
Opportunity for UK boarding schools: Promote your schools through the “British Council Boarding School Guidebook” to be published in Japan

British Council, Japan will publish its first guidebook focusing exclusively on UK boarding schools. The guidebook aims to showcase the quality and variety of boarding schools in the UK and to promote specific UK boarding schools to targeted audiences. It will be published in February 2017 and we are offering up to 16 boarding schools space to promote their schools. The guidebook will be widely distributed at British Council Japan student-facing events throughout 2017 including two Education UK Exhibitions.

Target Audience

- Parents (key decision makers in Japan)
- Key schools and education authorities
- Agents
- General public

Market Background

- There were 388 Japanese pupils in UK independent schools in 2015/16 whose parents live overseas; this is an increase of 23% on 2013/2014.
- In 2015/16 a total of 907 students from Japan (those with parents in the UK or overseas) were studying at independent schools in the UK, a 36% increase since 2013/14.
- There is a growing awareness in Japan of the importance of gaining study abroad experience from an early age. According to a public opinion survey conducted by the Japanese government in 2015, more than 80% of respondents aged 20 and above indicated they think children and the youth should study abroad. Notably, 90% of respondents aged between 50 and 59 responded the same way.
- A series of recent Japanese government policy reforms are expected to have a positive effect on the boarding school market in Japan. These include:

Key reforms of English language education at primary school level

<https://siem.britishcouncil.org/news/market-news/japanese-government-announces-change-english-language-education-primary-school>

Formal recognition of A-levels as entry qualifications to Japanese universities

<https://siem.britishcouncil.org/news/market-news/gce-level-be-formally-recognised-qualification-enter-japanese-universities-2016>

About the British Council Boarding School Guidebook

- Dimensions: W169mm×H229mm
- Language: Japanese
- Total pages: 28, full colour
- Print run: 2,000 copies
- Shelf life: 1 year (late-February 2017 to late-February, 2018)
- Contents of the guidebook
 - An introduction to UK boarding schools highlighting strengths and attractions (article prepared by the British Council, Japan)
 - A map of the UK to show the location of the participating schools (prepared by the British Council)
 - Profiles of 16 participating UK boarding schools

- Each profile page will consist of:
 - General information (school name, logo, contact details, gender profile, student number, school fees etc.). The British Council will provide a template for schools to complete.
 - Brief information on the school (up to 150 words).
 - Up to three photographs of the school/students (the British Council, Japan will select photograph(s) that best fit the space)

What are the benefits for participating schools?

- Reach a targeted audience in Japan
- Enhance recruitment and partnership opportunities (local study abroad agents and schools will also take this publication as a guide to approach potential UK boarding schools and build up further partnerships)
- Raise awareness and maximise the exposure of your school
- A cost-effective method of reaching a wide audience through multiple channels

Distribution

Printed Version (2,000 copies)

- British Council, Japan student facing events including two Education UK Exhibitions (March and October, 2017) Total estimated distribution: 800
- British Council, Japan agent facing events Total estimated distribution: 150
- British Council, Japan school teacher facing events Total estimated distribution: 200
- Postage to parents on request Total estimated distribution: 200
- Postage to local study abroad agents on request Total estimated distribution: 150
- British Council front of house display Total estimated distribution: 100
- Local events organized by schools / authorities Total estimated distribution: 400

Online Version

An on-line version of the guidebook will be available on the British Council Japan's website for promoting study opportunities in the UK in easy-to-view PDF format for one year. The Education UK website, which is currently our main website to promote UK education, receives an average of 8,120 unique users and over 80,000 page views per month. The link will be advertised through:

- The British Council corporate e-flyer (11,000 subscribers), Facebook (14,000 likes) and Twitter (12,600 followers) accounts
- Japan Official IELTS Facebook page (4,600 likes) and IELTS Japan Official blog (average monthly visits: 2,000)
- A paid Facebook campaign targeting those interested in studying in the UK
- Education UK e-newsletters (1,900 subscribers)
- British Council Teaching Centre e-newsletters (3,100 subscribers)

Cost

- One profile page: **£600***
- Full page advertisement ** (inside front cover) + profile page within guidebook: **£900**
- Full page advertisement ** (inside back cover) + profile page within guidebook: **£800**
- Full page advertisement** (back cover) + profile page within guidebook: **£1,000**

*translation fee and artwork inclusive

**advertisement to be prepared by the school

All prices are exclusive of VAT. Invoices will be sent in February 2017.

Production schedule

- Deadline for booking space: 28 November 2016
- Deadline for text/images: 9 December 2016
- Publication: late-February 2017

How to book a space

- To reserve a space, please complete the attached booking form and send to JP_BC-SIEM@britishcouncil.org by **28 November 2016**. Applications will be accepted on a first-come first-served basis.

Contact

If you have any enquiries about this opportunity please write to:

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