

THE BRITISH COUNCIL INVITES UK INSTITUTIONS TO BID FOR “GREAT SCHOLARSHIPS 2018 - CHINA”

Opportunity

The British Council is delighted to announce the launch of the “GREAT Scholarships 2018 – China” campaign. This is a major scholarship campaign that the British Council intends to run in China to promote UK study opportunities and is currently open to bids from all UK higher education institutions.

The campaign will be jointly funded by the GREAT Britain Campaign and UK higher education institutions, targeting prospective postgraduate taught and postgraduate research (Research Master’s, MPhil, PhD, Joint PhD etc.) students who will enroll into UK higher education institutions in the autumn of 2018.

The campaign aims to:

- significantly grow the number of Chinese postgraduate taught and research students in the UK
- promote high-quality provisions of the UK’s higher education sector to a targeted audience and reinforce the message that the UK continues to welcome the brightest and best international students
- enhance the brand awareness and reputation of “Study UK” in the China market.

Benefits for UK Institutions

Joining this initiative provides a great opportunity for UK higher education institutions to raise their profiles and increase exposure in China. All scholarships that are funded under this initiative will be named as ‘X University – GREAT Scholarship 2018 – China’ and will be promoted in an integrated marketing campaign funded by the GREAT Britain Campaign and managed by the British Council in China.

The marketing campaign will run nationwide for three months from September to December 2017 and cover key online and offline marketing activities and events that the British Council has planned for the autumn of 2017, including the Study UK Exhibition at China Education Expo, Study UK Festival of

Creativity and Innovation, China Education Agent Workshop and Study UK digital campaign. The British Council will work with participating institutions and use both digital and print media channels to ensure all scholarship opportunities are effectively promoted to the target students.

All participating institutions are expected to further promote the scholarships through their own channels.

Participation Criteria

- **Minimum** contribution from each participating institution is £15,000.
- Contribution from the GREAT Britain Campaign is £5,000 per institution maximum.
- **Minimum** value of each GREAT scholarship is £5,000.
- Each participating institution can offer as many scholarship opportunities as possible based on its budget plan.
- UK institutions will have to demonstrate that their contribution towards the “GREAT Scholarships 2018 – China” campaign is **new money** (i.e. not from existing scholarship schemes).
- Scholarships can only be awarded to **Chinese passport holders**.
- Scholarships will be offered at **postgraduate** level only, covering both postgraduate taught and research programmes (including Research Master’s, MPhil, PhD, Joint PhD).
- The funding contributed by the GREAT Britain Campaign will be allocated to UK higher education institutions with representation across England, Wales, Scotland and Northern Ireland.
- The final decision on allocation of funding will be made by the British Council China after all bids are collected from the institutions. Priority will be given to institutions that can contribute comparatively large amount of funding and/or have good track records of working with the British Council.

Management of the Scholarships

- Management of the scholarships, including design of the scheme; shortlisting and interviews of applicants, selection of scholars, and issuance of scholarships, will be done by each of the participating UK institutions.
- Each participating institution will need to provide full contact details of a contact person who will manage logistics of the scholarship scheme and handle student enquiries.
- If a course/programme lasts longer than one year, the funding contributed by the GREAT Britain Campaign will be for the first year of study only.
- Profiles and details of the winning scholars will need to be collected and shared with the British Council so that evaluation and reporting, marketing and promotion, and impact assessment of the programme can be done by the British Council.

Brief Introduction to the GREAT Britain Campaign

The GREAT Britain Campaign is the UK government's initiative to promote the UK internationally as a GREAT place to visit, study and do business. The British Council is a partner in the campaign and through it we are raising awareness and promoting the UK's strengths in education, English language and the arts.

In China we have been using the GREAT Britain Campaign in our UK education promotion work since 2012 to increase the profile and reputation of the UK and encourage Chinese students to come to the UK to study. The key objective of the campaign in 2017/18 is to grow the number of Chinese postgraduate students enrolling into the UK higher education sector.

How to Participate

UK institutions interested in this opportunity are requested to complete the attached bidding form and send it to Ms. Emma Meads, Education Marketing Officer, British Council China at emma.meads@britishcouncil.org.cn by 28 July 2017 (12 noon BST).

Timeline

DATE	ACTION
28 July 2017	Deadline for submission of bids
4 August 2017	The British Council to inform bidding institutions of results of bids
4 August – 25 August 2017	Institution to provide promotional content and confirmed scholarship details
15 September 2017	Overall campaign promotional materials ready to release
15 September - 31 December 2017	Promotion of the “GREAT Scholarships 2018 – China” campaign in China
31 January 2018	Deadline for prospective Chinese students to apply for the GREAT scholarships for enrolment in 2018/19
2 March 2018	Results announced by each participating institution and communicated to the British Council China
2 March - 16 March 2018	Agreements signed between the British Council China and participating institutions and invoiced issued by participating institutions to the British Council
19 March - 23 March 2018	The British Council to arrange funding to be issued to each participating UK institutions
October 2018	Scholarships issued to winning scholars for the 2018 autumn intake by participating UK institutions; Final total number of GREAT scholarships awarded to students communicated to the British Council
November 2018	Full profiles and details of all winning scholars shared with the British Council China by UK institutions