



Study in London
Make a difference



→ Bayswater College is within walking distance of Notting Hill and Portobello Market. Find out more about our location on [pg 5](#)

The Heart of London

An Adventure through Education

Welcome to Bayswater College, founded in 1973. Through adventure, education and formal qualifications, Bayswater College has been providing global citizens with valued experiences for over 45 years.

Our mission is to educate and inspire the next generation.

This begins in our beautiful, modern classrooms and continues to communities and cultures across the globe. We provide a platform to effective learning through travel, accommodation, classes and activity programmes, and we offer structured guidance throughout your journey.

We also want to continue our mission beyond our borders. For every student we teach, we will teach another from a disadvantaged background, on a one-for-one basis.

We look forward to welcoming you.

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James Herbertson
Director



Stephan Roussounis
Director

Accredited by the

 for the teaching
 of English in the UK



Learning in Bayswater

Bayswater College offers excellent facilities in an environment optimised for learning.

Your development is our measure of success. Whether you are an early learner or an ambitious professional, we guide your progress. Our team takes care of all the details – from a comfortable place to live, to being in the right level and having lots of great activities to do after class. We want you to get the most out of your time with us.



Lucinda Hickey
Academic Director



Our facilities

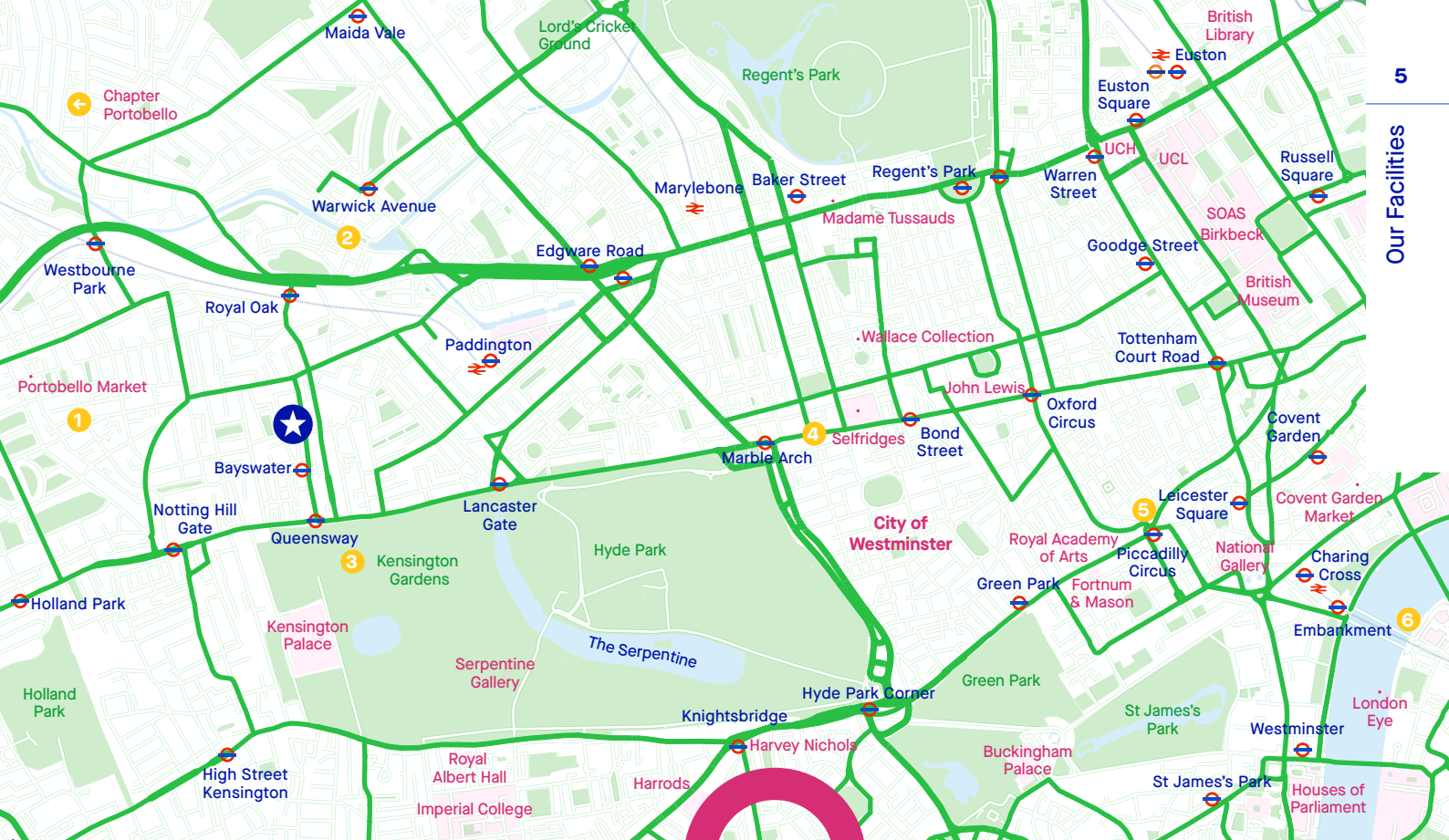
- 15 classrooms
- 4 student lounges
- Self-study room
- Student kitchen
- Library
- 65" Interactive TVs

