

General Conditions

1. These terms and conditions define the rules, scope and conditions of participation in the examinations member scheme offered by the British Council in the Netherlands, hereafter referred to as “Addvantage”.
2. The Addvantage member scheme is fully owned and operated by the British Council.
3. The Addvantage member scheme recognises schools and institutions which register candidates through a group registration form and collective payment for one or more of the Cambridge English Qualifications.
4. Schools and institutions that join the Addvantage member scheme will have access to benefits for either Basic membership holders, Premium membership holders or Premium Plus membership holders depending on the number of candidates registered with us during the previous academic year.
5. Benefits not used by the end of the academic year will expire and cannot be carried forward to the following year.

Rules for participation

1. Addvantage is open to any school or institution that registered candidates for any of the Cambridge English Qualifications with us in the 2019-2020 academic year and new schools and institutions who would like to use our services in the 2020-2021 academic year. There are no fees associated with a school's or institution's membership.
2. Schools, university departments and other organisations may choose to be considered as one institution for an Addvantage membership level. To qualify as one institution, they must use the same preparation centre name and contact person on the group registration forms.
3. Addvantage membership will be activated after you have registered candidates for Cambridge English Qualifications using the group registration form and you have submitted the online Addvantage registration form. You will receive confirmation of your membership by email from the British Council examinations team from 01 September 2020.
4. Addvantage membership is automatically extended when you register candidates for Cambridge English Qualifications with us in the next academic year and is valid until cancellation. Your membership level is reevaluated at the beginning of each academic year and can change depending on the number of registrations of candidates for Cambridge English Qualifications you make.
5. Members have the right to terminate membership at any point. This should be done in writing to the British Council examinations team: addvantage@britishcouncil.nl. Membership will cease from the moment the British Council receives notification by email. You will receive confirmation of the termination of your membership by email.
6. From the moment membership is terminated, all entitlement to benefits of the scheme will cease and members are obliged to remove the Addvantage logo from their website and return the Addvantage membership plaque and/ or remove the Addvantage certificate and refrain from referring to the Addvantage member scheme from thereon.
7. Membership will not be extended to the following year in the event a member has not registered any candidates for Cambridge English Qualifications with the British Council in the Netherlands in the current year.
8. If a school, institution or institution has an open aged debt with the British Council in the Netherlands when submitting their Addvantage membership request, the request will not be approved until the open debt has been cleared.

Termination and amendments

The British Council reserves the right to introduce amendments to these regulations and to review the benefits each year. The Addvantage member scheme may be terminated at any time with three months' notice.

Membership levels

For the academic year, 01 September 2020 to 31 August 2021, your level of membership is defined by the total number of registrations for paper-based and computer-based exam registrations for Cambridge English Qualifications you made with us in the previous academic year, 01 September 2019 to 31 August 2020. The total number of registrations during that period entitles you to one of three levels of membership:

Number of Registrations	Level of membership
1 to 30	Basic
31 to 79	Premium
80 and above	Premium Plus

Membership activation

To activate your membership, please complete the online application form at:

www.britishcouncil.nl/exam/schools-institutions/addvantage-scheme/application.

Upon submission of your online application you agree to these Terms and Conditions. Your membership will be confirmed by email after you submit your application.

Advantage Benefits

All schools that use our examinations services receive the following benefits along with our expertise, dedication and commitment to you.

- A high-quality exam experience for all our exams, including taking the listening component with state-of-the-art audio equipment
- Paper-based and computer-based exams available throughout the year in a wide range of locations for your convenience
- Modern, comfortable and easily accessible venues
- A dedicated exams team to support you throughout the year
- Highly-trained, friendly and experienced personnel who meet British Council and exam board standards
- Highly-trained staff to meet our child protection standards and the requirements of candidates who have special educational needs
- Free English language practice resources for kids at: learnenglishkids.britishcouncil.org
- Free English language practice resources for teens at: learnenglishteens.britishcouncil.org
- Free mobile apps for students and teacher to use as additional tools to learn English at: learnenglish.britishcouncil.org/apps

In addition to our standard level of service, members will be entitled to the following benefits according to your membership level which are aimed at supporting your students, teachers and school. These benefits are valid in the academic year of 2020 -2021. Please contact your examinations centre for more details.

Benefits for your students	Basic	Premium	Premium Plus
1. Standard access to LearnEnglish Exams (LEX) from the British Council: our innovative and personalised practice website for Cambridge English Qualifications. LEX is available to all candidates that take B2 First, B2 First for Schools and C1 Advanced. Standard access gives tips, strategies and online practice in Listening, Reading, Use of English, Writing and Speaking https://learn-english-exams.britishcouncil.org/ .	✓	✓	✓
2. Opportunity for students and teachers to participate in our Our Future competition for exam candidates across Europe and win fantastic prizes. Find out more at www.britishcouncil.org/exam/our-future .	✓	✓	✓
3. British Council digital posters for you to print with hints and tips to help your candidates prepare for Cambridge English Qualifications: A2 Preliminary, B2 First, C1 Advanced and C2 Proficiency available for you to download at the start of the academic year.	✓	✓	✓
4. Writing access to LearnEnglish Exams; this gives candidates the option to submit up to two writing answers online and receive feedback from a British Council expert.		✓	✓
5. British Council posters with hints and tips to help your candidates prepare for Cambridge English Qualifications: B1 Preliminary, B2 First, C1 Advanced and C2 Proficiency delivered to your school (on request).		✓	✓
6. Speaking access to LearnEnglish Exams; this gives candidates the option to submit up to two speaking answers online and receive feedback from a British Council expert.			✓

