



## Kenya Schools Tour

Friday 9<sup>th</sup> – Wednesday 14<sup>th</sup> September 2016

### Post event Report

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## Foreword

The British Council Kenya would like to thank all the UK institutions that participated in the Kenya Schools Tour in **September 2016** held in Nakuru and Nairobi.

The purpose of this report is to provide a summary of the event including feedback and recommendations from the host schools.

This was the first ever schools tour to be hosted by the British Council with 8 UK institutions visiting a total of 8 British Curriculum/ IB schools located in Nakuru and Nairobi. In particular, this was the first time a UK universities fair was being held outside of Nairobi to benefit key supplier schools located in the Nakuru area of Kenya.

British Council Kenya would like to thank all the participants for support and look forward to working together in our future events.

We hope you enjoy reading the report.

British Council Kenya


SIEM Team

# 1. Event fact file



## Nairobi, Market Briefing

Venue	British Council, Upper Hill, Nairobi, 9 <sup>th</sup> September 2016
Time	15.00 hours
Market briefing session	Market brief on the general Kenyan market was delivered on the 9 <sup>th</sup> September, the day before the tour started. A tour briefing to explain the nature of the schools to be visited as well as the tour logistics was also delivered. Commonwealth Scholars going to join the universities that were represented had been invited to join the market briefing and only one attended.



## Nakuru

Day 1	Saturday 10 <sup>th</sup> September, 2016
School visited	<b>St Andrew's Turi, Molo</b> 
Time	10.00 hours – 14.30 hours
About the school	<ul style="list-style-type: none"> <li>• Located in a rural area called Turi which is about an hour's drive from Nakuru town. Nakuru town is a 2-hour drive from Nairobi by a private car and 3 hours by a public service vehicle due to speed limit at 80KM/HR on the latter.</li> <li>• British curriculum, Christian School, started in 1931</li> <li>• Boarding school with about 600 students from different nationalities</li> <li>• Event attended by 160 students from the Senior School</li> <li>• Sends at least 30 students to the UK each year</li> </ul>
Seminars delivered	<ul style="list-style-type: none"> <li>• UCAS personal statements</li> <li>• Employability: "How UK universities prepare you for career success"</li> <li>• GIS: Interactive class to encourage students to think how GIS can be used across the sciences</li> <li>• Studying Law in the UK, Career and Training options</li> </ul>





Day 2	Monday 12 <sup>th</sup> September, 2016
School visited	<p><b>Melvin Jones Lions Academy, Nakuru</b></p> 
Time	08.15-12.00 hours
About the school	<ul style="list-style-type: none"> <li>• British Curriculum school located in Nakuru town</li> <li>• Sponsored by the Lions Club of Nakuru</li> <li>• Relatively small day school a total of 400 students mainly Kenyans living locally in Nakuru</li> <li>• Attended by 50 students from levels 12 &amp; 13.</li> <li>• A good number of students go to university in the UK</li> </ul>
Seminars delivered	<ul style="list-style-type: none"> <li>• UCAS personal statements</li> <li>• Employability: “How UK universities prepare you for career success”</li> <li>• GIS: Interactive class to encourage students to think how GIS can be used across the sciences</li> <li>• Studying Law in the UK, Career and Training options</li> </ul>
School visited	<p><b>Greensteds International School, NAKURU</b></p> 
Time	13.30 – 16.00 hours
About the school	<ul style="list-style-type: none"> <li>• Located within a short distance from Nakuru Town on the Nairobi-Nakuru highway.</li> </ul>




