

**Report On**  
**Analysis of the customers perception on the safeguarding**  
**approaches of the British Council**

**By**

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**An internship report submitted to the BRAC Business School in partial fulfillment of the**  
**requirements for the degree of**  
**Bachelors in Business Administration**

**BRAC Business School**  
**BRAC University**  
**January 2020**

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## **Declaration**

It is hereby declared that

1. The internship report submitted is my/our own original work while completing degree at BRAC University.
2. The report does not contain material previously published or written by a third party, except where this is appropriately cited through full and accurate referencing.
3. The report does not contain material which has been accepted, or submitted, for any other degree or diploma at a university or other institution.
4. I/We have acknowledged all main sources of help.

**Student's Full Name & Signature:**

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**Supervisor's Full Name & Signature:**

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**Shihab Kabir Shuvo**  
Lecturer, BBS  
BRAC University

## Letter of Transmittal

Shihab Kabir Shuvo

Lecturer,

BBS

BRAC University

66 Mohakhali, Dhaka-1212

Subject: Submission of internship report.

Dear Sir,

The accompanying document is an analysis on 'Analysis of the customers perception on the safeguarding approaches of the British Council', following all the guidelines given by you.

This report includes background information of the organization, survey to find out real scenario, some essential analysis, limitations and etc.

Hope this report includes all the necessary information according to your instructions.

Sincerely yours,

---

Shahida Najnin Proma

15104036

BRAC Business School

BRAC University

Date: January 6, 2020

## **Non-Disclosure Agreement**

This agreement is made and entered into by and between British Council and the undersigned student at BRAC University Shahida Najnin Proma.

## **Acknowledgement**

I would like to express my heartiest gratitude to a lot of individuals who assisted me during these 3 months of internship from the British Council and BRAC University.

In the very starting of this report, I am very grateful to my academic supervisor Mr. Shihab Kabir Shuvo, Lecturer, BRAC business School gave me proper guideline and instructions about what is the main purpose of this report and how I can meet all the requirements. However, he even helped me to stay in the right track throughout this internship by providing valuable feedback and comments.

In addition, I am thankful to Mrs. Tasnuba Sharmin, my designated line manager of Customer service Dept. of British Council for all the support and generous help during these three months, I got to learn a lot from her about the real corporate life and practical workplace.

Moreover, Mr Mahabub Alam, Director of Customer Service Dept of British Council, was a true savior as he was very friendly and helped me to get used to the culture of the organization. Also, thanks to Md. Moniruzzaman, Manager of Customer Service Dept. for all the feedback and assistance.

Lastly, my appreciations go to Mrs. Tanzina Akter, National Child Protection Manager of British Council without whom this report would not be completed. She helped me to enrich this report by providing me necessary information about the Child protection Policy.

## **Executive Summary**

The Bangladeshi branch of the British Council provides British Education and English, it also takes part in different cultural and social events to serves Bangladesh in many ways. Providing wider knowledge throughout the world is their main target. The British Council has some policies that they follow very strictly. From those policies, Child protection is one of the most important. So I have chosen a part of this policy as my report topic which will also help the British Council to know more about their customer's perception in this matter.

For doing the research on this topic I have developed a research model with 3 independent and one dependent variable.

However, I have done a survey with 32 sample size to analyse the customers perception on the safeguarding approaches of the British Council where the result gave an idea about which part of this policy needs improvement. Main target group was the parents of the students who are currently enrolled in any of the courses of the YLC of the British Council.

According to the survey result, the sample size is not fully aware about the safeguarding approaches and British Council can conduct some sessions to make this policy more effective and minimize the gap. From the SPSS analysis, it is visible that perceived performance variable has the strongest impact on the results.

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## **List of Acronyms**

BC	British Council
YLC	Young Learning Center
CS	Customer Service

## **Glossary**

MarCom

A term used to represent marketing and communication department of the British Council.

# Chapter 1

## About British Council

### 1.1 Company Background

The British Council is a British organization concentrating in international cultural and educational prospects. Currently it's working in over 100 countries: endorsing a wider knowledge of the United Kingdom and the English language; inspiring cultural, scientific, technological and educational co-operation with the United Kingdom. British Council founded in 1934.

