

## Invitation to Booklet on UK Boarding Schools

Dear UK boarding schools

The UK Boarding Schools Booklet is the key publication for the dedicated campaign 'Destination: UK Boarding School' among China. It aims to showcase the attractiveness of UK boarding school education and culture and to promote specific UK boarding schools to highly targeted audiences. It will be widely distributed along with 10 boarding school events, reaching 50,000 readers.

### **Target audience**

- Particular focus: Affluent Chinese families (parents and children)
- Influencers: media, alumni, education authorities and stakeholders
- Other partners including banks, airlines, key schools
- Agents
- Teachers
- General public

### **Market facts**

- There were 26376 international pupils in UK independent schools in 2012<sup>1</sup> whose parents live overseas, a like-for-like increase of 5.8% from 2011.
- 37.0% of non-British pupils with parents living overseas come from Hong Kong and China.
- China is the second largest student source country providing 14% of the total students to the UK boarding schools.
- In 2012, a total of 3,708 students from mainland China studied at independent boarding schools in the UK, while 1,696 of them were newly enrolled pupils, a 7% increase compared to 2007.

### **About the Booklet on UK Independent Schools**

#### **What's a UK Boarding School booklet?**

- This specific booklet is an A5 size, Chinese version brochure, focusing on introductions to selected UK boarding schools.
- Each UK boarding school can showcase its profile, features, as well as contact details in this booklet. The local educational agents and schools will also take these booklets as a guide to approach potential UK boarding schools and build up further partnerships.
- The booklet will be produced in Chinese language and we will arrange quality translation for institution profiles which are submitted in English and we retain the right of abridgment of the content in case the profile exceeds the stipulated number of words.

#### **What are the benefits for you?**

- Reaching highly targeted audience
- Enhance recruitment and partnership opportunities
- Raise awareness and maximise exposure of your school
- The most cost-effective method by utilizing multiple channels

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<sup>1</sup> ISC Census 2012

Production and distribution of the booklets will be planned alongside the ‘Destination: UK Boarding School’ campaign. This campaign goes to 45 cities, reaching over 500,000 target audience.

### What are the distribution channels?

The booklets will be distributed through various national channels and local promotional channels that we engage with, which include:

- British Council the ‘Destination: UK Boarding School’ campaign
  - Boarding School Head teachers’ China Mission
  - UK Boarding School Road Show
  - UK-China School Campaign 2013
  - Destination: UK Boarding School Pre-departure Briefing
  - Smart Talk School Session
  - UK Boarding School Zone at the Autumn Exhibition
  - Agent workshop
- British Council front of house display
- Local exhibitions organized by local authorities
- Campus events
- Events organized by agents, training schools, BC China partners
- Chinese institutions and education agents
- IELTS test centres

### How about the cost?

	Item	Colour	Size	Cost
Profile Listing	One page of profile listing in Booklet *	4C	Full page of A5 size	GBP 300
Centerfold Ad	Centerfold Advertorial article on inside page **	4C	Full page of A5 size	GBP 500
Cover Ad	Advertorial article on the 2 <sup>nd</sup> and last 2 <sup>nd</sup> page*** (one <b>Free</b> page of profile listing provided inside booklet)	4C	Full page of A5 size	GBP 800

\* The minimum number of participating schools is 10 and the maximum is 50. Applications will be accepted on a first come first served basis and listed in alphabet order in the booklet.

\*\* To be more outstanding in this booklet, UK partners are encouraged to choose putting advertorial articles with its own design and contents on inside page. The paper for such pages is specific for advert with heavier weight. Only 8 inside pages will be provided for advertorial articles.

\*\*\* The second page as well as last second page of this booklet will be reserved for two schools or commercial partners. This package also includes one **FREE** page of profile listing inside booklet and saves GBP 300. Those applicants who have interests on this two pages please contact us immediately.

\*\*\*\*The above fees do not include VAT.

### How can I participate?

- First you need to complete the application form and then send them back to Ms Jamie Jin (jamie.jin@britishcouncil.org.cn) by 1st July 2013 as confirmation. Please notice all forms should be sent back via emails and we don't accept fax or paper-based forms.
- A confirmation letter by email will be sent to you upon receiving your completed application form by 10th July 2013.
- Upon receiving of the application form, the content form will be provided to collect the content for the booklet. All content form will be sent to Ms Jamie Jin by 31st July 2013.
- Please notice that the British Council China will keep the right of cancellation in case of less than 10 schools for the booklet.