	<ul style="list-style-type: none"> <li>• British curriculum</li> <li>• Both day and boarding with students from over 12 different nationalities</li> <li>• School has 300-400 students</li> <li>• Attended by 32 will be Year 12 students</li> <li>• 40% of the students go to the UK</li> </ul>
Seminars delivered	<ul style="list-style-type: none"> <li>• UCAS personal statements</li> <li>• Employability: "How UK universities prepare you for career success"</li> <li>• GIS: Interactive class to encourage students to think how GIS can be used across the sciences</li> <li>• Studying Law in the UK, Career and Training options</li> </ul>
Day 3	Tuesday 13 <sup>th</sup> September 2016
School visited	<p><b>West Nairobi School</b></p> 
Time	08.25-09.55 hours
About the school	<ul style="list-style-type: none"> <li>• Christian International School, located in Karen Nairobi</li> <li>• American system, day school</li> <li>• Established in 1996 to provide education to missionary families in E.A.</li> <li>• Different nationalities</li> <li>• 1-2 students have gone to the UK in the past mainly due to lack of exposure to UK Education.</li> <li>• Attended by 25 students in the penultimate and final levels</li> </ul>
Seminars delivered	<ul style="list-style-type: none"> <li>• Employability: "How UK universities prepare you for career success"</li> <li>• Choosing the right university and the key dates for the process</li> </ul>
School visited	<p><b>Nairobi International School</b></p> 
Time	09.45-12.00 hours





About the school	<ul style="list-style-type: none"> <li>• British Curriculum School</li> <li>• Both day and boarding</li> <li>• Attended by 75 A level students</li> <li>• Sent 25 students to the UK last year</li> </ul>
Seminars delivered	<ul style="list-style-type: none"> <li>• UCAS personal statements</li> <li>• Employability: “How UK universities prepare you for career success”</li> <li>• GIS: Interactive class to encourage students to think how GIS can be used across the sciences</li> <li>• Studying Law in the UK, Career and Training options</li> </ul>
School visited	<p><b>International School of Kenya</b></p> 
Time	11.30-12.30 hours
About the school	<ul style="list-style-type: none"> <li>• Graduates earn an ISK North American accredited diploma and approximately 70% of ISK graduates earn the IB Diploma</li> <li>• Established in 1979. Joint partnerships - US &amp; Canadian governments</li> <li>• Mostly serves expatriates</li> <li>• More than 900 students from more than 60 countries</li> <li>• 25 students attended the event</li> <li>• Sent 27 students to the UK last year</li> </ul>
Seminar delivered	<ul style="list-style-type: none"> <li>• Employability: “How UK universities prepare you for career success”</li> <li>• Choosing the right university and the key dates for the process</li> </ul>
Day 4	Wednesday 14 <sup>th</sup> September 2016
School visited	<p><b>Peponi School, Ruiru</b></p> 
Time	10.00 – 12.00 hours
About the school	<ul style="list-style-type: none"> <li>• British curriculum, established in 1989</li> <li>• International secondary school (IGCSE &amp; A levels)</li> <li>• Emphasises British public school tradition</li> </ul>



	<ul style="list-style-type: none"> <li>• Different nationalities</li> <li>• Attended by 53 students A-level students</li> <li>• Sent 40 students to the UK last year</li> </ul>
Seminars delivered	<ul style="list-style-type: none"> <li>• UCAS personal statements</li> <li>• Employability: “How UK universities prepare you for career success”</li> <li>• GIS: Interactive class to encourage students to think how GIS can be used across the sciences</li> <li>• Studying Law in the UK, Career and Training options</li> </ul>
School visited	<p><b>Braeburn, Garden Estate</b></p> 
Time	12.30-16.00 hours
About the school	<ul style="list-style-type: none"> <li>• British Curriculum fully CIS accredited IB</li> <li>• In Years 10 and 11 students study a range of IGCSE subjects</li> <li>• Years 12 and 13 students study the IB diploma</li> <li>• More than 300 students</li> <li>• Day, weekly boarding</li> <li>• Over 80 nationalities</li> <li>• Attended by 80 Years 12 &amp; 13 students</li> <li>• Sent 55 students to the UK last year</li> <li>• Popular courses: -Law, Engineering, Medical Sciences and Business. Media is a growing interest</li> <li>• Britain the most popular destination</li> </ul>
Seminars delivered	<ul style="list-style-type: none"> <li>• UCAS personal statements</li> <li>• Employability: “How UK universities prepare you for career success”</li> <li>• GIS: Interactive class to encourage students to think how GIS can be used across the sciences</li> <li>• Studying Law in the UK, Career and Training options</li> </ul>

## 2. Key statistics

Attendance	Nakuru/Nairobi	
		2016
10-14 <sup>th</sup> September 2016		
Total number of students seen		420
Total Number of schools visited		8

Total number of exhibitors*		8
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Visitors' primary market objectives	Nairobi	
		2016
Undergraduate Studies		100%

\*A full list of exhibitors can be found in Appendix 1

### 3. Impact of marketing plan

This schools tour was designed to be a low cost high impact event. The plan was to visit some of the key supplier schools to enable universities to build relationships with the career teachers as well as engage students through interactive sessions. In this way, the individual institutions would market themselves as well as promote the UK as a destination for higher education.

