BRITISH COUNCIL

Education

Terms of Reference

Development of Awareness Videos to Support Informed Student Decision-Making and Ethical Recruitment for UK Higher Education

22 October 2026

Background:

Demand towards UK education among Nepali students has increased significantly in recent years. This is evident from growing numbers of Nepali students studying higher education degrees in the UK as well as growth in UK transnational education in Nepal. Even though Nepal has relatively smaller population, Nepal is currently the fifth largest country with most UK student visas issuance. According to UK Visas & Immigration data, 19,553 student visas were issued to Nepali students in 2025, a 60 per cent rise from figures in 2024. Based on the most recent data from the UK Higher Education Statistics Agency (HESA), more than 20,000 Nepali students were studying in the UK in the 2024/25 academic year, representing a 77.1 per cent increase over 2023/24.

While Nepali students have gained remarkable academic achievements and experience by getting access to world class tertiary education in the UK, the rapid growth in student mobility has also highlighted the need to ensure that students are adequately informed, prepared, and supported throughout their decision-making and study journey. There are few emerging concerns about the academic and financial pressures faced by Nepali students in the UK. These issues suggest the need for more accurate pre-departure information, stronger student support and pastoral care systems, and greater emphasis on ethical, professional conduct among education agents and counsellors.

Media coverage has increasingly highlighted both the opportunities and challenges associated with Nepali student mobility to the UK. On one hand, reports emphasise the growing access of Nepali students to international education has improved career prospects and global exposure. On the other, there is rising attention on the difficulties students face, including financial strain, academic adjustment, and instances of misinformation during the recruitment process. In addition, it points to concerns around inadequate student support, high dropout rates, and the role of agents in shaping unrealistic expectations, bringing greater scrutiny to the systems supporting international students.

The British Council’s International Student Mobility (ISM) programme in Nepal aims to strengthen ethical, inclusive, and informed recruitment of Nepali students to UK higher education institutions. The programme focuses on increasing education agents’ and counsellors’ awareness of the Agents’ Quality Framework (AQF) and developments in the UK education sector, while improving prospective students’ understanding of UK tertiary education opportunities, expectations, and realities. Through collaboration with stakeholders across the student recruitment ecosystem, the programme aims to promote responsible recruitment practices, strengthen student welfare considerations, and improve transparency in the Nepal-UK international education landscape.

As part of this initiative, the British Council intends to commission a series of awareness videos that provide prospective students and their families with balanced, practical, and evidence-based information about studying in the UK. The videos will feature alumni perspectives and expert insights to help viewers better understand both the opportunities and responsibilities associated with study in the UK. It will also provide insights on the UK Agent Quality Framework (AQF) and the National Code of Ethical Practice for UK Education Agents to promote informed decision-making by providing reliable information on understanding recruitment processes and recognising ethical recruitment practices that protect students' interests and increasing transparency and accountability.

Purpose:

To create a series of engaging and informative awareness videos that support informed, realistic, and responsible decision-making among prospective UK-bound students by providing accurate information on studying in the UK and rendering authentic experiences and insights from the UK alumni.

Objective:

The videos aim to support informed and ethical student recruitment by enabling prospective Nepalese students to make well-informed decisions about studying in the UK and by promoting awareness of ethical recruitment practices among students and education agents. Specific objectives are:

1. To provide information on the UK as a potential study destination for Nepalese students, showcasing its educational quality, global opportunities, student experience and a diverse and inclusive learning environment.
2. To raise awareness of prospective students and parents on practical aspects of studying and living in the UK, and key factors to consider for making an informed decision on studying in the UK.
3. To provide alumni perspectives and experiences, including those of female graduates and graduates from different backgrounds, to help students better understand educational pathways, opportunities, benefits, costs, and potential challenges associated with studying and living in the UK.
4. To raise awareness of ethical recruitment practices and student rights through information on the UK Agent Quality Framework (AQF) and the National Code of Ethical Practice for UK Education Agents.

The videos will adopt a gender-responsive and socially inclusive approach, ensuring that information and perspectives reflect the experiences and needs of diverse students, including women and underrepresented groups, and promote equitable access to opportunities for international education.

Target Audience

Primary Audience

- Prospective students considering international higher education opportunities.
- Parents, guardians and family members of prospective students involved in decision making

Secondary Audience

- International Education agents and counsellors
- UK higher education partners
- Education policymakers and sector stakeholders involved in international education
- Student welfare and support organisations

Possible Key Messages

For Prospective Students

5. Research institutions and courses thoroughly.

- Understand living costs, accommodation, visa requirements, and work regulations.
- Seek information from credible and ethical advisors.
- Prioritise academic goals, wellbeing, and career aspirations.
- Prepare for cultural adaptation and independent living.

For Parents and families

- Support informed and evidence-based decision-making.
- Understand the opportunities and challenges associated with studying abroad.

For Agents and Counsellors

- Provide transparent, accurate, and up-to-date information.
- Place student interests and welfare above commercial considerations.
- Help students choose institutions and courses based on suitability rather than incentives.
- Support realistic expectations regarding academic life, employment opportunities, finances, and living costs.

Proposed Video Content Structure

Video 1: Why Study in UK? (1–2 minutes)

- UK Higher Education overview, its quality and reputation
- Overview of growing interest in UK higher education among Nepali students.
- Importance of informed decision-making.

