

Warm Welcome Scholarship Scheme

Communications toolkit for HEPs

Introduction

- The [Warm Welcome Scholarship Scheme](#) seeks to support eligible individuals in the UK with links to Afghanistan to access higher education (see [eligibility criteria](#)).
- Scholarships will support eligible scholars to undertake undergraduate, taught master's and PhD programmes at a UK higher education provider. Scholarships are available to support both current students ([In-Year Scholarships](#)) and new students ([Full Degree Scholarships](#)).
- The Department for Education (DfE) is working with the British Council as the UK-wide delivery partner for the scheme.
- The scheme is co-funded with the sector, whereby participating universities must agree to waive tuition fees and DfE provides the funding for a maintenance stipend to scholars for the duration of their course.
- The Department for Education and the British Council, as part of the UK Government Warm Welcome scheme seeks the support of the HE sector to communicate details of the scheme to eligible current and potential students at UK HEPs.

Student-facing website

www.britishcouncil.org/study-work-abroad/in-uk/warm-welcome-scholarships

HEP webpage

www.britishcouncil.org/study-work-abroad/in-uk/warm-welcome-scholarships/higher-education-providers

About this toolkit

- This toolkit is for use by UK Higher Education providers during May-June 2022 to help disseminate details of the Warm Welcome Scholarship Scheme. It can also be used by local authorities and non-governmental organisations with connections to Afghan nationals in the UK for the same purpose.
- The toolkit content is designed for use by those providing guidance and advice to current students with links to Afghanistan as well as applicants/potential students who may be able to benefit from the scheme. Relevant teams may include international offices, student services, students' unions and international admissions teams.
- The British Council will also publish content on the British Council Higher Education Twitter channel www.twitter.com/hegoingglobal using the hashtag **#WarmWelcome** during May-June – HEPs may wish to re-tweet this content.

Content for HEPs

- The content in this toolkit may be used on relevant institutional channels e.g. relevant webpages/intranet sites, newsletters, email, social media. The calls-to-action are for interested applicants to:
 1. Visit the scheme webpages on the British Council website:
www.britishcouncil.org/study-work-abroad/in-uk/warm-welcome-scholarships
 2. Apply online when the scheme opens for applications on **9 May 2022**
 3. Complete the application by the relevant deadline:
 - In-Year Scholarships (current students): **20 May 2022**
 - Full Degree Scholarships (new students): **11 June 2022**
- We invite HEP teams to share details of the scheme on relevant channels.
- Options for captions/text of differing lengths are given below.
- HEP's can select and use this content as needed e.g. newsletter, website, social media post.

Comms to current students (internal messaging)	Message
<p>Long post (e.g. for newsletter, bulletin, social media groups for current students)</p>	<p>Current students with links to Afghanistan may be eligible to apply for a Warm Welcome Scholarship, a new programme funded by the UK Government and delivered by the British Council.</p> <p>Warm Welcome In-Year Scholarships will provide financial assistance to eligible scholars currently enrolled on an undergraduate, taught master's or PhD programme at a UK higher education provider.</p> <p>Applications will open on 9 May and close on 20 May 2022. They will be considered in order of submission, so don't delay!</p> <p>Visit the British Council website for full details including eligibility criteria, how to apply, application deadlines and to sign up for email alerts.</p> <p>www.britishcouncil.org/study-work-abroad/in-uk/warm-welcome-scholarships</p>
<p>Short post (e.g. for short messaging platforms such as SMS, Twitter)</p> <p>This bit.ly short link can be used in place of the full URL if needed: https://bit.ly/3vwiBbA</p>	<p>Are you a current student with links to Afghanistan? You may be eligible to apply for a Warm Welcome In-Year Scholarship. Support is available for eligible UG, PGT and PhD students. Applications are open between 9-20 May via the British Council.</p> <p>www.britishcouncil.org/study-work-abroad/in-uk/warm-welcome-scholarships</p>
Comms for both current and potential students (external messaging)	Message
<p>Long post #1 (e.g. for newsletters)</p>	<p>The Warm Welcome Scholarship Scheme funded by the UK Government and delivered by the British Council, provides full scholarships for higher education study in the UK and is open to applicants in the UK with links to Afghanistan.</p> <p>In-Year Scholarships are available for students currently enrolled on higher education courses in the UK for current academic year (2021/22).</p>

	<p>Full Degree Scholarships are available for those who plan to begin a new course of higher education study in the UK commencing in the next academic year (courses beginning in September/October 2022).</p> <p>Visit the British Council website for full details including eligibility criteria, how to apply, application deadlines and to sign up for email alerts.</p> <p>www.britishcouncil.org/study-work-abroad/in-uk/warm-welcome-scholarships</p>
<p>Long post #2 (e.g. for newsletter, Facebook, LinkedIn)</p>	<p>The UK Government in partnership with the British Council has launched a new scholarship scheme for students in the UK with links to Afghanistan: the Warm Welcome Scholarship scheme will support students on new and continuing programmes of study at a UK higher education provider.</p> <p>Visit the British Council website for full details including eligibility criteria, how to apply and application deadlines.</p> <p>www.britishcouncil.org/study-work-abroad/in-uk/warm-welcome-scholarships</p>
<p>Short post (e.g. for SMS, Twitter)</p> <p>This bit.ly short link can be used in place of the full URL if needed: https://bit.ly/3vwiBbA</p>	<p>The UK Government in partnership with the British Council has launched the Warm Welcome Scholarship scheme to support students with links to Afghanistan on new and continuing programmes of study at a UK higher education provider. Full info on the British Council website.</p> <p>www.britishcouncil.org/study-work-abroad/in-uk/warm-welcome-scholarships</p>

Image options

- Images are available to accompany the content where required/appropriate. Please click on the link to select and download an image file from the Warm Welcome collection on the British Council Brand Hub:
<https://brandhub.britishcouncil.org/web/58160313fa5b65f/warm-welcome-scholarships/>

Contact

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