

RFP - SJ74EDU72025 - Emerging regional trends in Pakistan students' international mobility

Question no 1: In order to create an effective and scientifically sound sampling plan, could we obtain the number of male and female students who have traveled to the UK in the past five years, categorized by regions or cities, university programs, and year?

Answer no 1: The British Council do not have reliable regional or city-level data for Pakistani students coming to the UK – providing more insights on regional trends is one of the main goals for this research. However, a breakdown of gender and subject level trends is provided below:

Students	Undergraduate	PGT (masters)	PGR (PhD)
% of students (2022/23)	24%	73%	3%
% male (2022/23)	82%	71%	53%
Average annual growth over last 5 years (CAGR)	21%	54%	-4%

Question no 2: Additionally, could you provide any proposed timelines for this study, or are we permitted to suggest our own timelines while considering the scope of work and the proposed methodology?

Answer no 2: The proposed timeline has been stated in the RFP as five months, with the provision for an extension by two additional months. Ideally, the study should be conducted between September 2025 and January 2026.

Question no 3: Target Segments – Regional Focus - Could you please clarify if there are specific provinces, cities, or institutional tiers (e.g., public vs private HEIs) that you want prioritized in the research, or should this be guided by our own sampling framework?

Answer no 3: The research should provide sub-national insights and mapping, covering all provinces and institutional tiers (public and private). The detailed sampling framework should be proposed by the supplier.

Question no 4: Sample Size Guidelines - Is there a minimum expected number of interviews, focus groups, or surveys per region or demographic (e.g., gender, income level, education level) that the British Council recommends for representativeness?

Answer no 4: There is no minimum sample size prescribed. The supplier should propose a robust methodology that ensures representation across key demographics.

Our RFP mentions that the supplier is free to suggest the appropriate profile and quantum of institutions / personnel / students to engage with – however we would expect that the research findings are drawn from a mix of regions and institution types across Pakistan.

Question no 5: Existing Data Access - Will we be provided access to British Council's internal databases beyond HESA, UKVI, and UCAS (e.g., alumni engagement data, previous research repositories) to support the study?

Answer no 5: The supplier will be provided access to country-level data from HESA, to be used solely within the context of this study. Alumni engagement insights and previous British Council research may be shared where relevant to support the study.

Question no 6: Stakeholder Introductions - You've mentioned support with stakeholder introductions, will this include access to universities, regulators (e.g., HEC), agents, and policy makers, or only British Council-affiliated entities?

Answer no 6: The British Council will support where possible by facilitating introductions to relevant stakeholders identified and approved within your proposed methodology. These stakeholders may include entities beyond those directly affiliated with the British Council.

Question no 7: Will the British Council facilitate introductions to local institutions, agents, or stakeholders for interviews and focus groups?

Answer no 7: Please refer to answer no 6.

Question no 8: Will the British Council provide templates or data collection tools (questionnaires, discussion guides, etc.)?

Answer no 8: Suppliers are expected to design appropriate data collection templates/tools that are fully aligned with the proposed methodology.

Question no 9: Is it expected that the service provider engage with UK institutions or stakeholders directly as part of the data collection process?

Answer no 9: Yes, the supplier will be expected to do so where required.

Question no 10: Will the British Council review or approve tools before fieldwork begins?

Answer no 10: Yes. The British Council will review and approve all data collection tools prior to the commencement of fieldwork.

Question no 11: How granular should the “student decision journey map” be (e.g. segmented by region, gender, income, academic interest)?

Answer no 11: Segmenting the data by region, gender, income, and academic interest is appropriate and will ensure the required level of granularity.

Question no 12: Are there any past decision funnel models by the British Council that should be used as a base?

Answer no 12: Kindly note that this particular objective has been removed from the current scope of work. No other changes have been made, but we recommend reviewing the updated RFP requirements prior to submitting your proposal.

Question no 13: Do you need a supplier from Pakistan, or can a UK-based firm also apply?

Answer no 13: This is an open call, and any agency or firm with relevant experience and a proven track record is welcome to apply. However, the supplier should demonstrate that they have the capacity to answer the research questions, so local knowledge is likely to be an advantage.