

GREAT Scholarships: 150 Scholarships

The Study UK campaign is delighted to announce the opening of the bidding for ‘**GREAT Scholarships 2022**’ 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, Brunei, China, Egypt, Ghana, Kenya, India, Indonesia, Malaysia, Mexico, Nepal, Nigeria, Pakistan, Singapore, Sri Lanka, Thailand, Turkey and Vietnam**, who will enrol into UK higher education institutions **in the autumn of 2022**.

In 2021, the GREAT Scholarships programme was an essential vehicle of the Study UK campaign, offering **309 scholarships** in partnership with **43 higher education institutions** (HEIs) across the UK. The scholarships were promoted through social media channels and a paid search campaign, generating over 1.38 million clicks to the Study UK’s GREAT Scholarships pages and over **111,000 clicks to UK HEI websites**.

Objectives

- significantly increase the number of opportunities for students from Bangladesh, Brunei, China, Egypt, Ghana, Kenya, India, Indonesia, Malaysia, Mexico, Nepal, Nigeria, Pakistan, Singapore, Sri Lanka, Thailand, Turkey and Vietnam (the scholarship markets) for UK HEI courses in 2022
- 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] 2022**’ and will be promoted in integrated marketing campaigns running in the scholarship markets for six months from October 2021 to March 2022.

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 2021
- offline marketing activities and events that the British Council plans for these markets from autumn 2021, including the Study UK exhibitions, a global webinar series, 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**.
- 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 2022 is **not** from any of their existing scholarship programmes.
- Scholarships can **only** be awarded to **passport holders** 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, as summarised as below:

| COUNTRY | CONTRIBUTION BY BRITISH COUNCIL/ GREAT CAMPAIGN | CONTRIBUTION BY PARTNER UK HEI | VALUE OF EACH SCHOLARSHIP | ELIGIBLE SUBJECTS | MAXIMUM NUMBER OF SCHOLARSHIPS AVAILABLE |
|------------|---|--------------------------------|---------------------------|--------------------------------------|--|
| Bangladesh | £5,000 | £5,000 | £10,000 | All subjects | 8 |
| Brunei | £5,000 | £5,000 | £10,000 | Climate change related subjects only | 5 |
| China | £5,000 | £5,000 | £10,000 | All subjects | 20 |
| Egypt | £5,000 | £5,000 | £10,000 | All subjects | 8 |
| Ghana | £5,000 | £5,000 | £10,000 | All subjects | 7 |

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|-----------|--------|--------|---------|--------------------------------------|----|
| Kenya | £5,000 | £5,000 | £10,000 | All subjects | 7 |
| India | £5,000 | £5,000 | £10,000 | All subjects | 20 |
| Indonesia | £5,000 | £5,000 | £10,000 | All subjects | 10 |
| Malaysia | £5,000 | £5,000 | £10,000 | All subjects | 6 |
| Mexico | £5,000 | £5,000 | £10,000 | All subjects | 8 |
| Nepal | £5,000 | £5,000 | £10,000 | All subjects | 8 |
| Nigeria | £5,000 | £5,000 | £10,000 | All subjects | 6 |
| Pakistan | £5,000 | £5,000 | £10,000 | All subjects | 8 |
| Singapore | £5,000 | £5,000 | £10,000 | Climate change related subjects only | 5 |
| Sri Lanka | £5,000 | £5,000 | £10,000 | All subjects | 8 |
| Thailand | £5,000 | £5,000 | £10,000 | All subjects | 6 |
| Turkey | £5,000 | £5,000 | £10,000 | All subjects | 8 |
| Vietnam | £5,000 | £5,000 | £10,000 | All subjects | 2 |

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 2022.

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 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 HEIs should select candidates for the scholarships by **30 June 2022**.

Profile of a GREAT Scholar

GREAT scholars must:

- 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.
- 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.
- we 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** and send it to elizabeth.tresnan@britishcouncil.org by **Thursday, 9 September 2021**.

Timeline

| DATE | ACTION |
|------------------|---------------------------------|
| 9 September 2021 | Deadline for submission of bids |

| | |
|-------------------------|--|
| 24 September 2021 | The British Council to inform bidding institutions of results of bids |
| 12 October 2021 | Institutions to provide confirmed scholarship details and any other promotional content |
| October 2021 | Production of campaign promotional materials and landing pages |
| 25 October 2021 | Launch of the GREAT Scholarships campaign in scholarship markets. The marketing campaigns in all six markets will run until 31 March 2022. |
| January - February 2022 | Grant agreements signed between the British Council and participating institutions |
| February - March 2022 | GREAT fund issued by the British Council in the UK to participating institutions on receipt of relevant financial documents (including bank details) |
| 30 June 2022 | Scholarships issued to winning scholars for the 2022 autumn intake by participating UK HEIs. |
| June 2022 | <p>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.</p> <p>Names, contact details and course of study of the scholars sent across to the British Council for the above purposes.</p> |
| June - July 2022 | British Council contact scholars and invite them to pre-departure briefings in the scholarship markets. |