

English UK Strategic plan summary

2015 - 2017

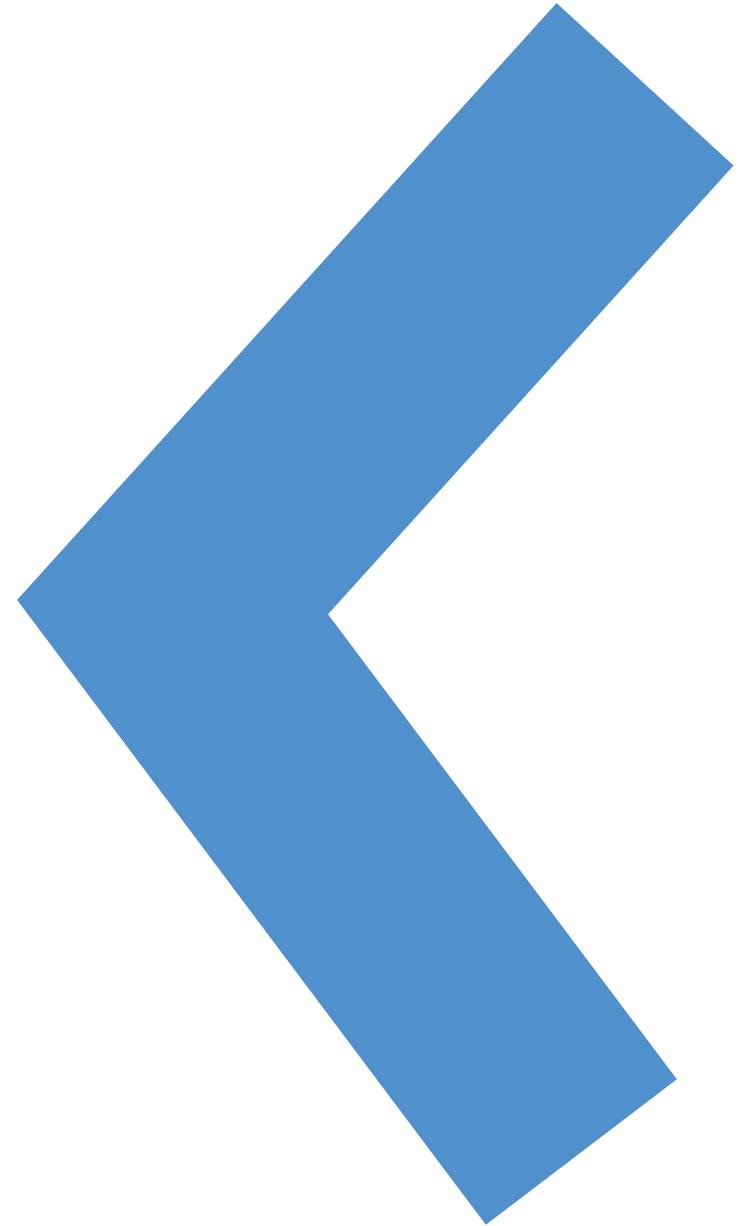
englishuk.com

English is one of the UK's most successful exports ever and a national asset.

But teaching English is a competitive, international business.

We want to rekindle UK ELT's success

bringing both the immediate economic benefits and long term advantages of affinity, to the UK for generations to come.

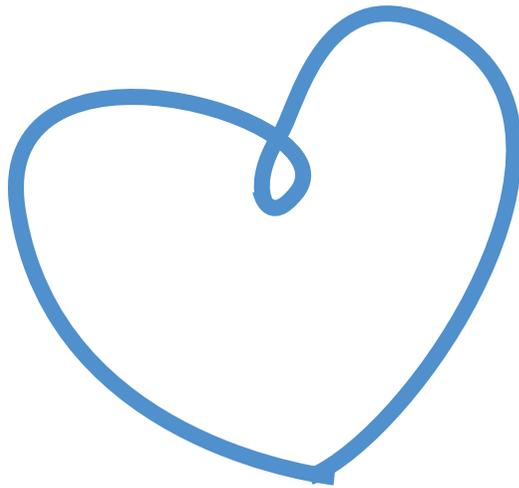


Our mission: to advance the
education of international students
in the English language.

Our ambition: to be the world's
leading ELT trade association.

To achieve this, we have five primary aims to help the UK ELT sector to succeed.