Our programmes

- Digital Marketing
- Fashion
- General English
- IELTS Preparation
- Summer Camp
- Family Programme
- Groups



Read more about the College
bayswater.ac



Key: ★ Bayswater College 🚇 Tube 🚆 Train

Nearby

- 1 Notting Hill & Portobello Mkt. 15 mins 🚶
- 2 Little Venice 15 mins 🚶
- 3 Hyde Park/Kensington Gdns. 5 mins 🚶
- 4 Oxford Street 15 mins 🚶
- 5 Piccadilly Circus 25 mins 🚶
- 6 Southbank 30 mins 🚶
- ← Chapter residence 20 mins 🚗



“When they greeted me with ‘Welcome to Bayswater’ it was so exciting to know this was where I belong.”
Irina Russia

Our Promise

Our team work hard every day to make sure your time with us meets your expectations and you are given every opportunity to reach your goals.



We are your home away from home

Facilities

With 4 student lounges, a self-study room, a student kitchen, table football and a prayer room, you will feel welcome to hang around the college all day.

A Warm Reception

On your first day you will meet our friendly student services team. We know you by your name and accept you for who you are.

Support

Our student services team is here to help you settle in as quickly as possible. On your first day you will have an in depth induction covering everything from opening a bank account, how to find a doctor and how to get access to student discounts.

Speak like a Brit

Learn how to speak like a Londoner with British slang and colloquialisms. Our regular workshops explain why we drive on the left, you have to stand on the right on the escalator, we have a hot and a cold tap and some homes still choose to have a carpet in the bathroom.

We are a student-powered community

Student of the Month

Each month a student is nominated by the student services team. This is judged against our values and celebrates their contribution to the college & community.

Student Ambassadors

Student Ambassadors are invited to represent the student body, share their experience inside the college and promote & organise social activities.

Feedback and Surveys

We survey our students every month/term to find out what they think about the college and what they would like to see on the social programme.

Bayswater College App

Our App provides an easy tool to access information and communicate with both the college and fellow students. Students can easily give feedback, use a QR scanner, visit our Facebook page, sign up to events and discover what is going on in the college.





We focus on your goals

Meeting your needs

After you arrive, we have an academic consultation with you. This helps to make clear your goals and allows us to help you achieve them. Together we create an individual learning plan. We use these to track students' progress and help them take control of their own learning.

