**Opportunity**

The British Council is delighted to announce the opening of the bidding for **‘GREAT Scholarships 2021’** 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 and the British Council with participating UK higher education institutions, targeting **prospective students from** **China, India, Indonesia, Malaysia, Pakistan and Thailand**, who will enrol into UK higher education institutions **in the autumn of 2021**.

In 2020, the GREAT Scholarships programme became an essential vehicle of the Study UK campaign, offering **99 scholarships** in partnership with **36 higher education institutions** (HEIs) across the UK. The scholarships were promoted through social media channels and a paid search campaign, generating over 100,000 clicks to the Study UK website and **62,000 clicks to UK HEI websites**.

Objectives

* significantly increase the number of opportunities for students from India, China, Indonesia, Malaysia, Pakistan and Thailand for UK university courses in 2021
* 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

Benefits for UK institutions

This initiative will provide a great opportunity for UK HEIs 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] 2021**’ and will be promoted in integrated marketing campaigns running in China, India, Indonesia, Malaysia, Pakistan and Thailand for six months from October 2020 to March 2021.

The campaign will cover:

* online marketing activities – GREAT Scholarships page on Study UK website; paid advertising; social media and email newsletter
* national marketing campaigns in China, India, Indonesia, Malaysia, Pakistan and Thailand from autumn 2020
* offline marketing activities and events that the British Council plans for these markets from autumn 2020, including 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 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. If a course lasts longer than one year, the scholarships will be offered for the first year of study only.
* UK institutions will need to demonstrate that their contribution made for the GREAT Scholarships 2021 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.

Management of the scholarships

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

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| COUNTRY | contribution by great/british council | contribution by individual uk institution | value of each scholarship | eligible subjects | maximum number of scholarships available |
| China | £5,000 | £5,000 | £10,000 | All subjects | 31 |
| India | £5,000 | £5,000 | £10,000 | All subjects | 31 |
| Indonesia | £5,000 | £5,000 | £10,000 | All subjects | 12 |
| Malaysia | £5,000 | £5,000 | £10,000 | All subjects | 8 |
| Pakistan | £5,000 | £5,000 | £10,000 | All subjects | 10 |
| Thailand | £5,000 | £5,000 | £10,000 | All subjects | 8 |

The decision on allocation of funding will be made by the British Council after bids are collected from UK HEIs. 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 payments will be made before 31 March 2021.

In addition:

* 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.

Eligibility and selection of scholars

* 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** below outlines the requirements of the scholarship and should be used for reference.
* UK universities should select candidates for the scholarships by **Friday**, **18 June 2021**.

Profile of a GREAT Scholar

* Be a citizen of a GREAT target country.
* Have an undergraduate degree that will enable you to gain entry onto a postgraduate programme at a UK university.
* Motivated and academically able to follow and benefit from a UK postgraduate taught course.
* Active in the field with work experience or with a proven interest in the proposed subject area
* Meet the English language requirement of the UK HEI.
* Willing to embody the UK Higher Education experience, by attending lectures and tutorials and engaging with extra-curricular activities, and act as an ambassador for UK Higher Education, by promoting the value of studying at a UK HEI.
* Willing to establish an engagement with the UK as a scholar, through personal and academic fulfilment.
* Represent the high standards of the GREAT brand by becoming an advocate for scholarships.
* Willing to attend a networking event of all UK-based GREAT scholars, to discuss experiences and capture perceptions of studying in the UK
* Willing to demonstrate future contribution to capacity-building and socio-economic advancement through the benefits achieved after graduating from UK higher education.
* Willing to maintain contact with the British Council and act as an ambassador for the GREAT Scholarships, by sharing experiences of studying in the UK with future GREAT scholars.
* As an alumnus of the GREAT Scholarships, willing occasionally to speak to potential candidates about his or her own experience of studying in the UK.

How to Participate

UK institutions interested in this opportunity are requested to complete the attached **bidding form** and send it to [elizabeth.tresnan@britishcouncil.org](file:///\\UK_MNC1B_MS101\HOME$\Elizabethtresnan\desktop\elizabeth.tresnan@britishcouncil.org) by **Friday, 25 September 2020 (17.00 BST)**.

Timeline

|  |  |
| --- | --- |
| date | action |
| 25 September 2020 | Deadline for submission of bids |
| 2 October 2020 | The British Council to inform bidding institutions of results of bids |
| 12 October 2020 | Institutions to provide confirmed scholarship details and any other promotional content |
| October 2020 | Production of campaign promotional materials and landing pages |
| 26 October 2020 | Launch of the GREAT Scholarships marketing campaigns in India, China, Indonesia, Malaysia, Pakistan and Thailand.  The marketing campaigns in all six markets will run until 31 March 2021. |
| January - February 2021 | Grant agreements signed between the British Council and participating institutions |
| February - March 2021 | GREAT fund issued by the British Council in the UK to participating institutions on receipt of relevant financial documents (including bank details) |
| 18 June 2021 | Scholarships issued to winning scholars for the 2021 autumn intake by participating UK institutions. |
| June 2021 | Participating institutions to liaise with successful 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 2021 | British Council contact scholars and invite them to pre-departure briefings in the target countries. |