In 1951, British Council started its journey with Bangladesh and now they are celebrating more than 65 years of togetherness. Through their work, they try to create friendly environment to enrich knowledge and understanding between the people of Bangladesh and the United Kingdom.



Council focuses on the next generation of our country by building confidence and excellence through qualifications, assistances and through spreading the understanding of the

responsibilities of an active global citizenship. Moreover, they mainly work to develop English Language skills of people around the world through free English skill materials, direct teaching, digital products, offering courses, administering Exams, and developing skilled teachers of English.

One of the biggest serving of British Council is, working with the Ministry of Education to advance school and college level English speaking and listening valuation to enable students by providing better employment and higher education opportunities. Even, British council have recently developed a Cultural Centre which includes an art library with exclusively new collection and extensive digital resources, and a new assembling space for the people of Dhaka. They are working in partnership with the government on an important nationwide project to modernize and enrich the public Library sector. British Council's aim is to support the citizens to achieve their potential through a range of user-driven services by providing greater access to information and resources.

## **1.2 Company Mission**

The British Council's work has evolved by time, but they continued to make a positive contribution to all the countries they work with. They started to operate in UK since 1940 and their work has improved the UK's international standing, security and prosperity.

The British council's main mission is to promote a wider knowledge of the UK and the English language abroad and develop closer cultural relations between the UK and other countries.

### 1.3 Organization Structure of BC

The British Council has nine departments through which it operates. One of the most important department is Teaching center which mainly provides all the language courses, one of the interesting things about this department is it offers courses for all age people. This is the department which generates the most profit for British Council. There are eight more

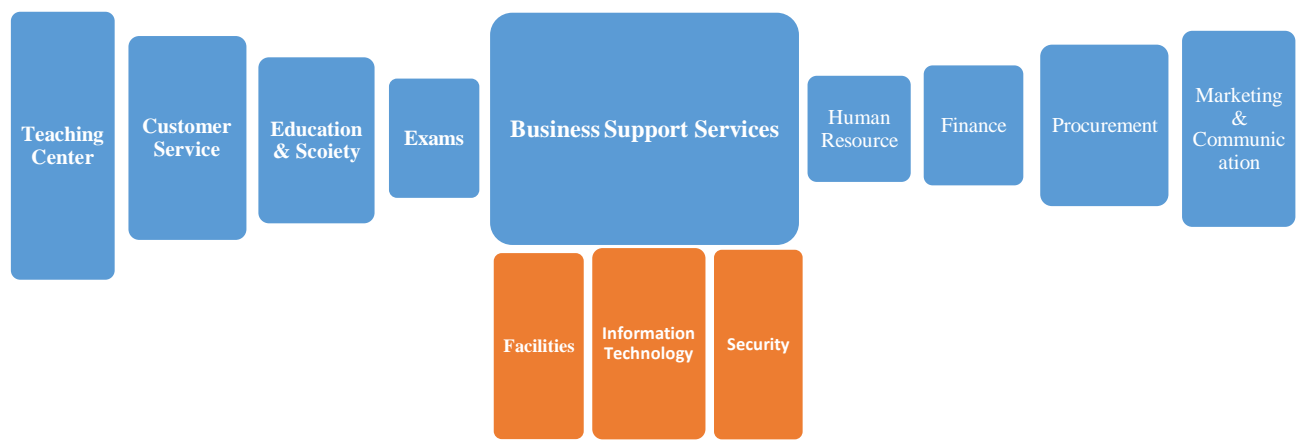


Figure 1: Organizational Structure of British Council

departments which includes, customer service, education & safety, exams, business support services, human resources, finance, procurement and marketing & communication.



## 1.4 Different policies of British Council

However, in British Council there are some mandatory policies that has been practiced since beginning. Even all the employees must complete some mandatory courses within the first week of their joining. British Council is very strict about some issues which includes:

**1. Fraud awareness:** This section mentions what are the behavior that consider as fraud in British Council and what are the steps might be taken against a person related to fraud. The British Council has a policy called 'zero tolerance' towards fraud, bribery and corruption. They always investigate and seek to take penalizing or legal action against those who attempt to commit, commit or assist anyone committing fraud or any other inappropriate activities in their operations.

**2. Information management:** This policy refers to the way an employee should use and protect all the information related to the organization. However, this policy is mainly for the security of the personal information of the existing employees and the confidential information of the organization. If any information is being misused by an employee, the organization will take proper action against them.