### 4. Conclusions and follow up

#### 4.1 Key recommendations for institutions

The schools visited found the tour useful to the students as it allowed for individual one to one sessions as well as time for student engagement through the talks and presentations. The talks on personal statements, Law, GIS and employability were found to be very beneficial and mind opening to students as well as the teachers. The career teachers in particular found it helpful to have university representatives on their school grounds as it meant quality attention to their students. Institutions are encouraged to consider bringing along academics or researchers to make interactive presentations in a wide range of subjects.

#### 4.2 Key recommendations for the British Council

The results from the visitor survey and observations made demonstrated that the tour was 'really good' and it complemented the private schools fair that took place immediately afterwards. The choice of schools – British Curriculum Schools, IB, American system was found to be excellent. The timing was also found to be ideal as it was at a time when students start making decisions on where to apply. To quote one of the comments, 'the tour was well organised and great schools. BC staff were very professional and very friendly'. The schools also commended the initiative by the British Council to take UK institutions to their schools and they would like a larger number of universities to visit next time.





On the improvements side things, the schedule was found to have been very tight and it was recommended that it would be good to spend extra time (hour an hour suggested) in each school in order to allow institutions to speak to all students or indeed some extra time to speak with the school counsellors. Schools had agreed to allow us a maximum of 2 hours visit in their schools as they try to minimise disruptions to classes as much as possible. However, in their feedback, a half of the schools visited also found the visits quite short and would consider allowing the visit for an up to an extra one hour. During our next tour, we shall negotiate with the schools to allow for additional time. The other recommendation that was made was for the British Council to consider organising a pre event dinner or drinks receptions with schools counsellors so that they could meet one to one before participating in the events at their schools. We are already considering this and will factor it in while planning for our next event. The trip to Nakuru - Molo took 4 hours by road in the morning for our first visit which was to start at 10.00 hours. That meant we had a very early morning rise/drive. As such, it has been recommended that instead of travelling to in the morning, we travel the night/afternoon of the day before the event. This is something we entirely agreed with and are already working out schedule that will allow for travel on the day before the event. 'The hotel accommodation in Nakuru could have been better...' Nakuru is a small town and lacks the ambience of the kind found in hotels in the bigger cities like Nairobi. However, there does exist world class tourist lodges that are quite expensive and also located away from Nakuru town. We are looking into negotiating prices in a modestly priced hotel that will make a good alternative for our next visit.

The above points are very important and make good feedback to all parties but should not detract from what was a hugely successful tour and in the words of one commentator 'Overall though, the tour was a great success and I would welcome the opportunity to attend again'. We will be posting our next date on the SIEM website. As there will be general elections in Kenya in August, wide consultations among the schools and other stakeholders are underway to determine if we push all the schools fair in Kenya further to October.

## Appendix 1: List of participating institutions

Name of Institution	
University of Brighton	Keele University
University of Glasgow	Middlesex University
Greenwich University	Navitas
University of Leeds	Warwick University

## Appendix 2: Exhibitors' survey results

Total Number of Institutions		8			
Number of respondents		3			
Sample Population		3			
Reason for Attendance			Assessment of visitors		
Recruitment		2	Excellent Quality	3	
Profile raising		0	Excellent Number	1	
Both		1			
Primary Market Interest			Interest in attending a future event of this nature.		
Postgraduate		1	Yes	3	
Undergraduate		2	No		
Higher National Diploma & Equivalent			Undecided		
Others					
	(study abroad,				
	PG Research)				
Rating of British Council Support			Overall assessment of exhibition		
Unsatisfactory			Good		
Satisfactory			Very Good		3
Good					
Very Good		3			