



# EDUCATION IS **GREAT** BRITAIN

How ELT centres can grow  
and diversify their offer.

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# How ELT centres can grow and diversify their offer

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- What the Department for International Trade does
  - Priority Focus Markets
- Where to find requests for tender
- The main barriers
- Tendering
  - Collating the information – central repository
  - Collaboration
  - Expectations
- Questions / discussion

# What the Department for International Trade does

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- **Bringing together policy, promotion and financial expertise to break down barriers to trade and investment, and help businesses succeed**
- **Delivering a new trade policy framework for the UK as we leave the EU**
- **Promoting British trade and investment across the world**
- **Building the global appetite for British goods and services**

# What the Department for International Trade does

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DIT has offices in 112 countries worldwide. The Education team works primarily on HVC opportunities in the following markets:

- Latin America
- The Gulf
- China & Hong Kong
- ASEAN Region

And specialise in the following sub-sectors:

- Higher Education (HE)
- Education Technology (EdTech)
- Technical & Vocational Education Training (TVET) including:
  - Oil & Gas, Mining
- International Schools
- English Language Training (ELT)



Department for  
International Trade

# Priority Focus Markets for Education



# Where to find requests for tender (1)

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## DIT

<https://www.great.gov.uk/export-opportunities>

## **British Council International Education Services**

British Council International Education Services (IES) is the new name for SIEM (Services for International Marketing):

<https://education-services.britishcouncil.org/>

The BC provides an information service with weekly email newsletter listing opportunities, for which you can edit a customised alert service. This site also provides the 'Market Introduction' reports.

Available to UK education sector (HE, ELT) with free registration.

# Where to find requests for tender (2)

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## BC Consultants database

<https://www.britishcouncil.org/partner/international-development/consultancy-opportunities>

<https://www.britishcouncil.org/research/consultancy-opportunities>

Information from: [enquiries.development@britishcouncil.org](mailto:enquiries.development@britishcouncil.org)

Opportunities are mailed out individually to registered consultants, as they arise.

To become a consultant email: [consultantsenquiries@britishcouncil.org](mailto:consultantsenquiries@britishcouncil.org) with your EU template CV which you can download from:

<https://www.britishcouncil.org/partner/international-development/consultancy-opportunities>

# Where to find requests for tender (3)

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## ELT Specific:

**BC Accreditation Unit Newsletter** – Regular newsletter highlighting opportunities for Accredited Schools. Currently for Accredited schools only.

**EnglishUK** – Regular updates for members on current opportunities in the field. For members only.

## Education Specific

<https://supplierportal.dfid.gov.uk/selfservice>

Department for International Development (DfID) procurement portal for registered suppliers. Free.

[www.mytenders.co.uk](http://www.mytenders.co.uk)

Official Journal of the European Union (OJEU). The place to the majority of EU public procurement tenders. Free.



# Where to find requests for tender (4)

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## Education specific (cont):

[www.tendersdirect.co.uk](http://www.tendersdirect.co.uk)

Search service affiliated to MyTendors. Can register for alerts. £395/quarterly  
£995/annual + VAT

<https://ted.europa.eu>

Tenders Electronic Daily is the portal for EU public procurement contracts.

[www.thetraininggateway.com](http://www.thetraininggateway.com)

Providing details of projects within Training & Education as a whole.  
Subscription needed. Ca. £1100 + VAT

[www.tendernotificationservice.co.uk](http://www.tendernotificationservice.co.uk)

Tender notification & search service. Standard £285 + VAT, Professional £495 + VAT

# Where to find requests for tender (5)

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## Education specific (cont):

[www.tendersinfo.com](http://www.tendersinfo.com)

Search service and bid process support. Pricing structure not public. Tendersinfo provides information on international government tenders & tender procurement

[www.completetenders.co.uk](http://www.completetenders.co.uk)

Listing of all UK public procurement opportunities. Not particularly useful for ELT sector. Free.

<https://openopps.com/>

List of international government contracts

# Where to find requests for tender (6)

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## Others worth checking

### World Bank

[https://wbgeconsult2.worldbank.org/wbgec/index.html#\\$h=1546426427122](https://wbgeconsult2.worldbank.org/wbgec/index.html#$h=1546426427122)

### IDB – InterAmerican Development Bank (education division)

<https://jobs.iadb.org/en>

### IMF

<https://www.imf.org/external/np/adm/rec/job/shortexp.htm>

### UN

<https://careers.un.org/lbw/home.aspx?viewtype=CON>

<https://www.ungm.org/>

### International Development in general

<http://www.devnetjobs.org/>

## The main barriers:

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- **Ability to identify opportunities and submit bids.**
- **Ease of delivering overseas.**
- **Understanding the target market.**

# The main barriers:

## Centres wanted support with making bids, networking, understanding foreign regulations and marketing the UK as a high-quality teaching provider

Participants in the qualitative interviews identified a number of areas they wanted guidance or support on.