**3. Equality, diversity and inclusion:** In British Council the work environment is fully diverse, and they do practice equality in every sector of their work process. However, they share a mixed culture which is comfortable and flexible for people from any background.

**4. Safety and security:** This is another very crucial policy of British Council which ensures safety and security of every employee along with the organization.



**5. Child protection:** Among all the policies this Child protection policy is the most important one. A Child Protection Policy is an organization’s commitment to protect children from abuse, exploitation and organizational negligence – i.e. how it safeguards children.

-Their Policy considers two axis of intervention:

i) Preventative – to reduce the likelihood of a child being harmed or abused.

ii) Responsive – taking actions to make sure that where concerns are raised or situations of suspected harm or abuse are identified, appropriate action is taken to ensure the child is assisted and to prevent similar situations occurring again. The Child Protection Policy is both an internal and external document.

The Policy is mandatory for all British Council staff, worldwide. It also covers partners, contractors and suppliers whom they fund, and are expected to agree to work under the Policy as a condition of their involvement with the British Council. Where British Council is not the lead partner (i.e. they are not funding), then it is expected that we will encourage and advocate

for other partners to either follow the British Council Child Protection Policy, or develop their own.

The Policy is also relevant for those with whom they engage – for example children and parents, communities and other stakeholders such as government departments and ministries, civil society and non-governmental organizations. This is to clearly articulate their organizational commitment to protecting children from harm. (Reference CP Policy)

## **Chapter 2**

### **2.2 Research Topic**

Being the most important policy, I decided to select Child protection policy of British Council as my report topic. However, I had to face some hard times choosing the research topic as most of the topics I found to work on includes confidential information about the organization. Moreover, in the British council there are some strict rules and regulations while working with information about the organization so one need to get approved by the human resource department before started working with any particular topic. As there could be a gap between how much this policy actually serves and how much customers perceived or knows about it. So, the purpose of the study is to compare the policy aspects with customers understanding and to find out the actual loop holes of this situation and proper way to minimize it.

Child protection policy of British council is mandatory and must be applied in all situations where the British Council, or their partners, works. This policy is categorized into four standards, Policy, Procedure, People and Accountability. However, they organize many training sessions with teachers from different educational institutes to enhance their knowledge about child protection and let them know how to practice those policies in their institutes. Even the knowledge gathered from these training sessions of British council can be convenient in order to treat children in their home. Moreover, British council conducts mandatory trainings on Child protection in both digital platform and off-line platform for their employees.

They even have a zero-tolerance policy for ensuring the safety for all the children in the British council. In practice this means that all necessary efforts must be made to comply with the Policy, irrespective of cost implications or operational inconvenience (CP Policy 2015). At the

beginning of each term, students are taught about different forms of abuses including safe touch and unsafe touch and what to do when any concerns arise. Also, parents are invited to join parent engagement session in each term where different aspects of CP Policy and forms of abuses are discussed. As a part of the policy, all customers including children and parents who participate in different projects and programs have the chance to be informed about the child protection policy and its main provisions. The organization has initiated various steps to aware both parents and children including parent engagement sessions, collection policy implementation, social media posts regarding child protection, posters placement at front offices, existing materials in websites related to child protection, student's handbook etc. This study will help to find out whether parents are informed about the safeguarding approaches the British Council take care of and if there is any gap how this can be mitigated.

For the designed survey, our main target people were the parents of the students who are enrolled in any young learning course of British council. However, among these young learning courses, the child protection policy is mainly applicable for all the students under the categories of young learners, pre-intermediate, intermediate etc. There are rules regarding electronic device policy, anti-bullying policy, collection policy etc. come along with these youth learning courses, like students are not allowed to leave the British council premises without their parents. To move forward in the process of finding the gap of this policy, I have conducted a survey on our target group along with the assistance of British council Child protection department.

## 2.2 Research Model

To conduct the survey and get the findings, there were three independent and one dependent variable in the research model. In the below model, the three independent variables are: perceived expectation, value addition and perceived performance. However, the last but not the least the only dependent variable of this research model is satisfaction awareness. The purpose of this research model is to find out the scale of satisfaction of our target group by analyzing three independent variables. Here:

**1. Perceived Expectation:** Perceived expectation refers to the level of customer perception and customer expectation of the service of that organization provides by which a consumer identifies, organizes, and interprets. However, in this phase what the survey look for is how much customers know about the actual features or functions of the provided service.

