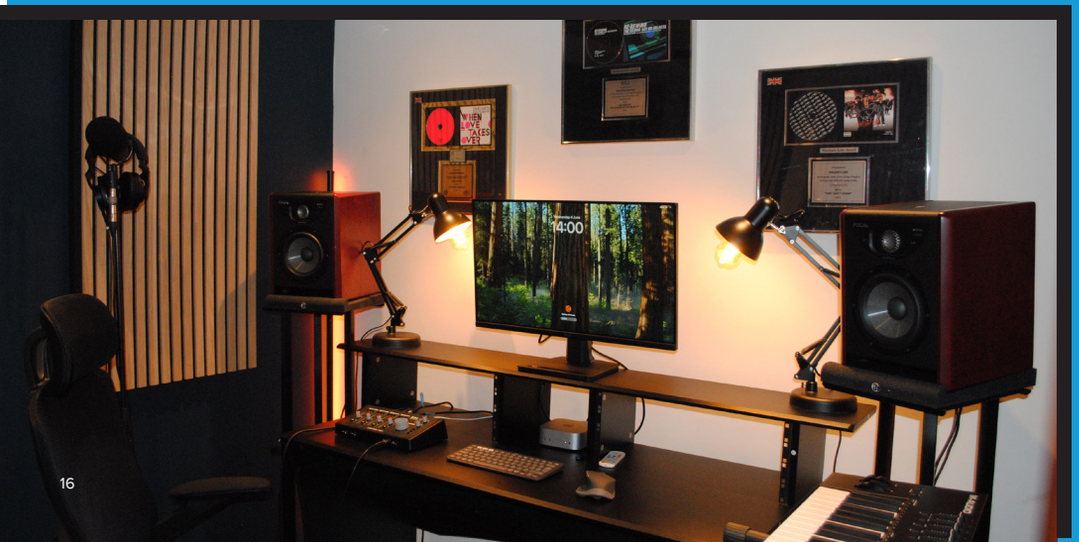


NOTTING HILL ARTS CLUB

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.

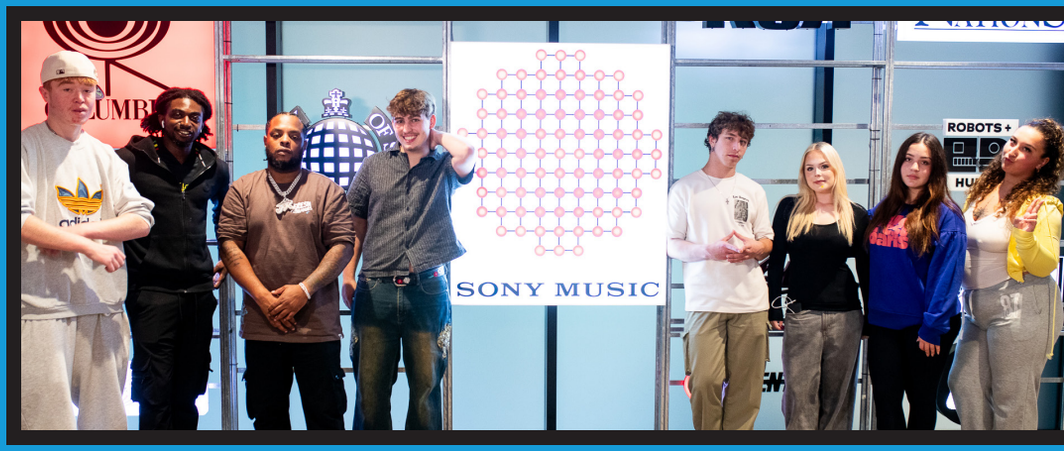
NOTTING HILL STUDIO

A brand new recording and mixing facility in Notting Hill Arts Club, NHAM students have access to this studio for recording, mixing and production for their own work and collaborations.



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.



