

Demand for UK ELT short courses from Chinese agents
January 2014 (updated)

The British Council in China arranged the 2013 Summer School Programme workshops in Shenzhen, Shanghai and Beijing, during 25-29 November 2013. Over 370 Chinese agent participants, a 50 per cent increase compared to 2012, proved that UK summer school programmes are still in great demand in China.

Besides the road show, we are continuously exploring partnership opportunities in this market to provide brokering services to UK English Language Teaching (ELT) educators.

PROJECT NAME: University Student Summer School Programme in the UK
20131217_004

PROJECT NAME: Business Management Short-Course Programme in the UK
20131217_005

PROJECT NAME: Young Learner – Programme for Young Artist in the UK
20131217_006

PROJECT NAME: Young Learner – Arts and Performing Programme in the UK
20131230_007

PROJECT NAME: English Teacher Training Programme in the UK
20140109_008

How to get involved?

Please complete the proposal form - Appendix 1 and send it back to Ms Su Si (su.si@britishcouncil.org.cn) before the submission deadline. Please note that all forms should be sent back via email and we are unable to accept fax or paper-based forms.

The British Council will charge GBP50 per head to the proposal winner as service commission, with a maximum charge limit of 30 heads. Please note all prices are exclusive of VAT unless otherwise stated.

Please note the British Council is only involved in the provision of partnership brokering services. The final decision will ultimately be made by the Chinese partner based on the following criteria: *quotation, programme design, course content, programme location, teaching resources, etc.*

Terms and conditions

VAT Disclaimer

The British Council is currently reviewing the VAT liability of all its activities. Depending on the outcome of this review, and agreement of liabilities with HM Customs and Excise, we may have to send you a supplementary invoice for VAT at some point in the future on the items we invoice you for from 1 April 2001 onwards.

Payment schedule

The British Council will invoice all institutions for the publication fee. Terms of payment are within 30 days of the invoice date. Payment arrangements for travel, accommodation and freight for speakers are the responsibility of the participants. In accordance with British Council audit procedures reminder letters will be issued for all outstanding invoices over 45 days. Until all invoices are cleared a block will be placed on your British Council account. Further applications to participate in events and other British Council organised programmes of activity cannot be accepted until all outstanding invoices have been paid.

Declaration

The institution/service provider knows and agrees that as stipulated in the above "Proposal submission", the Chinese partner will be solely responsible for conducting the evaluation and making the final decision without any involvement from the British Council, so the British Council shall not be liable to any institution/service provider for the evaluation, selection and decision in relation to the proposed programme in the UK, including but not limited to the procedures and the results.

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	20131217_004	20131217_005
About the agent	A sports agency with the desire to work with universities in China on a sports related summer school project.	The agent's business includes English teaching for young learners and adults, as well as corporate training.
Programme length	2-3 weeks	1 week
Target audience and format	University students Format: lecture + excursion	CEOs of local enterprises Format: Case studies or story telling
Student age	Age 18 - 22	Age 35+
Student number	20-30	Around 40
Location preferred	In London or 2 hours' drive from London	N/A
Accommodation	Residential or home-stay	4 star hotel
Other requirements	<ul style="list-style-type: none"> - Sports Science lectures are preferred - University campus visits should be included - Excursions need to be included - One or two lecturers from a university or college <p>2 hours per class, 2-4 hours per day, Mon – Fri.</p> <p>Other time should be arranged with excursion and activities.</p>	<ul style="list-style-type: none"> - Trainers are required to be university professors - Introduction to Corporate Management in the UK - A Professional Manager workshop is desired - University campus visit required - Excursion desirable
Proposal deadline	13 January 2014	12 January 2014
Outcome date	Feb.2014 - Mar. 2014	Need approval from management

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	20131217_006	20131230_007
About the agent	The agent is experienced in the summer camp business in China and is looking for new products to meet the needs from specific customers.	This school provides art courses such as singing, dancing and drama for kids aged 4-12. It was established in 1985 and now has 20 branch campuses and over 12,000 students enrolled this year.
Programme length	2-3 weeks	1 week
Target audience	Local child artists /stars with arts visit purpose	Art students
Student age	Age 10 - 15	Age 8 - 12
Student number	15 - 20	Around 20
Location preferred	City London or Greater London Area would be the first choice, OR specialist schools other than London	Small towns near London, or Southern England/ Wales
Accommodation	Residential preferred, budget hotels and hostels can be accepted	Residential or hotel
Other requirements	<p>Course included:</p> <ul style="list-style-type: none"> - performing arts course or - drama course or - dance course - English language course is only taking a small part of this programme <p>Excursion is preferred:</p> <ul style="list-style-type: none"> - visiting film studio - watching TV commercial production - visiting editing & production department 	<p>Course preferred:</p> <ul style="list-style-type: none"> - singing course - dancing course - comedy performing course
Proposal deadline	27 January 2014	13 January 2014
Outcome date	March, 2014	March, 2014

	20140109_008	
About the agent	The organiser runs English teacher training programmes funded by government and requires an overseas English teacher training courses.	
Programme length	3 weeks (25 August 2014 – 12 September 2014)	
Target audience	Experienced school teachers, students age: 12-15	
Student age	N/A	
Student number	Around 30	
Location preferred	Greater London Area or Oxford area or Cambridge area	
Accommodation	Home-stay for adults	
Other requirements	<ol style="list-style-type: none"> 1. 1 week teaching observation in local school + 2 week training course 2. English teaching methodology related courses. 3. Excursion during the weekend should be included. 4. Offered by a UK college or university 	
Proposal deadline	27 January 2014	
Outcome date	As this is a Chinese government funded project, the outcome date is to be confirmed.	

Appendix 1

UK ELT Programme in the UK - proposal

Reference Number: xxxxxxxx_00x

Name of organisation: _____

Main contact: _____

Telephone: _____

E-mail: _____

Contact address: _____

ORGANISATION BRIEF INTRODUCTION:	<i>Please provide a brief introduction to your institution. (500 words max)</i>
PROGRAMME LOCATION	
TIME PROPOSED (DATE AND DURATION)	
FEEES	<i>Please provide a quotation of the fees related to this programme, including course fee, accommodation, etc.</i>
DETAILED PROGRAMME (COURSE CONTENTS/ PROGRAMME SAMPLE)	<i>Please feel free to attach other documents in this area if needed.</i>
TEACHING RESOURCES	<i>Please list if there any professional/well-known teachers involved.</i>

OTHER NOTES	<i>Please include any other information you deem appropriate to this proposal, e.g: learning hours, class size, mixed nationalities in class, professional certificates/tests, excursion options, etc.)</i>