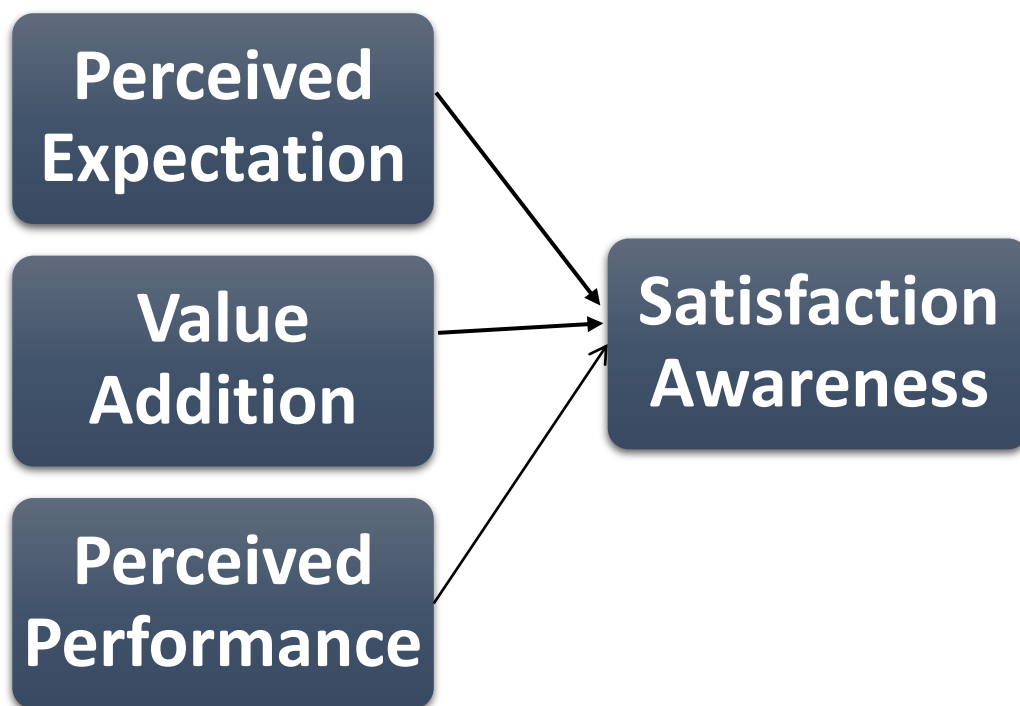


Figure 2: Model for Satisfaction Awareness

**2. Value Addition:** Value addition is any extra or plus one feature a company offers or adds to its products and services to its potential customers. However, this is mainly the reason for which customer might choose this particular service over the competitors one. This one feature lets the organization to stay one step ahead from the competitors of the same sector.

**3. Perceived Performance:** This phase conveys subjective understanding of how properly a product or service actually functions. Using this variable it will be very easy to measure the performance of the service from the customer's perspective.

**4. Satisfaction Awareness:** Satisfaction awareness is a process to measure how products and services are being supplied by a company meet or surpass customer expectation. In short, this stage will let us know about the degree of satisfaction of a customer which can be positive or even negative.

## **Chapter 3**

### **The Survey**

As the target group were the parents of the students who are enrolled in any of the courses of the British council's youth learning program (YLP) and those courses are mainly conducted in Fridays or Saturdays, so I conducted the survey on one of the Fridays in British council premises. However, I could manage to have a sample size of 32 people for this survey as most of the samples were not interested to take the survey. In the survey questionnaire, there are total 5 sections where the 1<sup>st</sup> section includes 2 questions asking some basic information to make sure the sample taking the survey matches with our target group. Next section is perceived expectation and it includes four questions. However, 3<sup>rd</sup> section is about value addition having three questions in it. Then comes perceived performance where there are four questions together. The last section has four questions all together which is mainly about satisfaction awareness of our targeted customers. In total there were seventeen questions in our questionnaire.

