# Great scholarships 2020

Opportunity

The British Council is delighted to announce the opening of the bidding for **“GREAT Scholarships 2020”** to all UK higher education institutions.

The GREAT Britain Campaign is the UK government’s initiative to promote the UK internationally as a GREAT place to visit, study and do business. The British Council is a partner in the campaign to raise awareness and promote the UK’s strengths in education, English language and the arts.

The GREAT Scholarships scheme will be jointly funded by the UK government’s GREAT Britain Campaign, the British Council and participating UK higher education institutions, targeting **prospective students from** **China, India, Indonesia, Malaysia, Thailand and Turkey**, who will enrol into UK higher education institutions **in the autumn of 2020**.

Aims

* significantly increase the number of opportunities for students from India, China, Indonesia, Malaysia, Thailand and Turkey for UK university courses in 2020
* enhance the reputation and promote the high-quality higher education provision of the UK to audiences in the targeted countries
* reinforce the message that the UK continues to welcome the brightest and best international students
* scholars will establish engagement with the UK as a scholar and future alumnus
* scholars will embody the UK Higher Education experience, and act as ambassadors
* scholars will demonstrate future contribution to capacity-building and socio-economic advancement through the benefits achieved after graduating from UK higher education

The GREAT Scholarships will be managed **centrally** by the British Council in the UK. UK institutions may participate in the campaign by working with **one or more** targeted countries. Minimum financial contribution is £5,000, as summarised as below:

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| country | contribution by GREAT | contribution by individual uk institutions | value of each scholarship | eligible level of courses | eligible subjects | MAXIMUM NUMBER OF SCHOLARSHIPS AVAILABLE |
| China | £5,000 | £5,000 | £10,000 | Postgraduate  taught | All subjects | 36 |
| India | £5,000 | £5,000 | £10,000 | Postgraduate  taught | All subjects | 8 |
| Indonesia | £5,000 | £5,000 | £10,000 | Postgraduate taught | All subjects | 12 |
| Malaysia | £5,000 | £5,000 | £10,000 | Postgraduate  taught | All subjects | 8 |
| Thailand | £5,000 | £5,000 | £10,000 | Postgraduate  taught | All subjects | 8 |
| Turkey | £5,000 | £5,000 | £10,000 | Postgraduate taught | All subjects | 10 |

The British Council will deliver national marketing campaigns in China, India, Indonesia, Malaysia, Thailand and Turkey in the autumn of 2019 to promote all participating institutions’ GREAT scholarship schemes under the overarching banner of “GREAT Scholarships 2020”.

Benefits for UK Institutions

Joining this initiative will provide a great opportunity for UK higher education institutions to raise their profiles and increase exposure in the selected countries. All scholarships that are funded under this initiative will be named as “**GREAT– [X University] Scholarship – [Country Name] 2020**” and will be promoted in integrated marketing campaigns running in China, India, Indonesia, Malaysia, Thailand and Turkey for six months from October 2019 to March 2020.

The campaign will cover all key online and offline marketing activities and events that the British Council plans for these markets in the autumn of 2019, which include the Study UK exhibitions education agent workshops and regional digital campaigns. The British Council will work with participating universities and use both digital and print media channels to ensure all scholarship opportunities are effectively promoted to the target students.

All participating institutions are expected to further promote the scholarship opportunities through their own channels.

Participation Criteria

* All participating institutions must be listed on the UK Home Office Register of Tier 4 Sponsors (approved Education Providers) **and** QAA/OFSTED/ESTYN inspected and approved.
* **Minimum** contribution from each participating institution to **each** target country scholarship is £5,000.
* Contribution from the GREAT Britain Campaign is a total of £5,000 per institution for **each** target country scholarship.
* **Minimum** value of each GREAT scholarship is £10,000.
* Scholarships will be offered at **postgraduate** **taught** level only.
* UK institutions will need to demonstrate that their contribution made for the GREAT Scholarships 2020 is **not** from any of their existing scholarship schemes.
* Scholarships can **only** be awarded to **passport holders** of the targeted country where the GREAT Scholarships campaign is active.
* If a course/programme lasts longer than one year, the scholarships will be offered for the first year of study only.

The decision on allocation of funding will be made by the British Council after bids are collected from UK institutions. Consideration will be given to locations of institutions to ensure representation across England, Wales, Scotland and Northern Ireland.

The funding contributed by the GREAT Britain Campaign and the British Council will be issued as grant to participating UK institutions by the British Council team in the relevant country. All payment will be made before 31 March 2020.

Eligibility and selection of scholars

* All GREAT scholars should have studied in target country at the school/college level.
* Scholarships will be open only to target country passport holders and in respect of China, mainland passport holders only.
* The profile of a GREAT scholar outlines the requirements of the scholarship and should be used for reference.
* UK universities should select candidates for the scholarships by **Friday**, **29th May 2020**.

Management of the scholarships

* Shortlisting and interviews of applicants, and issuance of scholarships, will be managed by individual participating UK institutions.
* Each participating institution will need to provide a contact point to deal with student enquiries and manage logistics of the scholarship scheme. Contact details of this person will be publicised on the scholarship webpages hosted on both the British Council’s and the UK institution’s websites.
* Participating institutions will be expected to liaise with the scholarship awardees to seek their consent to be contacted by the British Council for pre-departure briefings, alumni engagement, programme reporting and evaluation, after issuance of the scholarships.
* Once in the UK, scholars will be invited to a networking event as part of the GREAT scholarships programme, encouraging them to share their experiences, their ambitions and their thoughts on how they and their home countries can benefit from their UK study.

How to Participate

UK institutions interested in this opportunity are requested to complete the attached **bidding form** and send it to the British Council, at the following address, by **Thursday,12th September 2019 (17.00 BST):**

**Elizabeth Tresnan**  
British Council  
Bridgewater House  
58 Whitworth Street  
Manchester, M1 6BB  
 **Email address**

elizabeth.tresnan@britishcouncil.org

Timeline

|  |  |
| --- | --- |
| date | action |
| 12 September 2019 | Deadline for submission of bids |
| 20 September 2019 | The British Council to inform bidding institutions of results of bids |
| 27 September 2019 | Institutions to provide confirmed scholarship details and any other promotional content |
| September – October 2019 | Production of campaign promotional materials and landing pages |
| October 2019 | Launch of the GREAT Scholarships marketing campaigns in India, China, Indonesia, Malaysia, Thailand and Turkey.  The marketing campaigns in all six markets will run until 31 March 2020. |
| January - February 2020 | Agreements signed between the British Council and participating institutions |
| February - March 2020 | GREAT fund issued by the British Council in the UK to participating institutions on receipt of relevant financial documents (i.e. bank details, invoices, etc.) |
| 29 May 2020 | Scholarships issued to winning scholars for the 2020 autumn intake by participating UK institutions. |
| June 2020 | Participating institutions to liaise with winning scholars to seek their consent to be contacted by the British Council for pre-departure services, alumni engagement, evaluation and impact assessment of the Scholarship programme.  Names, contact details and course of study of the scholars sent across to the British Council for the above purposes. |
| June - July 2020 | British Council contact scholars and invite them to pre-departure briefings in the target countries. |