Benefits for your teachers	Basic	Premium	Premium Plus
1. Access to the Schools Area of LearnEnglish Exams (LEX). LEX is an online resource that offers candidates last-minute practice and revision exercises online. It is available to all candidates that take B2 First, B2 First for Schools and C1 Advanced Cambridge English Qualifications. You can read expert advice and teaching tips for each skill. You can view your students' progress and results.	✓	✓	✓
2. One complementary book of your choice per member provided by Cambridge University Press from a selection of their English Language Teaching 2020 catalogue.	✓	✓	✓
3. One complementary 20-hour online methodology course 'Understanding assessment' with certificate of completion provided by Cambridge University Press. You will be invited to join a free webinar introduction to this course and the platform.	✓	✓	✓
4. Opportunity to register with priority for our Advantage teacher development workshops and seminars.		✓	✓
5. Complementary access for you to one 20-hour Testing and Assessment online methodology course provided by Cambridge University Press. You may choose from: <ul style="list-style-type: none"> • How to teach Cambridge English: Advanced (C1 Advanced) • How to teach Cambridge English: First (B2 First) • How to teach IELTS • Learning Oriented Assessment 		✓	✓
6. Opportunity to register with first priority for our annual British Council Conference for Teachers 2021 in February.			✓

Benefits for your school	Basic	Premium	Premium Plus
1. Information and guidance on the range of free high-quality online learning and teaching resources available from Cambridge Assessment English, Cambridge University Press and British Council.	✓	✓	✓
2. Our e-guide to English language exams and helping children with exam preparation for parents: www.britishcouncil.nl/english-exams-guide .	✓	✓	✓
3. Our Addvantage newsletter with exam information, advice and tips for exam preparation, upcoming events and more sent to you by email.	✓	✓	✓
4. A certificate to display on your premises indicating your Addvantage membership sent to your school at the start of the academic year.	✓	✓	✓
5. Our Addvantage member logo for your digital and printed promotional materials following our guidelines of use.	✓	✓	✓
6. A start of year pack of downloadable British Council Addvantage and Cambridge Assessment English promotional materials.	✓	✓	✓
7. A €10 discount per candidate on Cambridge English Qualifications at the point of registration. This offer excludes exams for young learners and computer-based formats.		✓	✓
8. A start of year pack of British Council Addvantage and Cambridge Assessment English promotional materials delivered to your school (on request).		✓	✓
9. Our printed parents guide brochure for English language exams and preparations delivered to your school (on request).		✓	✓
10. Option to organise exams on your premises. This is available for any type of Cambridge English Qualification and is subject to minimum number of candidates, venue regulations, and availability. Contact us at exams@britishcouncil.nl for more information.		✓	✓
11. An attractive plaque to display on your premises indicating your Addvantage membership.			✓
12. A dedicated British Council representative to support you with all of your exams needs throughout the year.			✓
13. A British Council representative to attend your open day seminars for parents to provide insight on the British Council examinations.			✓
14. A British Council representative to attend events and certificate ceremonies at your school.			✓

Use of the Advantage logo for promotion and advertising

General Conditions

1. The Advantage member sign is fully owned by the British Council. The British Council logo is a registered trademark, protected by international law. The British Council will take all necessary steps – including prosecution – to prevent misuse of this trademark.
2. The Advantage member sign can only be used by schools and institutions that have signed the terms and conditions of the Advantage scheme and are active Advantage membership holders.

Use of the Advantage sign for promotion and advertising

Advantage is not an accreditation scheme for schools or institutions. The recognition it gives is limited to the number of exams candidates registered and in no way relates to the quality of the teaching provided. Use of the Advantage sign and materials must therefore not be used to imply academic “accreditation” by the British Council.

1. The sign may be used on the webpage alongside to the identity of institution as shown in point 7. The school or preparation centre logo should always be aligned to the top of the frame of the Advantage member sign.
2. The maximum size to be used on webpages, banners and printed materials is 9.2 x 5 cm.
3. Where NOT to use this sign
 - a. The sign cannot be used on certificates, contracts, invoices, name cards, business cards, email signatures, letterheads and corporate premiums, as well as other legal and financial documents.
 - b. The sign cannot be used on your premises, with the exception of the certificate you will be receiving to acknowledge your membership and the plaque that premium members will be sent.

Approval procedure

1. Any signage, promotion and advertising materials featuring the ‘British Council Advantage member’ sign must obtain written acceptance from the British Council Exams Department. British Council reserves the right to prohibit a third party in using the aforementioned sign. A final proof of the design on PDF must be sent by email to advantage@britishcouncil.nl at least 10 working days before printing.
2. From the moment membership is terminated, all entitlement to benefits of the scheme will cease and members are obliged to remove all the Advantage member signs and return the Advantage membership plaque and/or certificate and refrain from referring to the Advantage scheme from thereon.
3. The following samples show how the sign of the school/preparation centre should always sit on the left which will ensure that it is the most prominent sign:

Webpages



Online banners