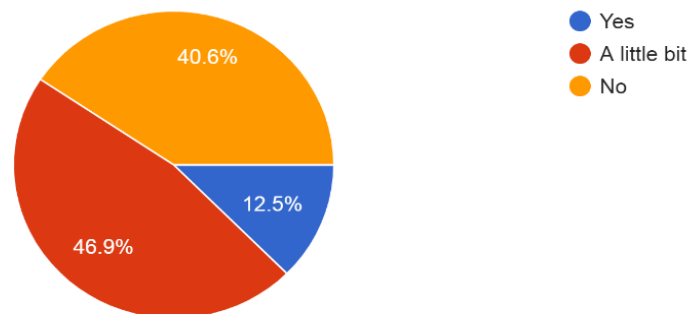


## Chapter 4

### Analysis of the survey

From those basic questions first, one was to know if they are the actual target customer or not. However, the main purpose of the next question (given below) is to find out what percent of our sample size knows about the main initiatives taken under child protection policy.

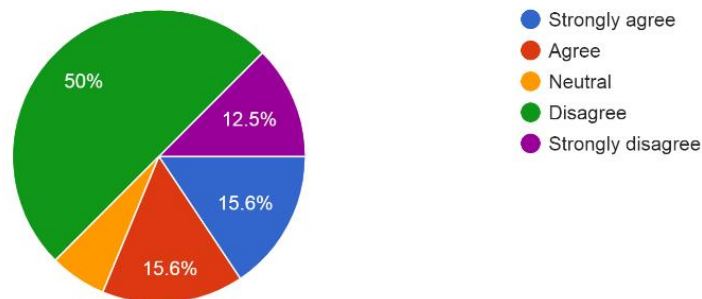
\*\*Are you aware of any initiatives the British Council is doing to safeguard its students?  
32 responses



This question provided us a very good data that the main problem could be lack of information received by the parents about the child protection policy. They might not be aware of the resources the organization provides, or they might not have joined any of the parent engagement sessions about child protection policy of the British council.

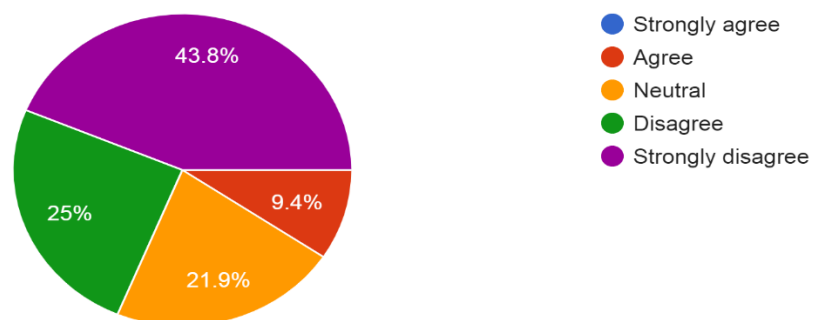
Here is one more scenario that also refers to the lack of information about the policy while parents admit their child in any of the courses of YLC in the British council. As we can see that around only 30% of our sample agreed that they knew about the functions of this policy while they were admitting their child here. However, almost 63% did not have any idea about how the safeguard of the British Council works.

4. I was aware about the Child Protection Policy of British Council while admitting my child here:  
32 responses



Next question will allow the organization to know more about after purchase behavior of the customers, this question refers to awareness of the enrolled students in an event of fire in the British council. However, in the below chart we can see that about 69% disagreed on this matter that their child knows about what to do in case of a fire event in British council. But

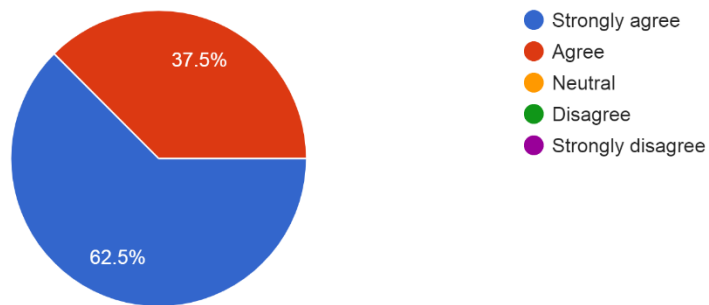
9. My child knows what to do in the event of a fire in the British Council:  
32 responses



this is a matter of concern as British council provides an in-class session for the students about what to do in case of fire. So, this result may vary just because the parents are not aware about what their child know and what does not. It can also vary just because the sample have enrolled in the courses 1-2 week back, so their induction might not happen yet.

