

10 February 2023

To Whom It May Concern:

Cambridge University Press & Assessment invites you, English UK member schools, to submit an expression of interest in operating a CELTA centre in South Wales.

Interested parties should formalise this by emailing a business plan to:

Joel Cutting, Learning & Assessment Consultant (UK): joel.cutting@cambridge.org

Catherine Lloyd, Regional Business Development Director: catherine.lloyd@cambridge.org

Business plans should be submitted **no later than midday on 1 March 2023**.

Your plan should include information about:

- Location of centre and premises
- Organisational profile and structure (incl. staffing, administration, business development, marketing, academic)
- Client profile
- Marketing plan
- 3-year entry/revenue forecast and how you will achieve it
- Why you see this as an interesting opportunity in this region

In submitting a plan, you will acknowledge certain responsibilities and requirements, including:

- Assigning a suitable Centre Exams Manager
- Compliance with Cambridge branding
- Active promotion of CELTA
- Adherence to prescribed quality standards
- Security and confidentiality
- Investment of time and money in order to establish the centre (e.g. new centre registration fee; CELTA board fees)

Any plans received will be dealt with in the strictest confidence, and every effort will be made to ensure fairness through this process to all current and prospective Cambridge partners.

Further steps will be required in order to determine the suitability of a new Cambridge CELTA partner, including premises inspections and credit checks.

Please contact Joel Cutting directly should you have any questions at this stage.