- **Local contacts in overseas markets**, who would be informed and able to resolve specific queries and provide guidance on submitting bids, local laws, practises and regulations, and potentially partner with to help with delivery.
- **Help with submitting bids**, which also included support with forming consortiums, and business, financial or strategic planning.
- **Information about the demand overseas and profitability** of delivering in different countries.
- Government or private sector **funding**, like the support offered by French and American Governments. Some foreign centres used this financial support to offer students free flights or accommodation (which appealed to students more than courses offered by UK centres).
- Government-level **accreditation** of their English language courses offered in overseas markets, to demonstrate added value to customers and to reduce competition from online teaching providers who might not be accredited.
- **Promotion of the UK** as a high-quality and valuable teaching provider.

"I need to be brought up to speed with all the changes in legislation, how the market has changed, where the market is, and what is required."

"We were looking for a chain of schools or a company that we can partner with out there, because you need that local in-country expertise."

"Support with putting together tenders, particularly for small schools that have very little experience of doing that. And teaching that would go with it."

"I need to understand how much money we need to commit...the extent of funding required and is it going to come from bank loans or equity funders."

"We need all the help we can from the government in all aspects from finance, modelling courses, statistics, research, knowledge".

"There is competition from America and France for English language delivery. There is more Government support in France, like they have less visa issues. Some also provide incentives like free flights and accommodation."

# Collating the information

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Part 1: **Contact details**

Part 2: Your understanding of the assignment and proposed approach

Part 3: **Your organisation**

Part 4: **Track record**

Part 5: **Further information**

Part 6: Signatures

Part 7: **Checklist of enclosures**

Source: British Council EOI Template

# Contact details

## Part 1: Contact details

Contact details	
Name of organisation:	
Legal form of your organisation:	
Registration Number:	
Number of years in operation	
Address:	
Head of organisation (name and title):	
E-mail address:	
Contact Telephone number:	
Another senior member: (name and title)	
E-mail address:	
Contact Telephone number:	

# Your organisation

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## Part 3: Your organisation

### 3.1 Governance

### 3.2 Availability of appropriate skills among staff

### 3.3 Capacity to handle this assignment (including resources, relationships, networks and similar)

### 3.4 Experiences in similar tasks

#### 3.4.4 In South Asia including Sri Lanka

#### 3.4.5 Globally

### 3.5 Availability of support services



# Track Record

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**Applicants can refer either to projects completed within the last 5 years' period (although started earlier) or to projects not yet completed.**

**Country**

**Location in country**

**Name of client**

**Address**

**Duration of assignment (months)**

**Total No of staff months of the assignment**

**Approx. value of the services provided by your firm under the contract (in current GBP)**

**Start date (Month/year)**

**Completion date**

**No of professional staff months provided by associated consultants**

**Name of associated consultants, if any**

**Name of senior professional staff of your firm involved and functions performed (indicate most significant profiles such as Project Director/ Co-ordinator/Team Leader)**

**Narrative description of project:**

**Description of actual services provided by your staff within the assignment**

# Checklist of enclosures

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## Part 7: Checklist of enclosures

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<b>Please send the following documents with your application, and tick the boxes to show you have done so.</b>	
<b>An organogram of your organisation (organisational chart showing all staff and lines of responsibility)</b>	<input type="checkbox"/>
<b>Certificate of Organisation Registration</b>	<input type="checkbox"/>
<b>Existing policies of the organisation (Child protection, Equality, Anti-corruption etc.)</b>	<input type="checkbox"/>
<b>Evaluation reports of previous projects (if appropriate)</b>	<input type="checkbox"/>
<b>Letter(s) of Association (if appropriate) * See <i>template</i></b>	<input type="checkbox"/>

