

Benefits of English UK Membership

Introduction

English UK is the world's leading language teaching association. It represents the majority of the UK accredited sector with over 350 accredited UK English language centres as members. The association's key objectives are:

- to promote as widely as possible the benefits of learning English in the UK;
- to encourage high professional standards among members and throughout the industry;
- to represent the interests of members and students to governments and other relevant bodies.

English UK works in partnership with the British Council to operate Accreditation UK (formerly known as the English in Britain Accreditation Scheme (EiBAS)).

Services to Members

Membership provides numerous benefits including the services of a team of full time staff who, in addition to handling thousands of enquiries throughout the year, act on behalf of the whole membership in pursuit of the above objectives.

Principal benefits include:

Promotion

- Free listing in the "English in the UK" Guide, the British Council's primary hard-copy student recruitment resource throughout the world. 160,000 copies of the Guide are produced and distributed to all British Council and VisitBritain offices throughout the world, to thousands of language travel agents and overseas educational institutions. Copies are also sent out on request and distributed at all fairs and workshops where English UK is present.
- Participation at StudyWorld London, English UK's annual B2B study travel Fair, at substantially discounted rates (typical member saving at least £450). StudyWorld was previously held in Brighton and known as the International Languages & Education UK Fair. The event is widely regarded as the most important event of its kind, attracting 470 study abroad agents and educational consultants in 2006.
- The English UK website - a student recruitment and industry information website - with links to all member centres and breaking news, plus members' area and discussion forum.
- Representation on, or participation in, targeted outward missions, inward missions, agent familiarisation trips, educational fairs, exhibitions and academic conferences.
- Market research and marketing trip reports
- Statistics service to track market trends.
- English UK News – a quarterly electronic newsletter sent to over 3000 contacts worldwide

- Opportunity to join special interest subgroups - Business English UK and Work Experience UK

Professional Standards

- Representation through English UK on the Accreditation Scheme Board, which oversees the operation of the Accreditation Scheme.
- Participation in English UK conferences, training seminars and over 60 courses a year for academic, welfare and management staff (including the Diploma in ELT Management) at substantial discounts.
- Access to free advice and information on a wide range of professional, education, welfare, marketing, employment and legal issues via access to dedicated Business Support Helpline.
- Access to a range of free on-line publications including student and host family advice booklets.
- A monthly electronic newsflash that includes business data, forthcoming events and updates on the Association's activities.
- An e-forum to facilitate networking and discussion between members on a wide range of topics.
- Criminal record checks - English UK is an umbrella body registered with the CRB for criminal record checks in England, Wales and Scotland.

Representation

English UK leads the ELT sector in its links with the UK and other governments and key organisations.

- Representation on the Joint Education Task Force set up by the Home Office. Includes DfES, DCMS and UK Visas
- Representation on the second phase of the Prime Minister's Initiative to recruit international students to the UK
- Representation on the UKTI Education and Skills Sector Advisory Group.
- Representation on UK Visas Advisory Panel
- Co-ordination of the All-Party Parliamentary Group on the teaching of English to international students.
- Founder member and Board member of the Tourism Alliance - the industry voice for the UK's £75 billion tourism sector.

- Representation on the British Tourism Development Committee (Visit Britain's industry forum)
- Successfully lobbied for a system of registration and mandatory accreditation of English Language Schools.

Commercial

- English UK Corporate Members – offering a wide range of ELT-related services to all members.

Membership Discounts and Free Services

	Members	Non-Members	Discount
StudyWorld London Advanced Early Bird Rate (1 table and delegate)	£1,495	£1,995	£ 500
StudyWorld London 2 delegates full price	£3,670	£4,125	£ 455
British Council/Accreditation UK Annual Scheme Fee (2006/7)			
	£ 600 - 700	£ 700- 800	£ 100
English UK Training Courses & Events Per delegate			
• Diploma in ELT Management	£1,470	£2,060	£ 590
• Welfare Officers' Certificate	£ 925	£1,390	£ 465
• Other training days (average price)	£ 145	£ 205	£ 60
• ELT Management & Practice Conference	£ 260	£ 335	£ 75
Copyright Licensing Agency Fees (Average figure of 2000 student weeks)			
	£ 646	£1,222	£ 576
Full entry in English in the UK Guide			
	Free	£294	£294
Entry on English UK website			
	Free	N/A	N/A
Business Support Helpline			
	Free	N/A	N/A