

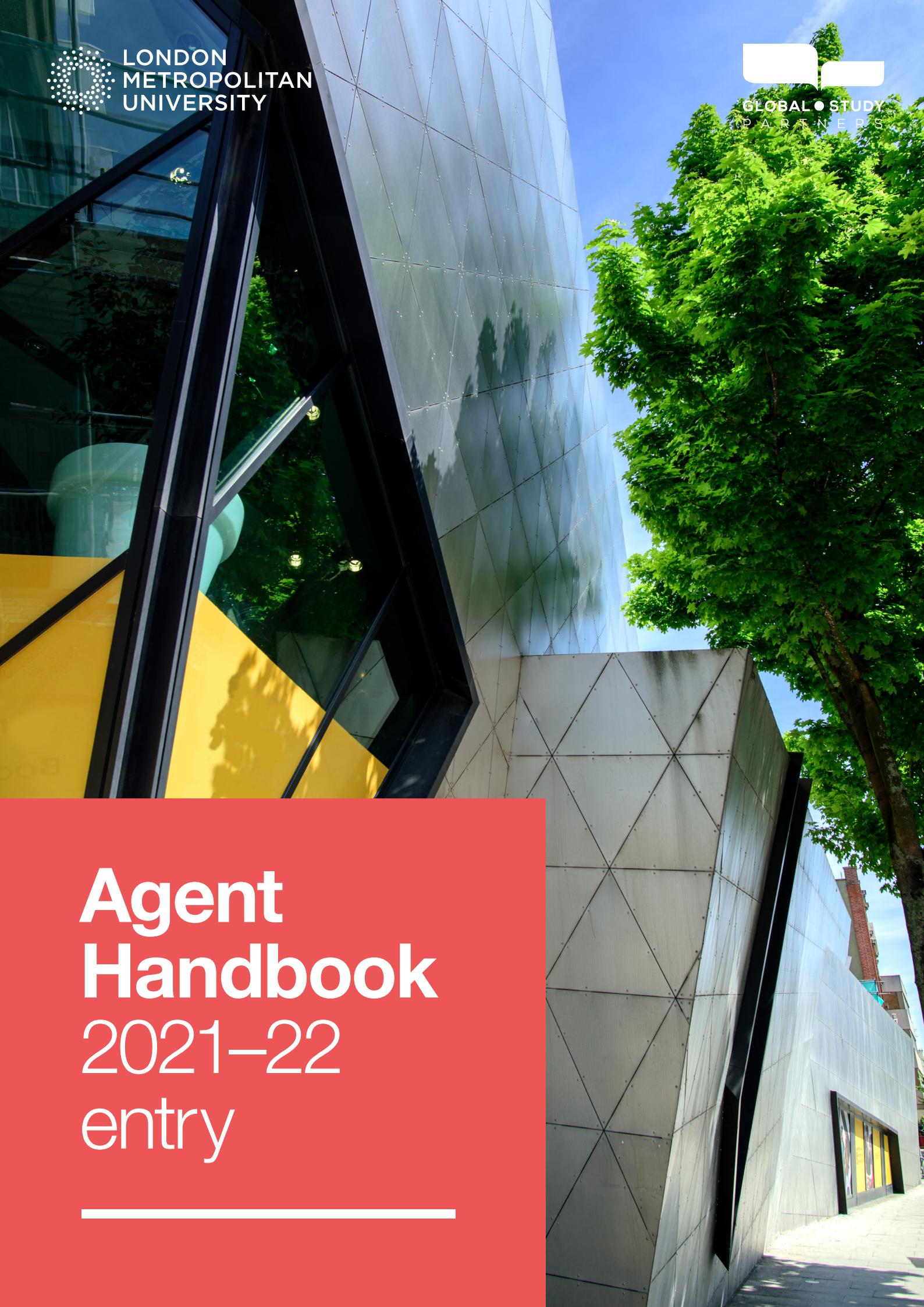


LONDON
METROPOLITAN
UNIVERSITY



Agent Handbook

2021–22 entry





Contents

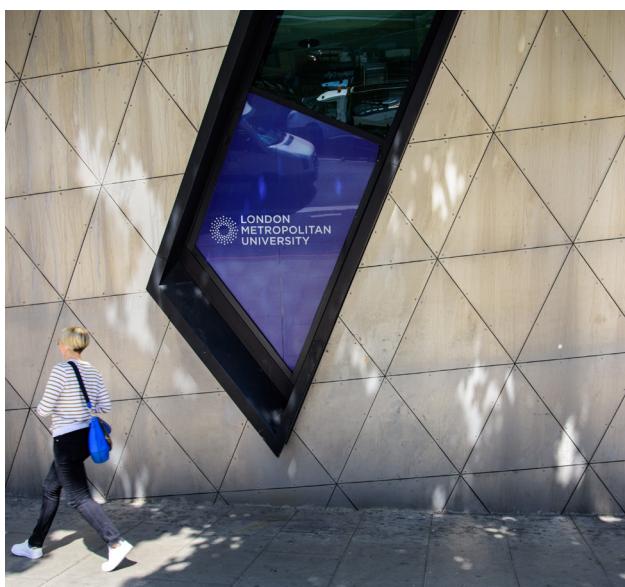
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Expectations and responsibilities

At London Metropolitan University, we value the partnerships we have with our agents. We have established policies in place to ensure that we are upholding our responsibilities to our partners, as well as having various expectations in return. Please find a brief outline of the expectations and responsibilities of both parties below.

Your responsibilities

- Familiarise yourself with the **course portfolio, admissions requirements, facilities and services** offered to students.
- Provide excellent support and guidance to students wishing to pursue a degree at London Metropolitan University, and assist from enquiry/application until they register at the University.
- Keep a record of all students you are advising and complete/return the relevant template for enrolled students at the beginning of each academic intake.
- Keep up to date with UK visa requirements relating to UK higher education and contact our immigration team for more details on anything you are not sure of.
- Adhere to **the University's brand guidelines** when producing marketing collateral and ensure that the final version has been approved by your account manager in the international recruitment team prior to publishing it on any communication channels.
- Attend all compulsory training sessions, online and offline, and aim to visit the campus at least once a year if possible.



What you can expect from us

- We will provide regular training sessions and updates to keep you informed of any news and events happening at the University.
- We like to visit our partner agents as often as possible to provide information and training about the University.
- We will provide all relevant marketing materials including prospectuses, brochures, application forms, admission policy and procedures, fee policy, refund policy and other applicable information to you on an annual basis.
- We will send you a new Agent Handbook at the beginning of each recruitment year detailing core information regarding the University, its courses, processes and policies.
- Your account manager in the international recruitment team will maintain regular communication in person, via email, on the phone and through online chat.
- We will invite you to attend our Agent Conference, which will be held once every two years.
- Our Admissions team will aim to process your students' applications and respond with a decision within 10 working days.

Contracts and performance

- The contract will be for three years and will allow termination if the agent does not comply with the University's desired practices and vice versa.
