

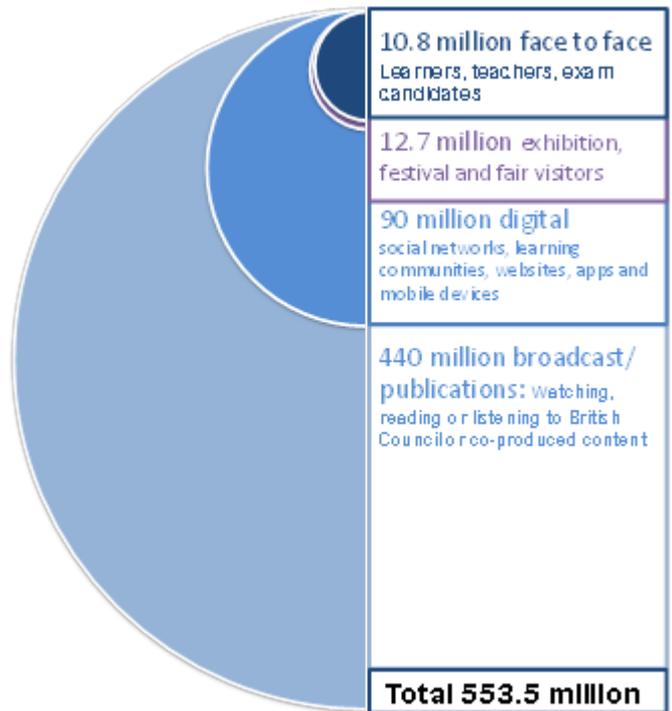
1. Our work reaches millions of people in over 100 countries, through learning, culture, experiences and practical help in arts, English and education and society
2. We engage with people face to face, at exhibitions, festivals and fairs, through digital and broadcast channels
3. Our reach is growing and our work makes a genuine difference to lives and brings real benefits to the UK

Our work brings together students, young professionals, artists, business people, policy makers, academics, teachers and leaders.

- In 2012 -13 participation in British Council programmes, products and services was over half a billion.
- Over **23 million** came into direct contact with us, through exams, teaching, exhibitions and events, including more than **ten million** people in face to face activities such as teaching, exams, workshops and meetings.
- Participants in face-to-face activities include:
 - Almost ten million younger people in education or starting out on their careers.
 - Just under a million professionals, educators, artists, scientists, community or business leaders and policy makers.
- Over ten thousand national level leaders who are key to lasting policy change and access to wider communities in many countries.
- Over two million young people learned languages face to face with British Council language assistants.
- In addition almost 13 million people visited our exhibitions, fairs, festivals and performances, mainly in the arts worldwide.
- Exhibition attendance in Arts includes major events such as the 2012 Cultural Olympiad, UK Now (in China), which received over four million visitors; and Russia UK Year of Culture.
- More widely, **90 million people** used our digital channels (web, social media, apps and online learning), including 8 million people connecting to online learning and social media.
- In English, the top websites include Learn English with over 20 million visits, Learn English kids (over nine million), the IELTS English Language exam (over 12 million) and Teach English (for teachers worldwide, over five million).
- Over **440 million** watched or read our TV and radio broadcasts and print publications.

- 38 million watched Word on the Street television and 39 million teachers and learners listened to our LearnEnglish and TeachingEnglish.

Participation during 2012/13

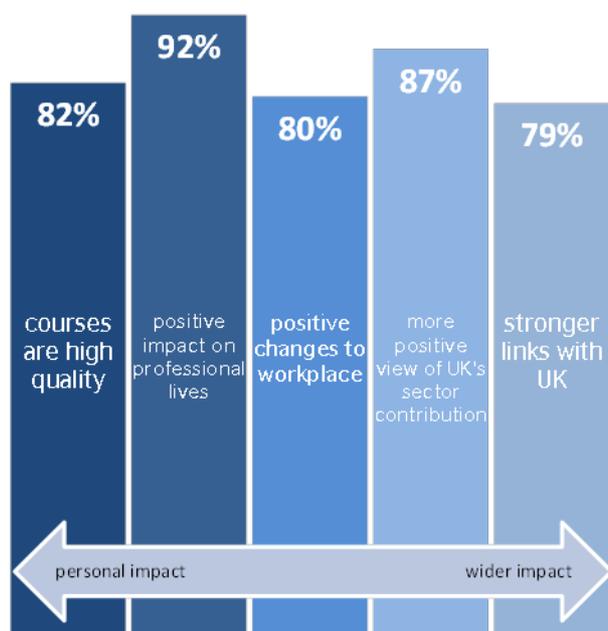


Source: British Council monitoring data. Shapes are broadly to scale. See Annual Report for more detail. The numbers above represent participation with the British Council and there may be double counting

Our work continues to grow and makes a genuine difference to people's lives and brings real benefits to the UK.

- In 1981 we worked with around 450,000 people (face to face) in 79 countries. By 2012/13 we were working face to face with almost 11 million people, in over 100 countries with over half a billion people accessing our work.
- The people we work with say our programmes are high quality and make a real and lasting difference to opportunities, their professional lives, their workplaces and view of the UK.
- We know that participation in British Council cultural relations activities such as learning English, or taking part in education or the arts leads to an average increase in trust in people in the UK of +24 percentage points, in the ten countries where we polled, for example +17 in China and +23 in India.
- This increased trust leads to greater interest in doing business with the UK (average +20 percentage points, +24 in India and +19 in China) and a higher likelihood of recommending the UK as a place to visit, study, live and do business compared with international competitors. (Source: British Council, Trust Pays, 2013)

Participant views of the impact of British Council's work



See Annual Report for more detail

Detail of participation during 2012/13

		English	Education & society	Arts	Total	
Face to face		1.7 million learners, teachers, policy makers, government ministers 0.4 million learners in teaching centre classes 2.4 million exam candidates	5.9 million young people, youth leaders, teachers, academics and ministers	500,000 art lovers, artists, cultural leaders & ministers	10.8 million	
Exhibitions, festivals & fairs		300,000 exhibition and event delegates	2.9 million education & citizenship exhibition & fair visitors	9.5 million exhibition, festival, event and performance attendees	12.7 million	
Digital*	Online communities	3.2 million teachers & learners in online communities	4.2 million teachers, academics, college & higher education leaders in online communities	465,000 artists & participants in online communities	7.9 million	90 million
	Website users	55.9 million	14.7 million	6.8 million	82.2 million**	
Broadcast & publications		143.8 million	153.4 million	142.3 million	440 million	
Total		207 million	181 million	160 million	553.5 million	

*Online communities have active engagement with British Council content online (people interacting in digital communities and learning groups)

Website users relates to website visitors (people visiting sites and using digital content)

**Total website visits total includes an additional 4.8m that are not aligned to a particular Strategic Business Unit (eg British Council homepage)