We give you the tools to succeed

We use carefully selected coursebooks, the latest technology in the classroom and have a well stocked self-study room for you to work on your English after class. Our academic team have an open-door. Students are welcome to drop in at any time to ask for advice, extra homework or if they have any questions about their class.

We communicate your progress

We promise to let you know how you are developing your English through regular tests, a monthly tutorial with a senior academic* and letting you move up a level when you are ready.

You will communicate with more confidence after studying with us

Our teachers use a communicative approach, which means you will be given many opportunities to talk in class. We want students to speak more than teachers, helping you make friends with your classmates and grow in confidence to use your English.

*For students studying 8 weeks or more

We develop global citizens

#ForeverConnected

You will meet the world at Bayswater College with over 50 nationalities studying with us every year. We will help you learn about other cultures, and make long lasting friendships with fellow students from all over the world.

Social Awareness

As global citizens we recognise that there are many people that are less fortunate than ourselves, whether in Britain or in our home countries. We make our students and team socially aware through themed days or weeks celebrating: refugees, social enterprise, Pride & the LGBT community, and international women's day.

Initiatives and Fundraising

Students and the student services team come together to raise money. We run international food days, student parties, sponsored events and football competitions.

World Café

This is a community-based event, open to students, team members and people in the Bayswater community. You can learn how to write a personal statement when applying for university, how to apply for a job, how to improve your CV or Linked-in profile and how to start a business.



Forever connected

When you enrol at Bayswater you join a community with adventure at its heart. We have a carefully designed programme of unforgettable activities and excursions to help you explore London and meet your classmates outside of school. Our team know the city inside out and we are there to help you get the most from your time with us.

“We met on the very first student orientation event and found we both love art. I took her to Picasso at the Tate, and she took me on a street art tour of Notting Hill. Together we have walked along the whole of the Regents Canal!”

Reima and Rebeca



Full Bayswater days

Every week Bayswater organises a programme of free and low-cost activities and excursions. This includes after-class outings to encourage exploration and interaction with classmates, as well as a wide variety of workshops, job clubs and special events. We're here to help you build a lifelong network of friends and provide you with the tools to succeed.

At Bayswater College

Job Club

CV Clinic

Regular guest speakers & workshops

Community engagement activities

Around the Bayswater neighbourhood

Bayswater tour

Picnics in Hyde Park

Punting in Little Venice

Notting Hill movie tour

Portobello Market shopping

Get out in London with your friends

Museums and galleries

World class shopping

West End theatre

Music festivals



European Excursions

“As well as discovering London, the college helped us organise a trip to Paris through a student tour company. A few people from Bayswater went together. We set off as a group of classmates, but we returned as a group of good friends. I will never forget this trip.”

Rebeca

Visit us on Facebook and Instagram to see our social programme in action



Education for Good

At Bayswater College we believe that education should not be limited to those who can afford it. That's why we are committed to a business model that puts people before profit.

Education provides people with a key to the world. Our mission is to open doors for all and inspire the next generation.

What we do

For every student we teach, we will teach another from a disadvantaged background. On a one-for-one basis.

We donate time, expertise and funds to support children and charities in the home countries of our students.

We encourage our students to participate in our events, both as a way to be active in the city and practise speaking English.

Our programmes include speakers from international charities, fundraising activities and involvement in events like International Women's Day or Refugee Week.

Why we do it

The opportunity to learn should not be limited to those who can afford it.

Travelling across the world to study English as a foreign language is an experience that builds confidence and provides better job prospects. However these options are simply not available to everyone. Our mission is to give young and disadvantaged people a chance to learn essential skills that will improve their lives, regardless of their economic position. We want to inspire the next generation, wherever they are.

How we do it

We partner with organisations that share and support our mission to provide education where it is most needed.

We commit funds through the Bayswater Foundation, a registered charity, that would otherwise constitute profit.

For every week a student studies with us, we donate a week to a charity from their country or region.

We utilise existing local charities and donate either a teacher or the equivalent funding for classes.