Video 2: Choosing right course, institution and education agents (2-3 minutes)

- Guide to choosing institutions
- Questions student should ask
- Common mistakes and misconceptions.
- Guide to choosing education agents

Video 3: Alumni Voices (3-4 videos of 1 minute each)

Interviews with Nepali UK alumni discussing:

- Why they chose the UK.
- Their application journey.
- Expectations versus reality.
- Academic experiences.
- Financial planning lessons.
- Accommodation and social integration.
- Mental wellbeing and support services.

- Career pathways and employability.
- Cultural adaptation.

Video 4: Student Challenges and Practical Guidance (1-2 minutes)

- Academic expectations
- Understanding living expenses.
- Managing part-time work expectations.
- Wellbeing support.
- Importance of planning before departure.

Video 5: Ethical Recruitment (1- 2 minutes)

- Agents Quality Framework (AQF)
- National code of ethical practice for UK education agents
- Resources for further information

Scope of Work

The selected service provider will be responsible for the conceptualisation, scripting, production, and delivery of short videos aligning with the objectives outlined in this document. The videos should be tailored to the target audience and market, delivering clear, engaging, and impactful messages. The supplier will:

1. Develop creative concept, storytelling approach and production plan aligned to the stated objectives.
2. Engage and coordinate with relevant stakeholders, including students, alumni, and other contributors, in compliance with British Council safeguarding, data protection, equality, diversity, and inclusion policies. Prepare script, interview guides and filming plans.
3. Plan and manage all aspects of video production, including directing, filming, voice-over recording (if required), and content development. Obtain all necessary permissions, consent forms, and usage rights.
4. Ensure the videos effectively communicate the intended messages and reflect inclusive practices, including the provision of subtitles and accessible content.
5. Conduct professional post-production editing, incorporating revisions and feedback from the British Council as required.
6. Deliver final broadcast-ready, and ready-to-use videos, in agreed formats and specifications including necessary English and Nepali subtitles, aligned with the project objectives.

Format and Style

- Hybrid documentary- explainer video with testimonials
- Combination of alumni interviews, expert commentary, agent perspectives, and student testimonials.
- Visual storytelling using images and footage of university environments.
- Motion graphics highlighting key facts and messages.

- Subtitles in English and Nepali.
- Social media-friendly excerpts (30–60 seconds) for wider dissemination.

Methodology

The service provider should propose an appropriate methodology to achieve the objectives of the assignment. The service provider shall adopt a participatory and audience-centred approach to ensure that the videos are engaging, accurate, and relevant to prospective UK-bound students and their parents. The proposed methodology should include:

- Creative concept and production approach
- Content development and stakeholder consultation
- Production and quality assurance

Expected Deliverables

Output	Description	Timeline
Brief inception report with creative concept and work plan	Five creative concepts aligned with the five video objectives. Five approved scripts and/or storyboards.	Within two weeks of contract commencement
Production and filming	Completion of all filming, interviews, voice recordings, and content capture activities required for the videos. Engagement with relevant students, alumni, and other stakeholders, where applicable. **Five professionally produced video incorporating subtitles**	Within six weeks of contract commencement
Final video products	**Final high-resolution video files in agreed formats** Web and social-media-ready versions. English and Nepali subtitles All approved subtitle files and agreed source materials. Social media graphics and key message cards	Within 12 weeks of contract commencement

Indicative Interview Participants

- Nepali UK alumni from different regions and disciplines
- Education agent professional association members
- Student support and wellbeing professionals
- Current Nepali students studying in the UK (virtual if possible)

Eligibility Criteria of the Supplier

Interested service providers should meet the following eligibility requirements:

- Be a legally registered company, firm, or organisation with the authority to provide video production services.
- Have a minimum of three years of demonstrated experience in video production, digital storytelling, media production, or related fields.
- Have proven experience in producing short-form digital and social media content.
- Demonstrate experience working with development organisations, educational institutions, international organisations, or similar clients.
- Have the technical capacity, equipment, and personnel required to undertake filming, editing, animation, subtitling, and post-production activities.
- Have experience in working with young people and managing interviews or testimonials in a professional and ethical manner.
- Be able to comply with British Council policies relating to safeguarding, data protection, equality, diversity, and inclusion.

Assignment Team

The service provider should propose a team with the necessary expertise to deliver high-quality and audience-focused video products. The team should include a Content Specialist responsible for content development, interview guides, scripts, and storyboards, among others. The Specialist should have experience and knowledge of international student mobility aspects.

Requirements for Proposal Submission

Interested service providers shall submit the following in the prescribed format.

Technical Proposal

- Company profile including relevant experience.
- Description of proposed methodology and workplan.
- Team composition with roles and responsibilities.
- Portfolio of at least three similar assignments completed within the last three years, including links or samples of previous work.

Financial Proposal

- Detailed financial proposal with breakdown of professional fees and production costs.
- Any applicable taxes and other charges to be clearly indicated.

Duration of Assignment

The assignment is expected to be completed within **12 weeks (01 December 2026 to 28 February 2027)** from the date of contract commencement.

Budget

Interested organisations should submit a financial proposal covering all costs associated with the assignment.

Reporting and Management

The selected service provider will report to the **Education Team, British Council Nepal**.

The British Council Nepal will:

- Facilitate introductions with relevant stakeholders where appropriate.
- Provide relevant background documents and studies.
- Review deliverables and provide feedback.
- Support dissemination and media engagement.