To sum up, response of our sample in this question refers to the strong security that British council ensures for the purpose of the safety issue of the enrolled students. This is the reason why parents do not have any concern about their children’s safety issue when they are in the British Council premises.

15. I have no concerns about my child’s safety at the British Council:  
32 responses



However, this might not be the accurate result for two reason, one because this term has just started so our sample size still does not have enough knowledge about detailed serving of the child protection policy British council is maintaining. The sample size is very small, results may vary for the lack of sample size as well.

## Chapter 5

### SPSS Analysis

#### 4.1 Factor Analysis

The Kaiser-Meyer-Olkin (KMO) and Bartlett's test here refers to the measure of how suited the data is for Factor Analysis. The test measures sampling adequacy for each variable in the model and for the complete model.

According to the KMO and Bartlett's test below, the suited data for the factor analysis is very significant as the significance here is .000.

**KMO and Bartlett's Test**

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.322
	Approx. Chi-Square	199.808
Bartlett's Test of Sphericity	df	105
	Sig.	.000

Table 1: KMO and Bartlett's Test

Next, the Rotated Component matrix below estimates of the correlations between each of the variables and the estimated components. However, one of the independent variables (Perceived expectation) is not correlated or does not have much impact on the dependent variable, so that is being omitted here.

**Rotated Component Matrix<sup>a</sup>**

	Component		
	1	2	3
SA3	.699		
SA4	.760		
VA2		.844	
VA3		.831	
PP2			.398
PP3			.930
PP4			.945

Table 2: Rotated Component Matrix

## 4.2 Regression

Here, the value of F is .595, which reaches significance with a p-value of .623 (which is more than the .05 alpha level). This means there is not much statistically significant difference between the means of the different levels of the given variable.

**ANOVA<sup>a</sup>**

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	2.936	3	.979	.595	.623 <sup>b</sup>
Residual	46.033	28	1.644		
Total	48.969	31			

Table 3: ANOVA Table

In the result below, despite the difference in the correlation coefficients it is quite difficult to interpret this result as being a low significant relationship because the significance value of .623 is more than .05.

**Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	7.881	1.721		4.580	.000
PEE	.252	.209	.291	1.204	.238
VAA	-.182	.182	.240	-.999	.326
PPP	.135	.149	.179	.908	.372

Table 4: Coefficient

**4.3 Validity:**

Correlations refers to the strength of the linear relationship between two variables. Correlation coefficients range from -1.0 (a perfect negative correlation) to positive 1.0 (a perfect positive correlation). Here, the closer correlation coefficients get to -1.0 or 1.0, the stronger the correlation is.

Correlations							
	SA3	SA4	VA2	VA3	PP2	PP3	PP4
SA3	1						
SA4	.265	1					
VA2	.270	.214	1				
VA3	.107	.050	.438*	1			
PP2	.202	.342	.004	.078	1		
PP3	.084	.098	.045	.171	.268	1	
PP4	.144	.204	.166	.004	.043	.207	1

Table 2: Correlations

#### 4.4 Reliability Analysis:

Cronbach's alpha is sensitive according to the number of items in the scale and generally tends to underestimate the internal consistency of reliability. However, composite reliability values of 0.60 to 0.70 are mostly acceptable in the exploratory research.

Here for SAA variable, the value of Cronbach's alpha is .55 which is less reliable.

	SAA		
	$\lambda$	$\lambda^2$	$1-\lambda^2$
	.699	0.488924	0.511076
	.760	0.57689	0.42311
Sum	1.459	1.066	.934
Ave	0.532907		
Cronbach	0.548735		

Table 3: Cronbach alpha- Variable 1

However, for variable VAA, the value of Cronbach's alpha is .77 which is very reliable.

	VAA		
	$\lambda$	$\lambda^2$	$1-\lambda^2$
	.844	0.712517	0.287483
	.831	0.690762	0.309238
Sum	1.675	1.403	.597
Ave	0.701639		
Cronbach	0.767443		

Table 4: Cronbach alpha- Variable 2

Lastly, the value of Cronbach's alpha for variable PPP is also .77 and it is also strongly reliable.