- Performance will be reviewed every year with particular emphasis on successful recruitment numbers, low visa-refusal, continuation and completion rates and ethical behaviour.
- Financial details such as commission payments to the agent are clearly stated and agreed upon in the contract.

University profile

About us

At London Met we put our students at the centre of all we do. They have access to state-of-the-art learning, library and IT facilities, a mock courtroom, purpose-built art and design workshops, recording studios, a Bloomberg room, a £100,000 journalism newsroom and a £30 million Science Centre, which includes one of the largest science teaching labs in Europe. We also offer fantastic support services and help our students with [accommodation](#), [funding](#) and [career advice](#).

Location

We are located in the heart of London, which has been ranked the best city in the world for university students (QS Higher Education Group, 2019). Studying in London has many benefits, with its abundance of museums, galleries, theatres, shops and restaurants to choose from. In addition to the incredible social and cultural opportunities the capital offers, students will also be on the doorstep of some of the most successful businesses in their fields, many of which have opened their doors to our students as part of our work-related learning module.

Teaching

Our dedicated lecturers come from all over the world and many of them contribute to governmental policy, the media and international debate within their fields. Among them are eminent scientists engaged in groundbreaking research, award-winning architects and acclaimed authors. By studying at London Met our students also have access to industry experts who visit the University as guest speakers, giving our students an insight into their professional worlds.

Business readiness

We put employability at the heart of our courses. Our innovative work-related learning module helps our students gain work experience during their studies and provides them with the skills and experience employers are looking for. All our undergraduate students are offered a work-based learning opportunity, which counts towards their studies.

We maintain strong industry links to ensure our students gain vital professional experience while they learn, with courses carefully crafted to incorporate new and emerging industry trends and practice. Our graduates have gone on to work at a huge number of high-profile organisations including Alexander McQueen, the Bank of England, the BBC, British Airways, Coca-Cola and Google. For entrepreneurs there's also our business incubator, **Accelerator**, which can give our students all the help they need to set up their own business.

Notable alumni

Our alumni include Mayor of London Sadiq Khan, comedian Vic Reeves, singer Sinéad O'Connor, actor Noel Clarke and Cobra Beer founder Lord Bilimoria.

