

Invitation to UK Boarding Schools Tour for Chinese Affluent Families

Dear UK boarding schools

The UK Boarding Schools Tour for Chinese Affluent Families is an inward mission under 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 high net worth individuals.

Target audience

- Affluent Chinese families (parents and children) recommended by private banking partners
- partners including banks and High-end membership clubs

Market facts

- There were 26376 international pupils in UK independent schools in 2012¹ 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 UK Boarding Schools Tour for Chinese Affluent Families

What's UK Boarding Schools Tour for Chinese Affluent Families?

- **Dates:** the week of 22nd July or the week of 12 August 2013
- **Target audience:** Around 30 affluent parents and their children aging from 10 to 15
- **Target school:** we aim to visit 1-2 independent schools of different types including single gender boarding school, co-educational boarding school, summer school, Guardianship Company, etc.
- **Program:** The delegates will spend a whole day or a half day in the selected school, which is depending on the program proposed by the school.
- A brochure of program and visiting schools will be produced and distributed among the delegates before departure.

What are the benefits for you?

- Reaching highly targeted students and parents
- Increasing student recruitment
- Raising your school's brand awareness among high net worth individuals
- Raising brand equity and reputation through association with the trusted brands of British Council and Education UK

¹ ISC Census 2012

How about the cost?

Price: GBP 1000 management fee plus visit arrangement

- The school needs to submit a program including the following elements:
 - Campus tour
 - Student life experience
 - Class observation
 - Lunch / dinner
 - Local tourism attraction / cultural events
 - Souvenirs
- The visit should be accompanied by an experienced local staff to give in-depth introduction and answer enquires. An English – Chinese interpreter is preferred.

* The above fees do not include VAT.

How can I participate?

- First you need to complete *the application form and visiting program* and then send them back to Ms Jamie Jin (jamie.jin@britishcouncil.org.cn) by **10th May 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 **31st May 2013**.

Cancellation Deadline

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

- At 50 per cent of the full management fee for withdrawals received on or after **10 June 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 **10th May 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
T +86 (20) 8510 3095

Application Form for UK Boarding Schools Tour for Chinese Affluent Families

Please complete this application form in print, and return it to Ms Jamie Jin (Jamie.jin@britishcouncil.org.cn) by **10th May 2013**.

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

Main contact: _____

Telephone: _____

E-mail: _____

Contact address: _____

Please tick your preferred date and write a general date for the visit to your school:

the week of 22 July _____

the week of 12 August _____

Your proposal with detailed programme and Unique Selling Points: (please fill in the form below)

Time	Arrangement	Unique selling point

You may consider the following elements:

- Campus tour
- Student life experience
- Class observation
- Lunch / dinner
- Local tourism attraction / cultural events
- Souvenirs
- An experienced staff for in-depth introduction and enquires
- An English – Chinese interpreter

By signing and forwarding this Booking Form to British Council, you are deemed to have accepted the cost set out on page 2 and Terms & Conditions set out on page 4 of this document, and these terms and conditions shall apply to the tour arrangement.

Signed:		Date:	
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Appendix 1 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 10 June 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 tour 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 tour 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*.