		PPP	
	$\lambda$	$\lambda^2$	$1-\lambda^2$
	.398	0.15816	0.84184
	.930	0.864391	0.135609
	.945	0.893789	0.106211
Sum	2.273	1.916	1.084
Ave	0.63878		
Cronbach	0.77215		

Table 5: Cronbach alpha- Variable 3



## **Chapter 6**

### **Limitations**

- In this section you can mention about the key limitations of the study, like following:
- Time frame: limited time period for the survey
- Selection of parents: Limited number of parents interviewed, parents of students who started the course completely new, if the survey was done with the parents, who's children already completed young learner course the response might be different. Also, parents from different YL sections, would be another great option to run this survey.
- If a study is done with the parents, who's children already completed YL Courses, then the response can be compared with the newly joined students' parents.

## **Chapter 7**

### **Conclusion**

Overall, this analysis on the customers of the British Council let us know about their actual perception on the safeguarding approaches of the British Council. From the analysis, one major part is highlighted which is the customers are not fully aware of the child protection policy of British Council and how it is benefiting their child by providing safety through safeguarding. However, the result of the SPSS analysis is not resourceful enough as there was limited sample size. But, this analysis suggests that British Council needs to focus more on making their customers aware of the steps taken by the British Council for ensuring security and safeguarding the students under their YLC.

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## Appendix A.

Survey questionnaire:

### Questions in general:

\*\* Does any of your child is currently taking any YL courses?

Yes       Planning to Admit       No

\*\* Are you aware of any initiatives the British Council is doing to safeguard its students?

Yes       A little bit       No

### Parental Safeguarding Survey

Dear Parents,

Safeguarding and the welfare of your children are paramount to our organization. We are asking you to complete a short survey to assist us in ensuring that we are meeting the needs of students and parents and providing a safe, secure environment for your child.

#### **#Perceived Expectation**

**1. Do you like the arrangement done for child safe handover? Taking consent from parents?**

Yes       Moderate       No

**2. When my child is taken on a school visit, I am confident that the procedures in place keep my child safe:**

Strongly Agree       Agree       Neutral       Disagree       Strongly Disagree

**3. Why do you prefer British council Courses?**

Quality       Brand Value       Security (Safety)       Other \_\_\_\_\_

**4. I was aware about the Child Protection Policy of British Council while admitting my child here:**

Strongly Agree       Agree       Neutral       Disagree       Strongly Disagree

## #Value Addition

**5. The Teaching Centre teaches my child how to keep themselves safe and deals sensibly with the risk:**

Strongly Agree     Agree     Neutral     Disagree     Strongly Disagree

**6. The British Council has offered me the opportunity to learn about Online Safety and how to keep my child safe when using the Internet:**

Strongly Agree     Agree     Neutral     Disagree     Strongly Disagree

**7. The British Council site is kept safe and clean and well resourced:**

Strongly Agree     Agree     Neutral     Disagree     Strongly Disagree

## #Perceived Performance

**8. When my child is ill or injured the British Council promptly and appropriately to deal with the situation:**

Strongly Agree     Agree     Neutral     Disagree     Strongly Disagree

**9. My child knows what to do in the event of a fire in the British Council:**

Strongly Agree     Agree     Neutral     Disagree     Strongly Disagree

**10. British Council security force controls access to the Centre during the day, preventing any unauthorized adults getting into the Centre:**

Strongly Agree     Agree     Neutral     Disagree     Strongly Disagree

**11. My child feels safe, comfortable and secure in British Council premises:**

Strongly Agree     Agree     Neutral     Disagree     Strongly Disagree

**#Satisfaction Awareness**

**12. I feel confident that my child is safe at any of the clubs that are run by the British Council:**

Strongly Agree     Agree     Neutral     Disagree     Strongly Disagree

**13. I am able to report any concerns or complaints to the teacher/other staffs regarding my child's safety:**

Strongly Agree     Agree     Neutral     Disagree     Strongly Disagree

**14. My child would feel confident about approaching a member of staff if they felt unsafe or unhappy in the British Council:**

Strongly Agree     Agree     Neutral     Disagree     Strongly Disagree

**15. I have no concerns about my child's safety at the British Council:**

Strongly Agree     Agree     Neutral     Disagree     Strongly Disagree

**\*\* Any farther recommendation for the British Council, how we can improve its safeguarding approach for children more in future?**

>

**\*\* Are there any other comments you would like to make?**

>