Students at Mais Caminos school, Rio, Brazil



“One of my students is from Brazil. She’s here for 12 weeks and when she’s finished she will go back to Brazil with better opportunities and a lot of brilliant stories from London. The best thing about working for Bayswater is that I know they will match that, and through charities in Brazil provide 12 weeks of education to someone who needs it. The learning is doubled and I’m so proud to be a part of that.”

Pam Teacher at Bayswater

“Learning English means that I will go back to Mexico with better opportunities and a life experience that I will never forget. I chose Bayswater because their business model means that another Mexican will be able to learn English because of me.”

Carlos Mexico



Visit bayswater.ac/giving to find out more information about projects

A place to call home

Bayswater College will help you find accommodation that suits your lifestyle and goals for your trip. All the options available to you have been carefully selected to ensure your comfort and safety, so that you feel at home from the moment you land.

Residences

Modern, en-suite and self-catered accommodation in one of two beautiful, easily accessible locations. Live with other students from around the world and join a community of like-minded people.

Standard: Fulham Palace Studios 30 mins 🚗

A comfortable residence in the typical lively English neighbourhood of Fulham, near cafés, theatres and a thriving nightlife.

Premium: Chapter Portobello 20 mins 🚗

This ultra-stylish residence near Portobello has great common spaces to hang out with other students and is located within a short distance of Notting Hill and the West End.

Homestay

In homestay accommodation you will become a member of the family, eating together and sharing a home. Your hosts will be English speakers and help you experience London life.



Visit bayswater.ac/accommodation for our full accommodation offer

“Our residence was brilliant, I made friends from many different places and we’ll definitely visit everyone’s home countries. Bayswater have opened a door to the whole world for me.”

Jinki Japan



Premium residence 20 mins 🚗 from the College

Choosing your accommodation

London offers many independent options for accommodation and we will be happy to assist you wherever you choose to live. You can decide to stay with London hosts, or in residence accommodation where you will be sharing spaces with other students and international explorers. We have carefully selected the partners we work with to bring you top quality places to stay.

Knowledge is power



Whether you are advancing your professional experience through digital marketing or fashion, studying English for university, or on a quest for adventure, our courses provide life-changing experiences to students from all over the world.

Professional courses

Bayswater offers a suite of Professional Courses that can be taken individually or combined with English Language courses to help you develop personally and in your career.

Professional Diploma in Digital Marketing
Fashion Certificates

English Language Courses

Develop your skills and confidence speaking English.

→ Turn over to find out more [pg 14-21](#)

Digital Marketing

The modern job market is dominated by digital. If you want to improve your employment prospects, earn more, or start a new career in digital marketing, you need to know your algorithms from your analytics.

Professional Diploma in Digital Marketing

If you're responsible for digital marketing strategy, or you want to take the next step in your career as a marketing executive, manager or business owner, the Digital Marketing course at Bayswater is the perfect stepping stone.

Digital Marketing Institute

The Digital Marketing Institute sets the global standard in digital marketing and selling certification. They have certified more professionals to a single digital education standard than any other certification body.

They are the only global education provider to have both academic and industry validation for all of the qualifications.

Bayswater course content is continually reviewed to ensure it is up-to-date and relevant to today's students.



DMI courses are validated by the Industry Advisory Council (IAC). Members include:





Visit bayswater.ac/digital for full course structure and information

Course facts

4 weeks

60-hour course

Interactive lectures (10 hours per week)

Group project work (5 hours per week)

Monthly start dates

Upper Intermediate English level required

Diagnostic test to determine level at start

3-hour exam at Pearson Vue test centre

End of course presentation

The benefits

1 Year membership to the Digital Marketing Institute

NQF Level 5 Qualification (EU Equivalent EQF 5)

Become a certified digital marketing professional

Learn the latest trends and insights

Suitable for various skill levels

Up-to-date course content that reflects today's trends

Course modules

Digital Marketing Foundations

Website Optimization

Content Marketing

Social Media Marketing

Search Engine Optimisation (SEO)