# Collaboration

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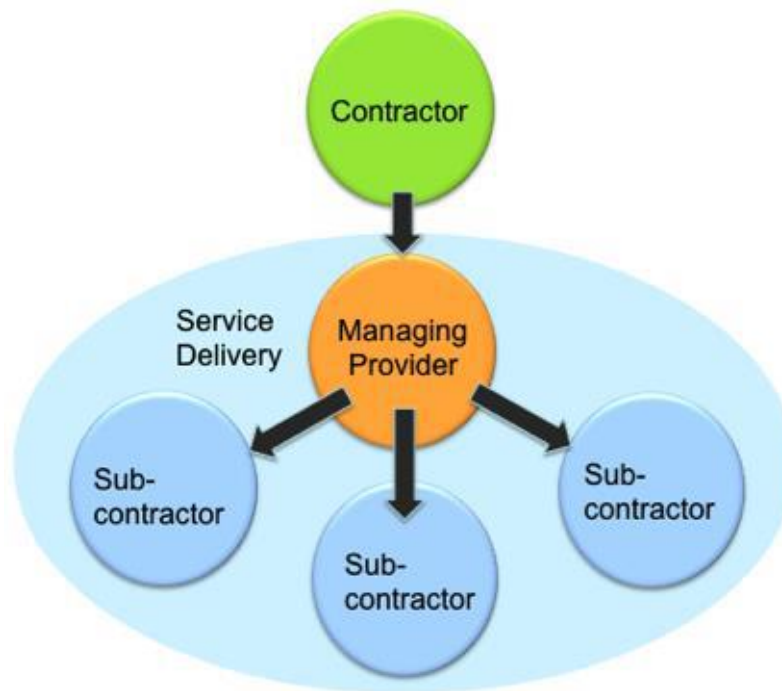
- **Whose participation would strengthen your offer?**
  - Increasing resources
  - Sharing risk
  - Increased capacity
  - Variety of expertise
- **On what basis would you collaborate?**
  - Lead provider model
  - Managing Agent model
  - Hub and spoke model

# Collaboration

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## Lead provider model

The Lead Provider Model is the most common approach used by consortia. It operates by having a lead organisation, which bids for funding on behalf of the consortium.



# Collaboration

## Managing Agent model

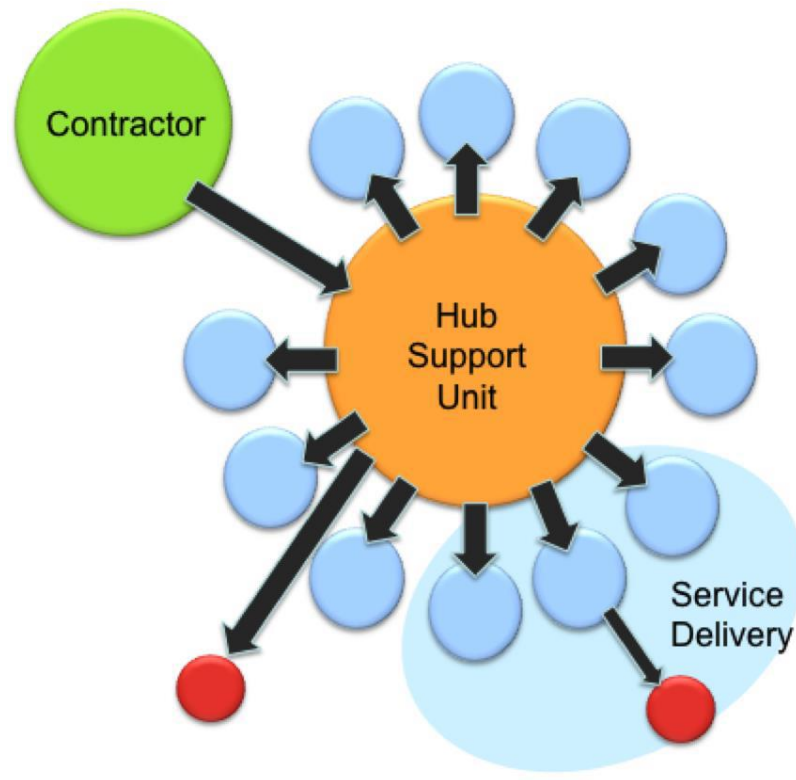
The Managing Agent Model is very similar to the Lead Provider Model. The key difference is the Managing Agent does not deliver any of the services. Its role is to apply for funding and manage contracts and sub-contractors.



# Collaboration

## Hub and spoke model

This model creates a new legal entity for the consortium called a Hub Support Unit. Partners then become formal members of the consortium.



# Expectations

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IF AT FIRST YOU  
DON'T SUCCEED...

CONGRATULATIONS  
WELCOME TO LIFE  
IT IS HARD SOME-  
TIMES BUT ALSO  
MOSTLY OKAY

**GREAT**

**BRITAIN**