TILEYARD

Tileyard is the world's largest community of independent artists and businesses, comprising 250 Creative Companies working together in the heart of London. Companies and Artists based at Tileyard include Soundcloud, Mark Ronson, Platoon, Pioneed DJ, BMG, CD Baby, Shy FX, Mobo Trust, Marshall Records, Lily Allen, Chase and Status, Focusrite, DIY Magazine, The Prodigy, to name a few.





STUDENT SUPPORT

NHAM offers pastoral and hardship support for students. 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 LIFE AND STUDENT SUPPORT 8

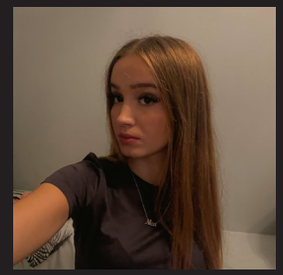


"NHAM has literally felt like a fever dream. In such a short amount of time I discovered a whole new me. The me that has always been there but never had the environment. The support from people at NHAM, students and lecturers, was everything I needed to bring out the artist within me. Tom (Beatmaking 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 & 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 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 2027.
- **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**
  BIMM UNIVERSITY
- **ASSESSMENTS & CREDITS**
  6 Assessments totalling 120 credits.
- **FEES AND FUNDING**
  £10,050 loans are available www.slc.co.uk (Student finance is available to eligible NHAM students for our Level Four Courses). 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.



Photo: Danaal Khalid

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



Photo: Daniaal Khalid

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

LYRICAL CULTURE

WRITING TO A BRIEF



Photo: Daniaal Khalid

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:

NAVIGATING THE MUSIC INDUSTRY

BEAT CULTURE

THE DIGITAL AUDIO WORKSTATION

BUILD THE BEAT

RECORD MIX MASTER

PRODUCING THE SONG



Photo: Daniaal Khalid

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



Photo: Daniaal Khalid

ABOUT THE COURSE

Discovering an artist is only the beginning. Understanding their music, recognising their audience and building a credible development strategy require creative judgement, research and commercial awareness. This course will explore how artists are identified, evaluated and supported across the contemporary music industry. It brings together A&R and talent discovery with artist development, audience insight, rights and commercial relationships.You'll explore what makes an artist distinctive, how can listening, research and data inform decision-making, which partnerships and collaborations could support an artist's ambitions, and how artist development strategies and plans are put in place.

The curriculum connects critical enquiry with practical project development. It is intended for aspiring A&R and artist-development practitioners, emerging managers and independent artists interested in understanding the decisions behind music careers.

MODULES INCLUDE:

THE MUSIC INDUSTRY

A&R AND SCOUTING TALENT

ARTIST DEVELOPMENT

AUDIENCES, FANS AND DATA

DEALMAKING AND CONTRACTS

A&R PROJECT



Photo: Daniaal Khalid

ABOUT THE COURSE

From grassroots gigs and club nights to showcases and festivals, live music brings together creative ideas, audiences and business decisions. This proposed course explores how those elements connect and what it takes to develop an event that works. You'll explore how events are designed, programmed, budgeted and promoted, alongside the practical considerations that shape their delivery, explore why audiences choose one event over another, how promoters balance ambition with financial risk and what makes an event accessible, inclusive and sustainable. The proposed curriculum combines an introduction to the music industry with specialist study of live events. Project-based learning is intended to help you connect research and theory with decisions about audiences, venues, line-ups, ticketing and promotion. The course is designed for aspiring promoters, event organisers and creative entrepreneurs, and for those interested in the work behind live music.

MODULES INCLUDE:

THE MUSIC INDUSTRY

LIVE EVENT DESIGN AND MANAGEMENT

AUDIENCES AND PROMOTION

FESTIVAL CULTURE AND CURATION

SUSTAINABLE AND INCLUSIVE PRACTICE

LIVE EVENT PROJECT



Photo: Kat Friar

FOLLOW US ON INSTAGRAM

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: admissions@nham.uk

TEXT OR WHATSAPP: 07468 865 023

OPEN DAYS

Come and meet the NHAM team and experience the Sony Teaching Environment. We hold regular Open 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.

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