

Bournemouth and Poole: Excellence in International Education

The “Excellence in International Education” Initiative studybournemouthpoole.co.uk

1.0 International Education Association

Local education providers in all the areas outlined below have a strong and proven track record in their individual fields and have now come together collectively under the banner of an *International Education Association* to promote the area as a world class Centre for Excellence in International Education. The Local Authority Tourism Offices for Bournemouth, Poole & Christchurch are also actively involved, and the Forum has taken up the challenge of developing and driving forward a dynamic marketing plan to achieve the overall vision.

2.0 The Vision

For Bournemouth, Poole & Christchurch to become recognised as ‘A World Class Centre for Excellence in International Education’.

3.0 Why Bournemouth, Poole & Christchurch?

England has a world-wide reputation for the quality and range of education that is available to overseas students and it is renowned for its teaching staff expertise and number of internationally recognised qualifications.

There are five main types of international education provider in England and these are:

- English Language Schools
- Selected private and state schools for those under 18 years of age
- Colleges of Further Education
- Colleges of Higher Education
- Universities

Many towns in England can highlight excellence in one or, perhaps, two broad areas of their educational provision. Bournemouth, Poole & Christchurch, however, excels in all five key areas of education:

- The region has one of the UK’s highest concentrations of accredited English Language Schools, with 21 separate institutions recognised by the British Council
- The area is home to one of the largest provider of Further Education in the UK (based on the number of student enrolments) – Bournemouth & Poole College

- Bournemouth University and Arts University Bournemouth boast excellent Quality Assurance reports and each maintains a global reputation for their respective course provision, their continued success in attracting students and, importantly, the success of their graduates.

The local environment is also a major contributory factor to this excellence, Bournemouth, Poole & Christchurch are all thriving resort towns, enjoying a temperate climate all year round and a wealth of quality recreation, sporting and entertainment facilities. The outstanding natural beauty of England's central south coast, combined with this wide range of social amenities, is a major attraction for prospective students and contributes a great deal to student satisfaction, creating a stimulating environment for personal and educational growth.

4.0 The Education Product

- *Recognised English Language Schools*

Recognised English Language Schools are inspected and accredited by the British Council for the teaching of English as a foreign language. These quality schools offer a wide range of courses and take great care to ensure that their students have an enjoyable experience and gain the qualifications they need to succeed in life. Those schools located in Bournemouth, Poole & Christchurch have close links with Bournemouth University, Bournemouth and Poole College and the Arts University Bournemouth, enabling a smooth entry into further and higher education.

- *Selected state and private schools for those under 18 years of age*

'White House Guardianships' specialise in the placement of foreign students aged 7 - 18 years for general education in schools to suit their academic ability and preferences. Schools used by the Guardianship include Grammar Schools, Public Schools and Boarding Schools, all of which have a reputation for care and quality. Our links to further and higher education in Bournemouth enable us to assist pupils in college and university placements.

A team of highly trained Local Co-ordinators successfully operate the Guardianship services.

- *Bournemouth and Poole College*

Bournemouth and Poole College is one of the largest state colleges in the UK. Each year approximately 23,000 students enrol onto a broad range of curriculum areas and study programmes, ranging from pre-university qualifications, professional and vocational awards and hobbies and leisure interests. The student population at the college is diverse and varied and as a community college it caters for all ages and all levels. The College offers a lively and cosmopolitan study environment. International students

choose this college for many reasons, including the superb location and the broad range of study choices.

- **Arts University Bournemouth**

Arts University Bournemouth is one of Britain's leading specialist University sector institutions offering courses in art, design, media and performance. Established in 1883 and formerly known as the Arts Institute at Bournemouth, the Arts University Bournemouth is an award-winning establishment with an international reputation for excellence. In 1999 the University was awarded the prestigious Queen's Prize in recognition of the high standards of its Film and Animation courses and it has built on this achievement by being awarded the highest grades for the media and photography courses, state-of-the-art facilities and excellent resources by Funding Council inspections. It has an impressive list of success stories amongst past students which include Nick Knight (Award winning fashion photographer and owner of SHOWstudio), Simon Beaufoy (Oscar winning screenwriter for Slumdog Millionaire) and Wolfgang Tillmans winner of the Turner Prize (2000).

- *Bournemouth University*

A degree from a British University is recognised throughout the world. Bournemouth University enjoys an enviable reputation for its innovative programmes of study. It places great emphasis on teaching the skills you need to succeed in industry and the professions. As a result, it is one of Britain's leading universities for graduate employment. The quality of its teaching has also been praised and its most recent government assessments have resulted in ratings of "excellent" for degrees in Communication, Media Production, Journalism, Public Relations, Archaeology, Nursing and Midwifery.

- *Borough of Bournemouth*

Bournemouth has long enjoyed the status of being one of Britain's most attractive and prosperous resorts and today the town is recognised as the UK's premier seaside holiday resort. Over 4 million people are drawn annually to its 12 kilometres of golden sands and 800 hectares of parks and gardens - a combination which gives the town its reputation as "England's Coastal Garden".

- *Borough of Poole*

The historic port of Poole is situated on the shores of Poole Harbour, the largest natural harbour in Europe, making it one of the top locations in the UK for water sports, including windsurfing, sailing, jet skiing and paragliding. Poole has an Old Town of great character, a bustling Quayside, numerous attractions and events, and 5 kilometres of award-winning beaches - including Sandbanks, winner of 21 European Blue Flags.

- *Borough of Christchurch*

The town's harbour, beaches, nature reserves and historically important buildings have made Christchurch a popular tourist destination attracting some 1.5 million visitors a year.

5.0 The Way Forward

The International Education Association will drive the vision forward and has set the following objectives for the next 10 years:

- To create a strong and easily identifiable brand that symbolises excellence and quality and can be easily adopted by the respective educational establishments
- To create an integrated marketing strategy that involves all of the major players in international education.
- To create a promotional strategy that co-ordinates all different aspects of promotions including the development and management of a bespoke website, print-based media, and overseas visits and exhibitions.
- To help institutions provide a comprehensive pack of benefits and advice for students
- To link with agencies such as the British Council to raise awareness of the brand.
- To maintain, through adherence to established external quality measures, a minimum quality threshold for educational establishments working under the brand.