

GREAT Scholarships: 200 Scholarships

The Study UK campaign is delighted to announce the opening of the bidding for ‘GREAT Scholarships 2025’ to all UK higher education institutions.

The GREAT Scholarships are delivered by the British Council as part of the Study UK campaign. Study UK is delivered by the British Council in partnership with the UK government’s GREAT Britain campaign, which encourages people to visit, invest, and study in the UK.

The GREAT Scholarships are jointly funded by the UK government’s GREAT Britain Campaign and the British Council with participating UK higher education institutions, targeting **prospective students from Bangladesh, China, Egypt, France, Ghana, Greece, Kenya, India, Indonesia, Italy, Malaysia, Mexico, Nigeria, Pakistan, Spain, Thailand, Turkey and Vietnam**, who will enrol into UK higher education institutions in the autumn of 2025.

In 2024, the GREAT Scholarships programme was an essential vehicle of the Study UK campaign, offering **210 scholarships** in partnership with more than **70 higher education institutions (HEIs)** across the UK. The scholarships were promoted through social media channels and a paid search campaign, generating over 9 million clicks to the Study UK’s GREAT Scholarships pages and over **413,000 clicks to UK HEI websites**.

Objectives

- significantly increase the number of opportunities for students from Bangladesh, China, Egypt, France, Ghana, Greece, Kenya, India, Indonesia, Italy, Malaysia, Mexico, Nigeria, Pakistan, Spain, Thailand, Turkey and Vietnam (the scholarship markets) for UK HEI courses in 2025
- enhance the reputation and promote the high-quality higher education provision of the UK to audiences in the scholarship markets
- reinforce the message that the UK continues to welcome the brightest and best international students.

Benefits for UK institutions

This initiative will provide a great opportunity for UK higher education institutions to raise their profiles and increase exposure in the scholarship markets. In addition, the British Council will bring:

- experience of managing the GREAT scholarships and working with funding partners
- a strong alumni engagement element to a scholarship programme, leveraging the potential of the existing Study UK Alumni Awards and other alumni activity
- a proven track record with other scholarship programmes.

All scholarships that are funded under this initiative will be named as '**GREAT – [X University] Scholarship – [Country Name] 2025**' and will be promoted in integrated marketing campaigns running in the scholarship markets for six months from November 2024 to April 2025.

The campaign will cover:

- global online marketing activities – [GREAT Scholarships](#) page on Study UK website; paid advertising; social media and email newsletter
- national marketing campaigns in the scholarship markets from autumn 2024
- offline marketing activities and events that the British Council plans for these markets from autumn 2024, including education exhibitions, education agent workshops and regional digital campaigns.

The British Council will work with participating HEIs and use both digital and print media channels to ensure all scholarship opportunities are effectively promoted to target students.

All participating HEIs 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 Student Sponsors (approved Education Providers) **and** QAA/OFSTED/ESTYN inspected and approved.
- **Minimum** contribution from each partner HEI is **£5,000** per scholarship.
- Contribution from the British Council/GREAT Campaign is **£5,000** per scholarship.
- **Minimum** value of each GREAT scholarship is **£10,000 towards tuition fees**.
- Scholarships will be offered at **postgraduate taught** level (one-year Master's only).
- UK HEIs will need to demonstrate that their contribution made for the GREAT Scholarships 2025 is **not** from any of their existing scholarship programmes.
- Scholarships can **only** be awarded to **passport holders who are also residents** of the targeted country.

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** scholarship markets. Minimum financial contribution is **£5,000** per scholarship.

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 2025.

In addition:

- Shortlisting and interviews of applicants, and issuance of scholarships, will be managed by individual participating UK institutions.
- 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 the issuance of the scholarships.
- Once in the UK, scholars will be invited to a networking event and other online and face-to-face activities as part of the GREAT scholarships programme, encouraging them to share their experiences, ambitions and thoughts on how they and their home countries can benefit from their UK study.

Country specific scholarships

The GREAT scholarship programme will offer a total of **200 scholarships**, as detailed below:

Country	Contribution by British Council/ GREAT campaign	Contribution by partner HEI	Value of each scholarship	All subjects 170	Justice & Law 14	Science & Technology 16
Bangladesh	£5,000	£5,000	£10,000	9	-	1
China	£5,000	£5,000	£10,000	14	-	-
Egypt	£5,000	£5,000	£10,000	8	-	-
France	£5,000	£5,000	£10,000	10	-	-
Ghana	£5,000	£5,000	£10,000	9	2	2
Greece	£5,000	£5,000	£10,000	4	-	-
India	£5,000	£5,000	£10,000	18	2	3
Indonesia	£5,000	£5,000	£10,000	8	-	-
Italy	£5,000	£5,000	£10,000	8	-	-
Kenya	£5,000	£5,000	£10,000	9	2	2
Malaysia	£5,000	£5,000	£10,000	6	2	1
Mexico	£5,000	£5,000	£10,000	10	-	-
Nigeria	£5,000	£5,000	£10,000	13	2	2
Pakistan	£5,000	£5,000	£10,000	14	2	3
Spain	£5,000	£5,000	£10,000	8	-	-
Thailand	£5,000	£5,000	£10,000	7	2	2
Turkey	£5,000	£5,000	£10,000	10	-	-
Vietnam	£5,000	£5,000	£10,000	5	-	-

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.
- **Justice and Law** eligible subject examples – including human rights; criminal justice; criminal law; immigration law; comparative law
- **Science and Technology** eligible subject examples – AI and data science, biological sciences including bioinformatics, biotechnology, environmental science ecology, food sciences and marine sciences. *Please note that engineering subjects are excluded from the eligible list of subjects, as these scholarships are focussing on the science and technology subjects specifically*
- UK HEIs should select candidates for the scholarships by **30 June 2025**.

Profile of a GREAT Scholar

GREAT scholars must:

- be a passport holder and also a resident of a GREAT target country.
- have an undergraduate degree that will enable you to gain entry onto a postgraduate programme at a UK university.
- be motivated and academically able to follow and benefit from a UK postgraduate taught course.
- be 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.
- be 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.
- be 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.
- be willing to attend a networking event of all UK-based GREAT scholars, to discuss experiences and capture perceptions of studying in the UK.
- be willing to demonstrate future contribution to capacity-building and socio-economic advancement through the benefits achieved after graduating from UK higher education.
- be 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 online [bidding form](#). For further information, please email nataliya.khrushch@britishcouncil.org

Timeline

Date	Action
1 September 2024	Deadline for submission of bids
11 September 2024	The British Council to inform bidding institutions of the results of bids
29 September 2024	Institutions to provide confirmed scholarship details and any other promotional content
October 2024	Production of campaign promotional materials and landing pages
November 2024	Launch of the GREAT Scholarships campaign in scholarship markets. The marketing campaign will run until 30 April 2025.
January - February 2025	Grant agreements signed between the British Council and participating institutions
February - March 2025	Grant funding issued by the British Council in the UK to participating institutions on receipt of relevant financial documents (including bank details)
30 June 2025	Scholarships issued to winning scholars for the 2025 autumn intake by participating UK HEIs.
June 2025	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 2025	British Council contact scholars and invite them to pre-departure briefings in the scholarship markets.