Key statistics

9,618 students

76% undergraduate
24% postgraduate

147 different nationalities
represented at the University

81% full time
19% part time

We are focused on providing excellent teaching.

Academic schools



Guildhall School of Business and Law

- From a mock courtroom complete with dock, witness box and public gallery to our Bloomberg information terminals and interpreting suite, we have state-of-the-art facilities where business, law and languages students can hone their skills.
- As well as being an official partner institution of the Chartered Management Institute, many of our courses are accredited by leading professional bodies including the Association of Chartered Certified Accountants, the Chartered Institute of Personnel and Development, the Law Society and the Bar Council.
- Our graduates have gone on to work for organisations including Adidas, Asos, Deloitte UK, JP Morgan, Coca-Cola, Google, the Law Society and the Ministry of Justice.

School of Computing and Digital Media

- Our IT and computing students benefit from some of the most advanced Cisco labs in London.
- Our state-of-the-art £100,000 journalism newsroom, which was opened by the former editor of *The Guardian*, Alan Rusbridger, has 40 computers, equipped with the latest design software, large screen TVs and a mobile TriCaster that allows students to host outside radio and TV broadcasts while streaming live footage online.
- Our computing and digital media graduates have worked for companies such as the BBC, Cisco, Vodafone and *The Independent*.

School of Human Sciences

- Our £30 million Science Centre features a superlab with more than 280 workstations and is one of the largest and most advanced science teaching facilities in Europe.
- Graduates of our science degrees have gone on to work for organisations such as the National Health Service (NHS), the Nutrition Society, Arsenal and Chelsea Football Clubs, and GlaxoSmithKline, working as consultant nutritionists, sport therapists, lab researchers, food technologists, microbiology technicians, biotechnologists and more.
- Our food science courses were rated the second highest in London in the 2020 Complete University Guide.

School of Social Professions

- Many of our courses are endorsed or accredited by professional bodies including the Health and Care Professions Council and the Institute of Healthcare Management.
- We work closely with a number of public service organisations including the NHS, the Ministry of Justice and the Social Policy Association to develop bespoke training to meet our students' needs for specific management and leadership development skills.
- Our social professions graduates have gone on to become teachers, social workers and charity workers, serving society by working for organisations such as the NHS, schools, housing associations and charities.

School of Social Sciences

- Our lecturers include experienced probation service professionals, senior police officers and world-leading researchers on feminist theory.
- Our graduates have gone on to forge successful careers in organisations including the European Union, the United Nations, the Metropolitan Police, the civil service, the voluntary sector and housing associations.
- We have important links with external agencies and our research addresses real-world issues, from evaluating the police's use of body-work cameras to providing mental health support overseas.

The School of Art, Architecture and Design

- Students enjoy access to purpose-built teaching spaces for art, architecture and design, and access to specialist facilities including wood, metal, plastic and ceramics workshops, fashion and textile studios, printmaking and letterpress facilities, a photography studio and darkrooms, and contemporary media production and digital manufacturing technologies.
- We were ranked seventh in the UK for art in *The Guardian's* university league tables 2020.
- Many students and graduates from the school have exhibited internationally and have won prestigious awards.

Application processes

Undergraduate programmes

1. Applications via UCAS

All EU and UK applicants should apply via **UCAS**. Applications referred via UCAS should be notified by email together with an agent authorisation form.

2. Direct applications

International students can apply directly on our website through the **individual course pages**. The section Permanent Home Address should be populated with the student's address. The section Correspondence Address should be populated with the agent's contact details. All correspondence regarding the application status will be emailed to the email address of the Correspondence Address as well as to the Home Address.

Postgraduate programmes and International Foundation Programmes

Applications for our postgraduate programmes and International Foundation Programmes should be submitted using the London Met online application form on the **relevant course page**. The same procedure should be used as the one described above for undergraduate direct applications.

Pre-sessional English language courses

The Pre-sessional Academic English course delivered by our partner QA Higher Education will prepare you for entry on to one of our undergraduate or postgraduate degree courses. Find out more about this course on the **QA Higher Education website**.