Paid Search

Display & Video Advertising

Email Marketing

Analytics

Digital Strategy

“I had lots of fun learning while being in a great environment. I learned so much and gained a large amount of hands-on tools for digital marketing”

Alexandra Nenadovic

JP Morgan, Chase & Co

30k+

Graduates worldwide

115

Countries

1

Industry standard

95%

of DMI certified professionals are currently employed and 81% were promoted after earning their certification



Fashion Certificates

Fashion is big business and our suite of certificates will give you an introduction to key industry topics in one of the fashion capitals of the world.

3 Fashion Certificates to introduce you to the main commercial areas of fashion. Whether you are an industry professional and want to upgrade your skills, or you are considering a career in fashion, these courses will give you a London edge and inspire you in your future endeavours.

Course facts

Each certificate: 4 weeks, 60-hour course

Lectures (9 hours per week)

Group projects (3 hours per week)

Workshops and industry visits
(3 hours per week)

Upper Intermediate English level

80
designers

24
countries represented in
London Fashion Week 2020

£68bn
UK Fashion industry market value



Luxury Brand Management

An introduction to the basics of luxury brand management in the context of London's fashion scene.

Main Topics:

Luxury fashion products and their audiences

Luxury brand concepts and marketing plans

The Fashion Market; how it works and the product development process

Case study: Louis Vuitton – Use of exclusivity in marketing

Fashion Styling

Take your first steps in fashion styling as you learn how to create a fashion journey.

Main Topics:

The basics of styling and the city's fashion scene

The role of a fashion stylist and career opportunities

Create your own fashion story, and do a photoshoot

Case study: Superbrand – Topshop styling

Fashion Communication

An introduction to effectively communicating ideas and innovation around the fashion image with an overview of fashion theory.

Main Topics:

Fashion communication pathways

Public Relations and fashion journalism in the fashion industry

Introduction to fashion creative networks and industry links

Case study: Nike – Emotional story telling

Extra Curricular suggestions



Visit the V&A Alexander McQueen Collection



Visits/Workshops/Guest Speakers e.g. Behind the scenes at Victoria Beckham



London Fashion and Textile Museum



Selfridges – London's best fashion window dressing



Dover Street Market – The ultimate luxury brand show room

Sample timetable

Time	Monday	Tuesday	Wednesday	Thursday	Friday
9:00- 12:20	English Course	English Course	English Course	English Course	English Course
12:20- 13:00	Lunch				
13:00- 16:00	Fashion lecture	Fashion lecture	Group projects e.g. plan a photoshoot	Fashion lecture	Fashion visits, workshops, guest speakers



Combine your course with:

English language lessons

Digital Marketing Modules

Other Fashion Certificates



Visit bayswater.ac/fashion for full course structure and information

English Language

Bayswater College has been teaching English since its foundation in 1973, and was accredited by the British Council in 1978. Over these 45 years, we have taught thousands of students from around the world to speak more confidently, pass exams and gain a better understanding of English in real life situations.



We will help you reach your target English level by regularly checking your progress and providing personalised guidance and extra support to improve your learning.

