



**Addelis Sibutha, Director of the National Gallery of Zimbabwe in Bulawayo, on a British Council Central Africa Leadership Programme**

*"Our work is diverse, often complex, sometimes sensitive and frequently urgent. We needed someone who wanted to find out what makes us tick – and then help us to tick more smoothly. Ark-H works with us, not for us, and we are all learning together how to streamline the supply process in the best interests of the Council and the markets it serves."*

## Working for the Best of British

*Question: which organisation countered Nazi propaganda in the 1930's, set up the first Edinburgh Festival in 1947, re-equipped higher education colleges in Kuwait in 1991, and promotes 'fan ambassadors' to combat football violence and racism at England football matches? Answer: The British Council*

The British Council is the UK's international organisation for educational opportunities and cultural relations. It aims to increase appreciation of the UK's creative ideas and achievements and build relationships between people in the UK and other countries.

Now, after 14 months of providing handling and fulfilment services for British Council, the staff at Ark-H feel they have a clearer understanding of the aims of this prestigious organisation in promoting British culture and education overseas.

Ark-H picks, packs and distributes orders of diverse materials to 250 offices in over 110 countries around the world. We undertake mailers to many types of audiences from diplomatic contacts to charitable foundations at the heart of the world's aid initiatives. British Council Account Manager, Simon Nisbet said, "I am amazed at the sheer scope of their work and delighted with the development of the services we have been able to assist with over the past year."

The British Council chose Ark-H to be their handling and fulfilment supplier because, in their view, they needed a handling partner who wanted to become an integrated part of their in-house operations.

**For more information on the work of the British Council please visit [www.britishcouncil.org](http://www.britishcouncil.org)**

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