

## **The Cultural Engagement Portfolio within the British Council**

### **1. The Cultural Engagement Portfolio within the British Council**

The British Council's Cultural Engagement Portfolio is made up of 3 key pillars –

- a. Arts and Culture
- b. English Programmes
- c. Education

#### **1.1. Our Mandate in the Arts:**

The British Council strengthens the creative and economic development of the arts, culture, heritage and creative industry sectors in the UK and internationally. This increases their contribution to social and cultural capital and prosperity. And by building, deepening and extending international connections and partnerships, we increase trust in, collaboration with and favourability towards the UK, and help build its positive reputation. Arts, culture and the creative economy bring UK values to life for audiences and showcase the breadth and diversity of creativity across the whole of the UK. They support open societies and open markets for the arts, culture and creative sectors globally.

In Sub-Saharan Africa, our arts programme aims to support artistic, enterprise, digital and management skills development for young artists and creative entrepreneurs to enhance their capacity to connect, share and exchange with each other and with their contemporaries in the UK.

- Our Arts and Culture work spans the most of SSA.

The three main strands of the Arts Work in SSA is:

- 1.1.1. **Creative Economy** - This programme is based on the premise that, collectively, the cultural and creative industries can bring vast benefits in terms of economic and social value. To do this, they need to be well understood and effectively nurtured by policymakers, funders and intermediary organisations.
- 1.1.2. **Cultural Exchange** – culture connects, spotlight on culture - Culture Connects links UK cultural professionals and organisations with their international peers and audiences by enabling connection and networking, providing intelligence, and catalysing and facilitating creative collaboration, showcasing and touring.
- 1.1.3. **Culture responds to global challenges** - Cultural Heritage for Inclusive Growth (CH4IG), Cultural Protection Fund (CPF), New Narratives, Creative Commissions

- The programme focuses on the transformative power of arts and culture. It supports artistic and cultural expression recognising its potential to challenge and change mind sets for a more inclusive and sustainable future. We do this by: Protecting and nurturing valued cultural heritage and generating socio-economic prosperity and environmental sustainability, Creating opportunities for people, institutions and places to respond to challenges with local impact and global relevance, This programme has strong potential for leveraging partnership income.

## **1.2. Our mandate in Education**

We work with **school systems** across the continent.

- 1.2.1. Basic Education – The British Council’s focus is on improving the quality of basic education, particularly girls’ education, teacher training, instructional leadership and EdTech. Our goal is strengthened, inclusive education systems with more girls realising their potential. Using evidence-based approaches we will implement programmes in partnership with ministries of education in: Curriculum Reform and Core skills, Leading Learning for Gender Equality and Digital Skills for primary and secondary learners. Key countries: Ethiopia, Ghana, Kenya, Nigeria, South Africa, Sudan, Uganda, Zambia & Zimbabwe.
- 1.2.2. Higher Education (HE) – One of the key new elements of the Higher Education **portfolio** is the British Council’s work with universities that are looking to tackle low levels of graduate employability. The British Council will support their ambition to focus on the development of entrepreneurial skills and preparing graduates to create their own livelihood opportunities (focusing initially in Ghana, Kenya, Nigeria and South Africa). The British Council also runs HE partnerships and scholarships programmes in Botswana and Tanzania.
- 1.2.3. Non-Formal Education - strengthens systems and civil society to create an enabling environment for strong and inclusive communities. The focus is on young people and work in fragile contexts through partner funded programmes in Ethiopia, Nigeria and Sudan.
- 1.2.4. The Technical and Vocational Education Training (TVET) / Skills programmes focus on developing high quality TVET systems so that they are relevant for employment and entrepreneurship. Demand-driven and reform-led, our work aims to propel better life prospects for young people and stronger socio-economic development with outcomes such as decent jobs and a better-skilled workforce in SSA including in Ghana, Malawi, Tanzania, Mauritius, Mozambique, South Africa and Sudan.