English Level	CEFR	Description	IELTS	Cambridge	TOEFL iBT	Language Cert	Av. wks to progress
Proficient	C2	You can use English with ease and fluency. Improve by increasing your understanding of the nuances of the language and engaging in independent reading to develop your vocabulary further.	8+	CPE	120+	Mastery	N/A
Advanced	C1	You can use English in a range of culturally appropriate ways. Improve by extending your vocabulary and refining your use of style and register.	6.5-7.5	CAE	79-109	Expert	10-12
Upper Intermediate	B2	You can use English effectively. Improve by learning to discuss, argue and express opinion in a culturally acceptable way. Refine your use of grammar and vocabulary.	5.5-6.0	FCE	46-78	Communicator	12-18
Intermediate	B1+	You can speak English with some confidence. Improve by developing your fluency, and your understanding of grammar, and by widening your vocabulary.	4.5-5.0	PET	32-45	Achiever	12-18
Pre-Intermediate	B1	You can communicate in a range of everyday social and travel contexts. Improve by developing your speaking, grammar and vocabulary.	-	-	0-30	Achiever	10-12
Elementary	A2	You can understand English used in everyday situations if the speaker speaks clearly and slowly. Improve by developing your listening and vocabulary.	-	-	-	Access	10
Beginner	A1	You can speak and understand English in a very limited way.	-	-	-	Preliminary	6

General English

Our General English courses focus on the four core language skills: listening, speaking, reading and writing to help you to use the English language more effectively.

The courses will help you

Communicate much more confidently

Speak more accurately and fluently

Improve your grammar

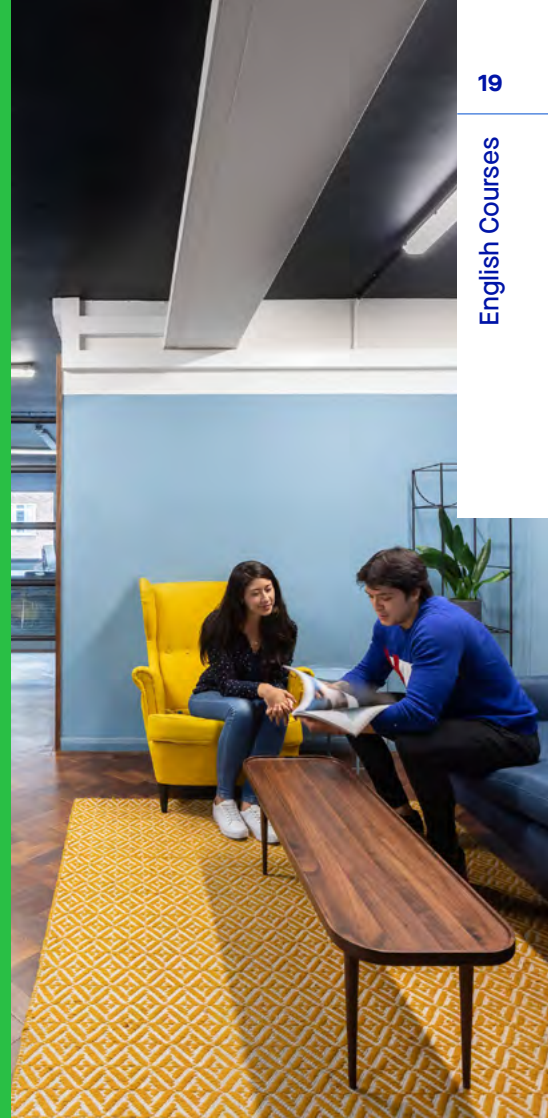
Increase your vocabulary

Socialise in English more effectively

The structure

Standard	Intensive	Super Intensive
Core Course	Core Course	Core Course
	Module 1	Module 1
		Module 2

Course facts:



English Language courses

Standard Intensive Super Intensive

Standard	Intensive	Super Intensive
20 Lessons	25 Lessons	30 Lessons
General English	General English	General English
IELTS Preparation	IELTS Preparation	IELTS Preparation
Budget English (PM)		Explore London

English Language timetable

Time	Mon	Tues	Wed	Thurs	Fri
09:00 - 10:30			Core Course		
10:30 - 10:50			Break		
10:50 - 12:20			Core Course		
12:20 - 13:00			Lunch		
13:00 - 14:00			Module 1		
14:00 - 14:10			Break		
14:10 - 15:10			Module 2		

Budget (PM only) English timetable

Time	Monday-Friday
13:00 - 14:30	Core Course
14:30 - 14:50	Break
14:50 - 16:20	Core Course



Extra modules

Add modules to a Standard General English programme to increase the intensity of your course. Modules could include: conversation, grammar, business English, exam preparation and others according to demand.

