

## 2014 UK Summer School Programme Group Leader Handbook

- *a new angle to show summer school educator's profile*
- *fast and direct reach to summer school agents*
- *80% agent support rate according to the survey*

In 2013, 38,000 Summer/Winter School Programme Visas have been issued by UK Visas and Immigration (November 2013), which means there were at least over 2,000 group leaders who responsibility to lead safe trips for UK summer school programmes. According to feedback from both Chinese agents and UK educators, the training for UK Summer Camp Group Leader is needed.

Therefore, the British Council is planning to publish a useful handbook for group leaders in summer 2014.

In the handbook, there will be step-by-step guides for group leaders on how to prepare for trips, and also useful tips from experienced UK summer school educators. The content includes:

- Group leader's role during the trip
- Pre-departure preparation
- Arrival information
- Students' course arrangement
- Activities/excursions
- Child safety
- Other notes for group leaders

Handbook size: A5, portrait  
Published in Chinese Mandarin

### How to get involved?

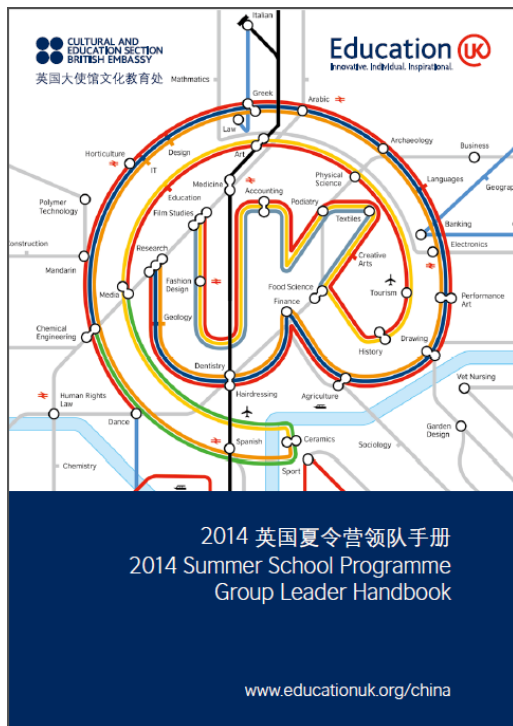
Please download the booking form from British Council SIEM website: <https://siem.britishcouncil.org> and return the completed form to **Ms Su Si** ([su.si@britishcouncil.org.cn](mailto:su.si@britishcouncil.org.cn)) before **Monday, 31 March 2014**, first come first booked, only limited space available.

A confirmation letter will be sent to you upon your submission.

We provide:

Option	Item	Submission requirement	Cost
Option 1	<b>Tips and reminders</b>	<ul style="list-style-type: none"> <li>• Submission in text</li> <li>• Will be selected for editing</li> <li>• To match the handbook content</li> </ul>	<b>Free</b> Translation cost included
Option 2	<b>Inside page Ad</b> One full page for educator to introduce the programme to group leaders (Advertorial article)	(1) Full page trimmed 100mm (width) x 138mm (height) (2) Printing screen: 300dpi <ul style="list-style-type: none"> <li>– All files should be sent in PDF version</li> <li>– All images must be saved in 300dpi resolution</li> <li>– All images must be in CMYK color</li> </ul> (3) If provide the Ai format should be converted to curve	<b>GBP 300</b> Translation cost included
Option 3	<b>Inside page Ad *2</b> 2 continuous full pages for ad.	Same as above	<b>GBP 500 for 2 pages</b> Translation cost included
Option 4	<b>Cover Ad</b> Advertorial article on the 2 <sup>nd</sup> and last 2 <sup>nd</sup> page	(1) Full page trimmed 100mm (width) x 138mm (height) (2) Printing screen: 300dpi <ul style="list-style-type: none"> <li>– All files should be sent in PDF version</li> <li>– All images must be saved in 300dpi resolution</li> <li>– All images must be in CMYK color</li> </ul> (3) If provide the Ai format should be converted to curve	<b>GBP 1,000</b> Translation cost included

Please note all prices are exclusive of VAT unless otherwise stated.



COVER



Full page ad. (sample)

## 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% of the full advertisement fee for withdrawals received on or after **09 March 2014**.
- At 100% of the full advertisement fee for withdrawals received on or after **31 March 2014**.

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 institutions to participate in the handbook 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 handbook 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 institutions must be accredited by a recognised UK authority as specified in the Education UK Partnership criteria policy. ELT institutions must be accredited by the British Council or affiliated as a member of the English UK.

### Code of Professional Standard and Ethics

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