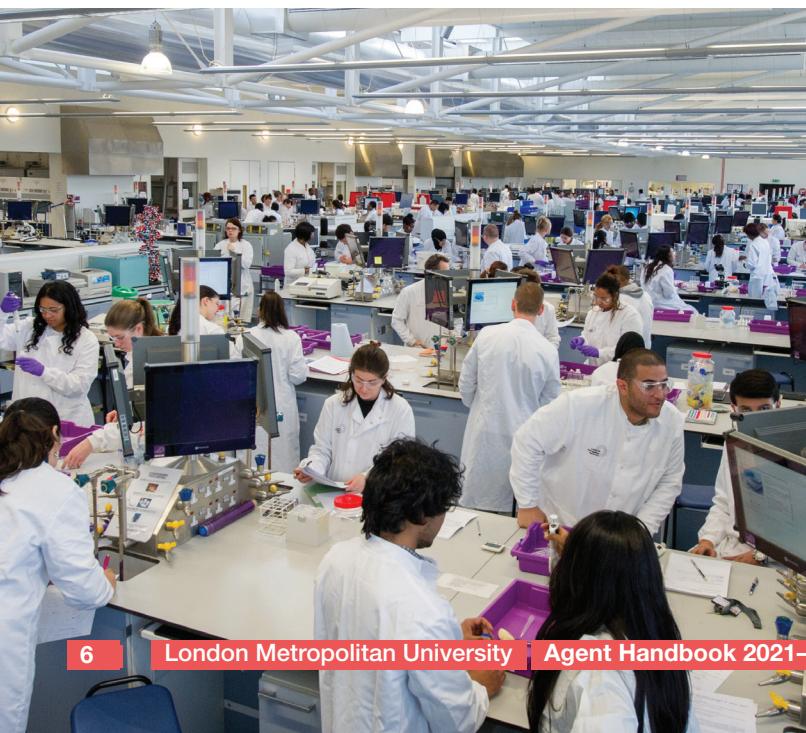
Required documents

All students are required to submit the following documents as part of their application process:

- copy of personal passport
- academic transcripts and certificates (translated into English if the originals are in another language)
- visa/immigration history
- personal statement – please note that the statement must be written by the student
- IELTS Academic (or similar test) as proof of meeting English language requirements if required – please note that students must take IELTS Academic UKVI if they wish to be considered for a pre-sessional course
- one or more references

Please note that:

- some students may be invited to attend an interview or provide a portfolio/attend audition
- some students may need to provide additional documents for Confirmation of Acceptance for Studies (CAS) assessment



Pricing and scholarships

Tuition fees (2021–22)*

Study level	Fees (international)	Fees (EU)	Notes
International Foundation Programme	£11,000*	£11,000*	Fees given are for 2020-21. 2021-22 fees are to be confirmed.
Undergraduate (BA/BSc/BEng)	£13,200	£9,250	Except for art, architecture and design subjects taught at the School of Art, Architecture and Design
Undergraduate (The School of Art, Architecture and Design courses)	£14,500	£9,250	n/a
Postgraduate (MA/MSc)	Starting at £13,250	Starting at £8,270	Different programmes are priced at different price points – please refer to the relevant course webpage for full details

Pre-sessional English language

10-week course (fees for 2020/21)	£3,000
Five-week course (fees for 2020/21)	£1,500

Please check the [QA Higher Education website](#) for the latest prices, which may be subject to change.

Accommodation

We do not own or manage any halls of residence or accommodation, but we do work with a wide range of private providers – please refer to our [website pages on accommodation](#) for details.



Scholarships*

• International Excellence Scholarship

Award of £2,500 off the first year's tuition fees – available to high-performing undergraduate and postgraduate applicants with IELTS 6.5 or above (where relevant). In order to be considered for this scholarship the student has to be an offer holder and must accept their offer. Awardees would sign an agreement to support the international team with marketing campaigns on a voluntary basis. This scholarship cannot be combined with any other scholarships. Limited numbers are available.

• The School of Art, Architecture and Design International Scholarship

Award of £3,000 off the first year's tuition fees. Available to high-performing undergraduate applicants who have applied for a programme at the School of Art, Architecture and Design. Students must submit a personal statement. This scholarship cannot be combined with any other scholarships. Limited numbers are available.

• London Metropolitan University International Scholarship

Award of £750 to £1,000 tuition fee discount per year for undergraduate and postgraduate applicants from China and Latin America. This scholarship is awarded based on academic merit and it cannot be combined with other scholarships.

• Alumni discount

All alumni from London Metropolitan University who have successfully completed a course with us are eligible for **up to 20% discount off their tuition fees**. Excludes alumni from pre-sessional courses. Cannot be combined with other scholarships.

See London Met's [latest information on scholarships and full terms and conditions for our scholarships](#)

*Please check our website for the latest information on fees and scholarships as they may be subject to change.