One-to-one

Practise the specific language you need in personalised lessons so that you progress quickly.

5 lessons per week

Add onto your course or take alone

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 for the teaching
 of English in the UK





IELTS Preparation Course

Prepare for this internationally recognised exam which is the standard qualification for universities and employers, and for visa purposes. Improve your English and learn the skills necessary to achieve your exam goals.

Course facts

Level: Upper Intermediate +

20, 25, or 30 lessons per week

English for Digital Marketing

An introduction to Digital Marketing, this course will introduce the main concepts of Digital Marketing together with English language skills you need to communicate on digital platforms.

Course facts

5 lectures per week

4 week course

Level: Intermediate

Take alone or add to a Standard Programme

Family Options

Bayswater College offers flexible English summer holidays for the whole family. Parents can attend a Standard General English course at the same time as their children attend a Young Learner course.

Afternoons are free to explore London independently or join the Summer Activity programme for families. If parents don't wish to study, we offer full-day (Day Camp) or half-day options (Young Learner course) for children.

“Family time is precious and this trip was the perfect way to explore London together while learning.”

Li Family China



Courses	Time	Min Age	Notes
Parent & Child	9:00 - 12:20	8+	Parents and Children study at the same time
Young Learner	9:00 - 12:20	8+	Tuition only course
Day Camp	9:00 - 18:00	10+	Includes tuition, lunch and excursions, Mon-Fri
Optional extras			
Family Activity Programme	13:00 - 15:00	8+	3 afternoons per week



Explore London

Explore London is a programme of London Activity lessons with a teacher that you can add-on to a Standard course or take alone.

Each week we explore a theme. Our task-based curriculum allows you to interact with Londoners and get to know the city, along with your teacher.

Course facts

10 London Activity Lessons with a Teacher per week

Level: Elementary +

Take alone or add to a Standard Programme

All courses are subject to availability

Explore London timetable:

Time	Mon	Tues	Wed	Thur	Fri
09.00 - 12:20	Core Course				
12:20 - 13:00	Break				
13:00 - 15:00	Explore London Activity Lessons				

Explore London themes



Art & culture



Famous film locations



Visit museums and galleries



Music venues



London's villages



Food



“I have an interest in art history but my English has never been good enough to express my ideas. We went from a class about culture to a gallery and it was the first time I’ve been able to use English to talk about art.”

Maria Colombia

Tate Modern 30 mins ↻



Explore London Activity Lessons

Experience the city as a local with teachers who get you out of the classroom and into real London. This is a unique opportunity to practise English and truly engage with the city.

Groups and Study Tours

Combine a short course of English with experiencing a new culture. Explore the sites of London while gaining insights from an institution with over 45 years' experience.



Visit bayswater.ac/groups for more information



Bayswater
Groups

Summer Camps

Bayswater Summer offers an exciting way to learn English. Make friends from around the world and enjoy an action-packed summer of activities and excursions. Choose our university campus or our Central London location.



Visit bayswater.ac/summer for more information



Bayswater
SUMMER



“I made friends from Argentina and Japan – we write to each other all the time on Instagram. I can’t wait to come back next year.”

Bastien France

“Bayswater organised a programme of fascinating, interactive activities, which brought our students closer together. They had the chance to speak non-stop English!”

Bibigul Group leader from Kazakhstan

“It was so much fun learning English in London. My host family taught me things I would never have discovered in class.”

Stefania Italy

English in Cyprus

Our partner school in Limassol, Cyprus. From the classroom to the beach for the perfect English Language Holiday.

Why Cyprus?

Former British Colony, where English is widely spoken

Sunny destination where students of any age will enjoy the Mediterranean climate. 320 days of sunshine!

