

Alumni UK Longitudinal Survey

Information on incentives and rules for entering the draw

Incentives

Verified international UK alumni who complete the round of the Alumni UK longitudinal survey running from November 2025 to January 2026 have the chance to enter a draw to win:

1. 12-month subscription to British Council digital library (500 winners),

Winners of this incentive will enjoy the following services:

- Unlimited access to 100,000 premium learning and entertainment content from the comfort of your home on your laptop or phone
- The content of the Digital Library ranges from Newspapers, magazines, audiobooks, fiction, children books, graphic and comics, research and academic database, training modules, movies, music and concerts. The resources have been carefully selected from top service providers across the globe. Along with this we also provide access to a rich collection of British Council resources ranging from research, insight, movie archives, learn English and UK exams
- Additionally, within this one year, the alumni who win this digital library premium membership will be granted access to the Digital Library even if we are currently not offering this service in your country of residence, (not available in China).
- Monthly updates on latest additions and curated collections in the library
- Invites to digital events and notifications on events streaming through the Digital Library platform

For more information about the digital library membership, please send your inquiry to:

alumniuk.team@britishcouncil.org

2. Three-month free access to the LinkedIn Learning Platform (50 winners)

LinkedIn Learning is an online educational platform that helps you discover and develop business, technology-related, and creative skills through expert-led course videos. If you need more information about the benefits you can get from accessing this learning platform, please watch this [short video](#).

Please note, if a prize-winner does not make attempts to access this prize by two weeks after notification of their award, we reserve the right to withdraw access to LinkedIn Learning.

3. Trip to the UK (one winner)

The winner of this incentive will receive free flights (return, economy flights) to the United Kingdom and up to three nights' accommodation in a destination city, with arrival in a UK city of the winner's choosing.

Things to note about this prize:

- The prize must be redeemed between April 2026 and January 2027.
- The British Council will cover the costs of one economy return flight and accommodation for the winner. (Any accompanying guests are the winner's responsibility.)
- The prize value shall not exceed GBP £2,000.
- Travel insurance will not be provided, the winner must arrange for it before they travel. The winner must arrange and pay for all necessary visas. If a visa application is rejected, British Council will not reimburse any cost.
- The Alumni UK team may arrange a visit to the winner's university if the university is located in the city of the winner's landing or in a nearby city, subject to availability and within the prize period. Visits to universities outside the winner's chosen city or its near vicinity will not be arranged.
- For further information about this Trip to the UK incentive, please contact:
alumniuk.team@britishcouncil.org.

Entry into the lucky draw will be guided by the following rules

- No participant may win more than one prize.
- Winners will be contacted by the email address they provide in the Alumni Voices survey – this must match the email address they have used to register with Alumni UK or previously interact with Alumni UK.
- Participants are responsible for their own costs of connecting to the internet to participate in the survey.
- British Council staff are ineligible from winning prizes from this prize draw.
- ACER UK staff are ineligible from winning prizes from this prize draw.
- Winners will be selected at random from both first time and repeat respondents. All decisions of the British Council will be final and binding. No correspondence will be entered into with the unsuccessful participants.
- The British Council accepts no responsibility for failure to notify winning participants or failure to deliver prizes where such failure results from the provision of inaccurate contact details by the participants or from the acts or omissions of any third party (including, without limitation, any internet or postal service provider) and shall have no liability to any entrant if it is prevented from or delayed in delivering any aspect of the draw by acts, events, omissions or accidents beyond its reasonable control.

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- Prizes cannot be exchanged for money or any other goods or services.

The British Council may disqualify or refuse to accept the entry of any participant which does not meet the eligibility criteria or does not otherwise comply with these Rules.

These rules shall be governed by and interpreted in accordance with the laws of England and Wales and the courts of England and Wales shall have exclusive jurisdiction over any disputes or claims (including, without limitation, non-contractual disputes or claims) arising out of or in connection with the prize draw.

Publicity and rights

The British Council intends to publish the names of the incentive winners on the British Council's websites, Facebook pages, LinkedIn, X (Twitter) pages, press releases and in other promotional and marketing material. By entering the incentive prize draw, each participant agrees to the use of their name and agrees to co-operate with any such publicity or marketing if they win a prize.

Acceptance of Rules

By participating in this lucky draw, participants are deemed to have accept the above rules.