## **1.3. Our mandate in English Programmes**

The British Council’s work in English Programmes is driven by the British Council purpose of building trust and understanding between the people of the UK and other countries. The English portfolio supports this through its vision for more widespread knowledge and better understanding of English worldwide,

empowering people to access opportunities and build international connections. The British Council believes that high-quality and inclusive teaching, learning and assessment of English increases academic, career and social opportunities that enable young people to participate actively in a global society. Research and innovation with UK and overseas partners provide evidence of 'what works' in English language teaching (ELT) and learning and contribute to improving standards of English worldwide. The British Council also supports systemic change based on research, insight and practical experience of the contexts on the ground, working very closely with partners, governments and development partners.

The key focal areas of the English Programmes:

- 1.3.1. English in a multilingual world (English Medium Education (EME): supporting transition from local medium to English medium education in school system and multilingual pedagogies. Key countries - Ethiopia, Nigeria, South Africa, Rwanda
- 1.3.2. English Language Teaching (ELT) in education (English as a subject): contributing to the development of education systems that support inclusive, quality English teaching, learning and assessment of English. Key countries - Sudan, Rwanda, Senegal
- 1.3.3. English Connects: providing teachers of English with opportunities to take responsibility for their own professional development (one of the 12 professional practices of the Teacher CPD Framework) and support teacher educators to facilitate the formal and informal learning of teachers and student teachers. Key countries - Across SSA
- 1.3.4. English and empowerment (English and girls' education): working with disadvantaged and marginalised girls (including out-of-school), where language is a barrier to education and skills (e.g., digital) to empower, provide agency and enable them to make more informed life choices. Potentially Ethiopia, Nigeria, Sudan (Scoping studies completed)

## **2. Cultural Engagement Marketing Context in SSA**

- Cultural engagement is having dedicated marketing support for the first time in Sub Saharan Africa. This provides a unique opportunity to build a singular narrative for the portfolio and also provide marketing support of the key initiatives within the portfolio.

## **3. Cultural Engagement Funding Streams**

- 3.1. Grant in Aid: British Council's core funding from Foreign and Commonwealth Development Office (FCDO) which is used to deliver the main global programmes regionally.
- 3.2. Funding Partnerships: programmes of activity developed with and for potential funders/clients in line with the ambitions of both organisations. These programmes are anticipated to be funded by partners but also involve a financial contribution from the British Council.

- 3.3. Fundraising: Income received through donations and sponsorship, to support activities which are already planned and with an allocated budget, or proposed activities which require new income to deliver but have not been co-created with a funder
- 3.4. Contracts: surplus generating contracts often secured through a competitive tender. Contracts are selected on the basis of alignment to British Council's strategic objectives and are usually relatively large in scale.

#### **4. Target Audience:**

Our generic target audience is aged 18 – 35 years; those undergoing the transition from adolescence to adulthood; working with professionals, future leaders and influencers.

For the different portfolios, the key intersecting audience is as seen below.

- 4.1. Key Beneficiaries of our programmes
  - 6.1.1 Undergraduates: 18 – 24 A, B and C1 socio economic classes who are seeking access to international learning opportunities. This group reside in urban neighbourhoods.
  - 6.1.2 Young professionals seeking career advancements and international career opportunities in their current fields of experience or expertise. 24 – 35 years of age. A, B, C1 socio economic groups. This group are also beginning to consider the plans they have for their future families or just starting their own families and are looking to maximise their career opportunities. This group is also inspired to get higher degrees and will likely explore post-graduate opportunities to further differentiate themselves from peers.
  - 6.1.3 Young people 18-35 not within the formal education sector.
  - 6.1.4 Young creatives – artists, creative entrepreneurs, support services within the creative sector
- 4.2. Relevant Government Agencies and Parastatals in particular Ministries of Education in relevant countries – State and Federal, relevant agencies and commissions.
- 4.3. Policymakers – Members of relevant committees and members of relevant legislative houses.
- 4.4. School leaders, Teacher Educators, Teachers, English Teachers
- 4.5. Funders/Partners – Large scale donor funded agencies and organisations, trusts and foundations, development agencies, CSR arms of corporate organisations e.g. African Union, European Union, Foreign and Commonwealth Development Office (FCDO), Master Card Foundation, Media institutions
- 4.6. Media – Relevant regional and country media; International Media.