



Call for Proposals

General English plus Creative Industries Course in the UK for Colombian Creative Industries Practitioners

September – October 2019

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UK-based, 8-week bespoke General English plus Creative Industries Focus course for a group of Colombian Creative Industries Practitioners (10 per group).

As part of its 80th Anniversary celebration, the British Council in Colombia will be launching the BRICC English (British Council Colombia Creative Industries, for its acronym in Spanish) scholarship programme. We will be offering 30 scholarships to Colombian Creative Industries practitioners interested in improving their general English and technical language skills with a specific interest in:

- Music,
- Cinema & TV,
- or Performing Arts.

The 8-week course should consist of 21 hours of contact time per week combining General English lessons plus an emphasis **in one** of the above-mentioned creative industries sector. It should also include a range of activities, visits and complementary work which will expose students to British culture and to their Creative Industries sector. The call is open to all institutions who can comply with the requirements set below.

I. Duration: 8 weeks

II. Course Dates: September – October 2019

III. Group Description:

- In total, a group of 30 creative industries practitioners with a B1 English level, wishing to improve their English language skills and knowledge of their creative industries sector.
- The group will be split into **3 smaller groups of 10**, by sector: Music, Cinema & TV, and Performing Arts. Institutions are invited to apply to any one or up to all 3 of the different sectors, but please note that only one of the proposals would be accepted as they **can only host one group**.

IV. Budget

The budget should include the items listed below:

- **Course fees including registration fee** for an 8-week, tailor-made General English course plus specific Creative Industry sector for 10 students. Students will need to engage in 21 hours of contact time (which **do not include** any additional guided self-study).
- **Placement test on arrival and exit**
- **Accommodation** in homestay (single accommodation). Students' halls or residences will not be considered. Students cannot be placed in the same homestay with other students from the same group. Must include accommodation placement fee, breakfast, dinner and late-night snacks. The exact arrival dates are yet to be confirmed, but will be between September and October 2019.
- **Weekly lunch vouchers** to be consumed in the institution cafeteria/canteen during weekdays. If a cafeteria/canteen is not available on site, a sum of £30 should be added to the weekly stipend.
- **Bus/travel passes for local transportation**
- **Weekly stipend** of £80 (£640 in total) to cover for ad-hoc living costs. This must be provided on a **bi-weekly basis in cash**.
- **Transfers** directly from the airport to homestay (roundtrip)
- **Course materials**
- **One weekly accompanied visit** to performing arts venues, studios, or organisations and institutions related to the chosen Creative Industry sector (Music, Cinema & TV, Performing Arts).
- **One weekly social activity** to be completed in the evening during the weekdays.
- **4 cultural immersion activities on weekends (biweekly)**. These will hopefully include visits to cities which are significant from a cultural or creative industries perspective (e.g. Glasgow, Manchester, Brighton, etc.). This is an additional component of the course which will enable students to learn more about the UK, its people and culture. The proposals should clearly specify the additional cultural activities and have a learning objective, preferably linked to what students are learning in the classroom. **All incurred fees for the proposed activities should be included, specifying tickets/entrance fees, additional transportation or accommodation when and if needed.**

Items not specified above such as air fare, medical insurance, and visas will be covered/purchased separately by the British Council.

V. Course description:

Students will have to engage in 21 hours of contact time, which should cover 16 hours of General English and 5 hours of ESP Subject specific lectures are optional and not counted as teaching time. Teaching should take place from 9:00 to 15:30 approximately.

The course should strive to develop the general English language skills (writing, listening, reading, speaking) of students, technical knowledge of English specific to their sector, and a general understanding of the Creative Industries in the UK.

Morning sessions will cover General English language and can be mixed with other nationalities. In the afternoons, students should take specialised lessons (ESP) in the Creative Industry. Lessons could cover leadership, networking and business development in the Creative Industries, technical language for their sector, among others. Additional **optional** activities (not counted as part of the teaching time) can include lectures or guest speakers relating to topics of interest. A proposed timetable should be included in the proposal.

a. Class organisation and general aspects

- Institutions can host a maximum of 1 group and focus on one of the sectors mentioned above (Music, Cinema & TV, Performing Arts).
- Students will always need to be guaranteed internet access while at the institution premises and residence/homestay.
- Students will need to be guaranteed a private study space at home and at the institution.

VI. Selection criteria

All proposals deemed to comply with the above requirements will be reviewed by the British Council who will also make the final selection.

VII. Proposal Terms of Reference:

Proposals should be sent specifying the points below in a single PDF document. No additional attachments will be accepted. Institutions wishing to apply for multiple sectors should send separate proposals for each sector.

1. Which Sector does the proposal relate to?
2. Institution
 - 1.1 Details
 - 1.2 Description (type, setting, unique selling points)
 - 1.3 Contact details of dedicated person assigned to this group
 - 1.4 Examples of past experience hosting similar groups (desirable)
3. Course
 - 2.1 General and specific objectives of course;
 - 2.2 Teaching methodology and course content (include sample timetable);
 - 2.3 Details of course elements relating to Creative Industries (ESP)
 - 2.4 Additional components and/or features to the programme (e.g. use of new technologies to support the learning);
 - 2.5 Materials to be used;
 - 2.6 Initial and final placement test;
 - 2.7 Assessment System (including final student report);
4. Accommodation description
5. Additional activities related to the creative industries specified for this proposal;
6. Cultural immersion and social activities specified for this proposal;
7. Budget
 - 5.1 Total net cost
 - 5.2 **Proposed breakdown of net costs to cover the items described in section IV.; no commission/management fee will be paid to the British Council for this opportunity.**
 - 5.3 Any other additional activities/services as a plus from the language school.

ACTION REQUIRED

Proposals should be sent to barbara.decastro@britishcouncil.org.co, copying in eltplacement@britishcouncil.org.co by no later than day, 10 April 2019 at 12:00 pm UK time. Subject line: "Proposal – General English plus Creative Industries Course for Colombians, 2019"

Proposals will be assessed according to compliance with the terms of reference above and breakdown or costs/budget. Only institutions shortlisted for consideration will be contacted for follow-up. Once a winning bid is confirmed we will announce the results through

Newswire. Institutions which were not contacted by 13 May 2019, will have not been shortlisted.

CONTACT PERSON

Bárbara De Castro

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