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To whom it may concern:

Andrew Elmslie has worked with King Edward's School on a number of DVD productions which have been successfully completed since 2006. He initially produced a DVD for our overseas market which was distributed in October 2006 and very well received by both our agents and prospective parents and students.

He completed a full scale interactive DVD for us in January 2008 and since then we have distributed in excess of 2,000 copies. This has made a major contribution to ensuring a continuous flow of new students with many parents citing the DVD as one of the most significant factors in the decision making process.

It will be possible for us to update the DVD seamlessly and with our decision to become an IB school for sixth form students from 2010, there will be changes to be agreed upon, filmed and produced in the near future. We plan to update our website shortly and intend to have short, high quality video clips which will bring the site to life and facilitate a depth of insight into the varied life and opportunities at King Edward's in a modern and dynamic way.

Clearly from the description given of Andrew's continuous work in partnership with us, these are considerable projects for both parties and King Edward's made a significant commitment by engaging Andrew's services. We have received considerable positive feedback and many prospective pupils accepted places having viewed the DVD.

We first came across Andrew's work when he filmed at King Edward's for a DVD he produced for the Boarding School's Association. This in itself was quite a recommendation and throughout our dealings with him on a number of projects I was impressed by his professionalism, experience and enthusiasm. One of his greatest attributes is to get pupils and staff to relax and almost forget he is filming. This provides authentic footage that does not look too stage-managed. An advantage of being a solo producer is that his presence is never obtrusive and this is essential in getting his subjects to open up and be natural on camera.

One of Andrew's key skills is the preparation before filming starts and he really able to guide and develop the brief with the client to ensure that clear goals are established. This means that filming is focused and the time on site is used effectively. Andrew has a wide range of cameras, sound equipment and lighting that is suitable for all occasions. His superb editing suite and sound mixing system enables him to produce high quality images and sound in an imaginative format that engages the attention of the target audience.

Andrew's interest in education soon became apparent and during his filming at King Edward's he has enabled a number of our pupils to be involved in filming high quality, multi-camera recordings of our concerts, plays, operas and large scale events. We recently used Andrew's services on a GCSE Drama, Theatre Studies and Film workshop enhancing the pupil's learning of the play. It also gave a clear insight into the progress they made from rehearsals to performance. In March 2010, Andrew will be involved in an exciting production of Philip Pullman's "His Dark Materials", with a cast of 60 children. The pupils have clearly benefited from Andrew's presence and allowed him to become a part of our school community. This has allowed a special insight which he uses at the editing stage, revealing the unique nature of our organisation.

Gwyn Phillips
Deputy Head