Popular tourist destination

Stunning historical heritage

Our programmes

Adult

Family

Summer Camps

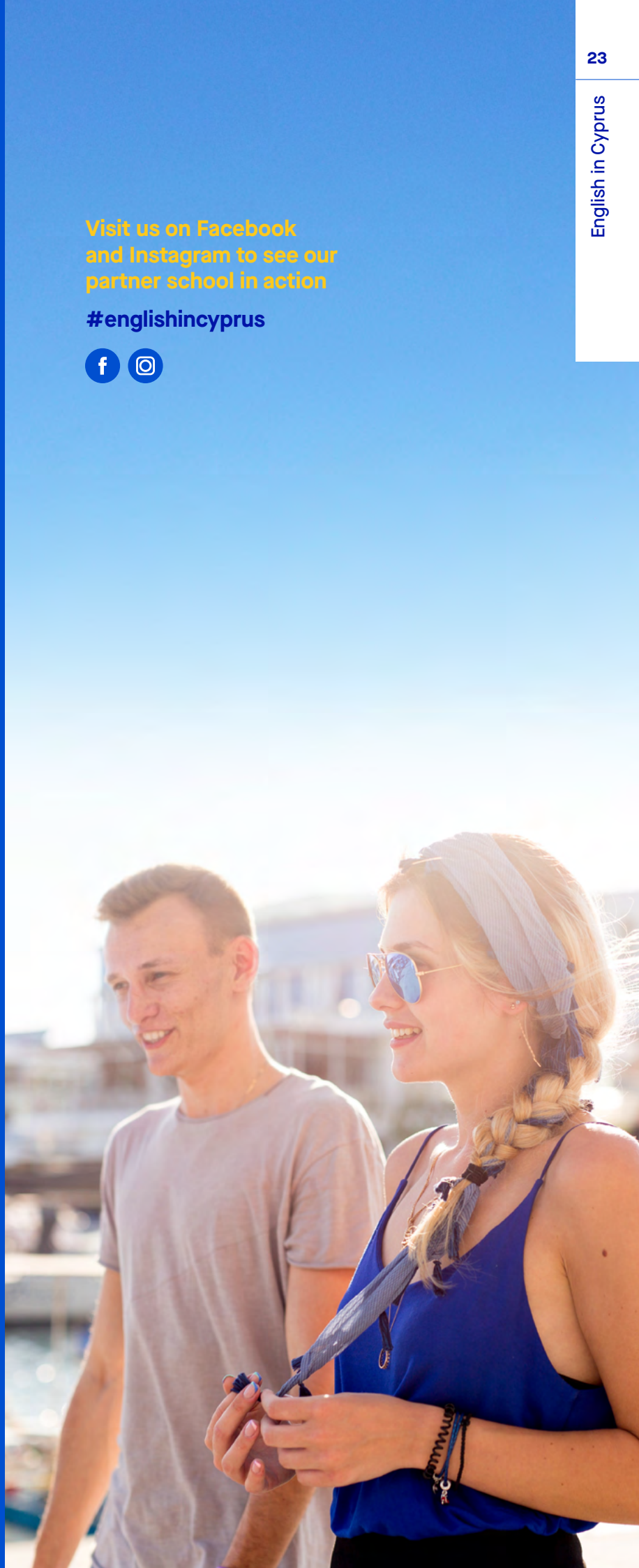
Year-round Study Tour Groups

Visit us on Facebook and Instagram to see our partner school in action

#englishincyprus



englishincyprus.com



Find out more

Email us

bookings@bayswater.ac

Call us

+44 (0)20 7221 7259

Visit us

167 Queensway, London W2 4SB

Agent enquiries

Our agents are appointed experts in your country and can give you specialist advice on our courses, as well as any visa requirements. Contact us for an agent in your area.

For agent sales enquiries please contact us at agents@bayswater.ac



A social education enterprise made in London