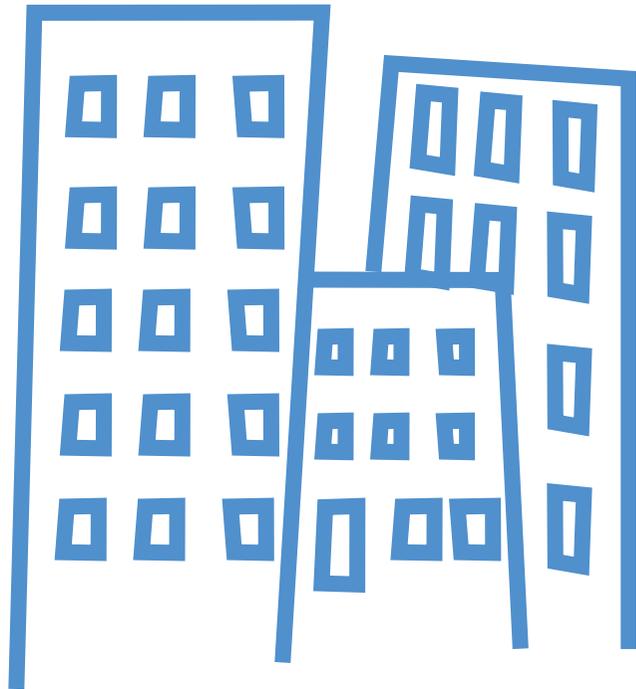
Aim one:



Engage with our
members and
satisfy their needs

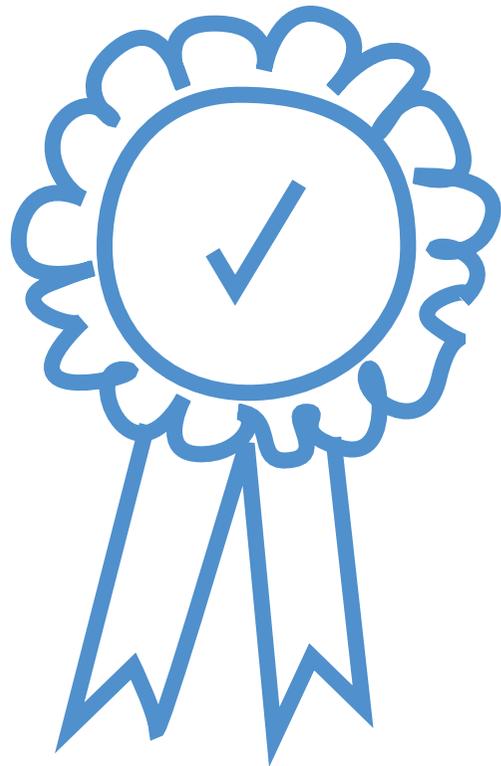
Members are at
the heart of our
association

Aim two:



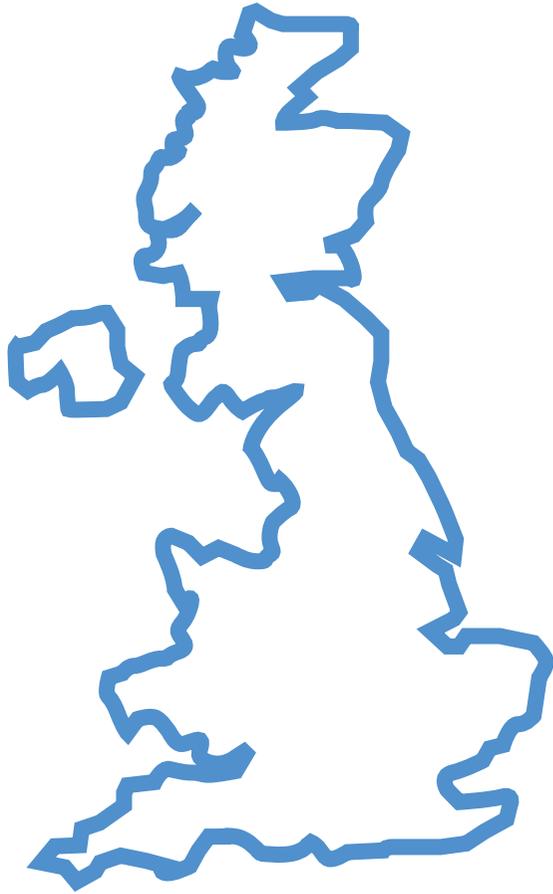
Pursue a more
supportive
business
environment
for the UK
ELT sector

Aim three:



Promote
excellence
and support
continued
improvement
in UK ELT

Aim four:



Promote the UK
as the world's
premier English
language study
destination

Aim five:



Manage English
UK's **resources**
effectively and
strategically