### **Cancellation Deadline**

Cancellation fees will be charged for withdrawal from the publication, as of the date of receipt of *Notice of Withdrawal*:

- At 50 per cent of the full advertisement fee for withdrawals received on or after **30 May 2013**.
- At 100 per cent of the full advertisement fee for withdrawals received on or after **30 June 2013**.

### **Who can I contact to?**

Please complete the below application form and return together with files required by **1 July 2013** to:

#### **British Council China School Sector Co-ordinator**

Ms. Jamie Jin

Education Marketing Officer

Cultural and Education Section, British Consulate-General

[jamie.jin@britishcouncil.org.cn](mailto:jamie.jin@britishcouncil.org.cn)

T +86 (20) 8510 3095

**Application Form for UK Boarding School Booklet**

**Please complete this application form in print, and return it to Ms Jamie Jin, British Council China School Sector Coordinator.**

**Name of school\*:** \_\_\_\_\_  
 (\*This format will be used in all publicity)

**Main contact:** \_\_\_\_\_

**Telephone:** \_\_\_\_\_

**Fax:** \_\_\_\_\_

**E-mail:** \_\_\_\_\_

**Contact address:**  
 \_\_\_\_\_  
 \_\_\_\_\_

**Please tick which level of below items your school wishes to be included in**

Item	Cost	Please tick
Profile Listing	GBP 300	<input type="checkbox"/>
Centerfold Ad	GBP 500	<input type="checkbox"/>
Cover Ad (Free page of profile Listing)	GBP 800	<input type="checkbox"/>

*I confirm that the above named organisation does want to be included in the above ticked booklet. (Options ticked above). I understand that if this application is accepted that the terms and conditions listed below will form a binding contract between this organisation and the British Council.*

**Please complete the form and return the e-version to Ms Jamie Jin ([Jamie.jin@britishcouncil.org.cn](mailto:Jamie.jin@britishcouncil.org.cn)) by **1<sup>st</sup> July 2013**.**

## Appendix 2 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.

### Cancellation

Cancellation fees will be charged for withdrawal from activities as of the date of receipt of notice of withdrawal:

- At 50 per cent of the full fee for withdrawals received on or after 30 May 2013.
- At 100 per cent of the full fee for withdrawals received on or after 30 June 2013.

Notice of withdrawal must be supplied in writing, if faxed it should be followed by the original copy by post.

### Selection

The British Council reserves the right to select schools to participate in the booklet based on the selection criteria as stated in the event details. Applicants will be notified in writing of the decision.

### Acceptance

The publication of the booklet is conditional on the British Council receiving a sufficient number of applications to make the publication cost effective. You will be sent an acceptance letter (or rejection letter with reasons for the rejection) once the deadline for applications has passed and sufficient numbers have been received.

### Event cancelled due to unsafe country

If a country/city becomes unsafe the degree that it is unsafe will determine the warning and action taken:

- If necessary an event will be cancelled. This will be done summarily or in consultation with participants depending on the local conditions. In such circumstances the British Council would seek to minimise the event costs that were unrecoverable and the balance would normally be a charge to the event participants - this will be done by dividing the total unrecoverable cost equally between all event participants. In effect we would refund the event participation fee less the amount unrecoverable. Institutions will be responsible for any cancellation charges on flights, accommodation and any other costs they may incur.
- There are circumstances where tension and incidents will raise a safety threat but not be sufficient to cancel an event or warn everyone to stay away. In such circumstances, some individuals or institutions may feel unwilling to visit a country and therefore decide to withdraw from the event. The British Council would make every effort to facilitate this with the minimum penalty to the institution. In the event of such a withdrawal, normal cancellation charges will apply except to the extent that the British Council is able to reduce the charges without jeopardising the financial viability of the event.

### Accredited Institutions

All participating schools must be accredited by a recognised UK authority as specified in the Education UK Partnership criteria policy.

### Code of Professional Standard and Ethics

All school representatives must abide by the Education UK Partnership *Code of Professional Standards and Ethics*, and adhere to the British Council *Events Policy*.