Commission structure (2020–21)

Undergraduate (including degrees with a foundation year) and postgraduate students: Flat commission rate of 20%, plus tiered bonus scheme based on student numbers as follows:

Student numbers	Commission rate	Performance bonus (per student)
0–4	20%	None
5–9	20%	£250
10–19	20%	£500
20+	20%	£750

International Foundation Programme:

Flat commission rate of 15%, but commission will also be paid at 20% on progression to Year 1 of any undergraduate degree programme.



Pre-sessional programmes:

Flat commission rate of 15%

Distance learning programmes:

Flat commission rate of 10%

EU students:

Flat commission rate of 10%

Invoicing

Agents will be invited to submit the details of the students they believe they have referred by the end of November for autumn enrolments, and by the end of March for spring enrolments. This will need to be done by completing a password-protected Excel template and returning it to international.agent@londonmet.ac.uk or via Google Docs. The details to be provided include:

- student names
- dates of birth
- student ID numbers (London Met or UCAS)
- courses
- addresses

On receipt of the student list, we will check the details supplied by the company against our own records, the student record system and also check whether the student has paid 50% of their tuition fees, is fully enrolled by mid-November/mid-March and is regularly attending classes. Once all checks have been completed and all requirements met, we will ask the agent to send us an invoice containing the following information:

- details of how the payment should be made
- invoice number and date
- student name and ID or date of birth
- student's course title
- commission per student
- total invoice amount

For bank transfer payments we require the following information:

- name of account holder
- account number
- SWIFT code
- IBAN and BIC code
- bank name and address

Please note:

- We will only pay commission to agents that have a valid signed agreement with London Metropolitan University and who have met our referencing requirements.
- Where more than one agency has supported a student application, the University will pay commission to the agency that introduced the student first and provided a completed application together with the company's agency stamp (whether electronic or otherwise).
- Invoices must be submitted within three months of the referred student enrolment date at the University.
- The payment deadline for September entry is 30 December and for January entry is 30 April.

Reporting and monitoring

Following signing of the contract, each agent will be allocated an account manager in the international recruitment team, who will be their main point of contact and will lead on monitoring the relationship and performance. To monitor agent activity, the international recruitment team will ensure there is regular communication between the agent and their account manager, in the form of emails, phone calls, online chats and regular training sessions. The international recruitment team will regularly check the status of applications that come through agents and will support the agent with conversion activities where necessary.

To report on agent activity, the international recruitment team conducts an annual review of each agent in the months between May and July. In preparation for this meeting, the following information will be compiled and circulated:

- number of applications referred per agent
- number of students referred per agent and enrolled at the University for the current year, as well as for two previous years
- percentage of conversion from application to offer and from offer to enrolment
- number of visa refusals using our CAS per agent
- number of non-enrolments where student has been granted a visa per agent
- number of students withdrawn before the end of the course per agent

Commission invoices

Agents will be reviewed on the timeliness of the submission of their commission invoices. A payment cycle is established for each intake and commission is paid on a semester basis rather than on an annual basis. All agents should comply with strict deadlines when submitting lists of enrolled students and invoices. The deadlines are outlined in this handbook in the invoicing section.

Marketing collateral

All marketing collateral produced by an agency will be assessed on an annual basis to ensure it is up to date and correct. This procedure will be led by the international recruitment team and conducted with the support of student ambassadors who will check details on each agent's website and any promotional materials issued by that agent.

References

Every three years the University will re-issue background checks in relation to student references to ensure that the agency is delivering a high-quality service to potential applicants.

Please note:

The agent's contract will not be renewed and the University may consider terminating the agreement at any time if:

- the student feedback about the service and orientation supplied by the agent is unacceptable
- the visa refusal rate is too high and causes concern within the University
- the non-continuation rate of students enrolled by the agent is too high and causes concern
- the agent is found to be representing admissions in a misleading manner



Contact information



Market-specific contacts

East, South East Asia, Middle East and Australasia

Keyan Zhu, International Recruitment Manager
k.zhu@londonmet.ac.uk

India, Africa and UK International

Helen Long'a Tongu, International Officer
h.longatongu@londonmet.ac.uk

Europe and Latin America

Joanna Babicz, International Officer
j.babicz@londonmet.ac.uk

North America

Simona Boeva, Head of International Development
simona.boeva@londonmet.ac.uk

Other useful contacts

Admissions
applicationupdate@londonmet.ac.uk

Immigration (CAS and visas)
adviceinternational@londonmet.ac.uk

Accommodation
smaa@londonmet.ac.uk

General enquiries
international@londonmet.ac.uk

Commission claims and invoicing
international.agent@londonmet.ac.uk