

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 450 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

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. The principal benefits of joining English UK include:

Marketing and Promotion

Promotion of English UK members, the benefits of the world's most rigorous ELT accreditation scheme and the UK as a study destination are fundamental roles of the association.

- Use of the English UK member logo.
- English in the UK Guide, the British Council's primary hard-copy student recruitment resource throughout the world. Produced in 10 languages, 140,000 copies of the Guide are 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 Fairs, at substantially discounted rates (typical member saving at least £450). The event is widely regarded as the most important event of its kind, attracting over 850 study abroad professionals from 60+ countries worldwide. StudyWorld was previously held in Brighton and known as the International Languages & Education UK Fair.
- The English UK website - a student recruitment and industry information website - with links to all member centres and breaking news, plus sign-in members' only area.
- Representation on, or participation in, targeted outward missions, inward missions, agent familiarisation trips, educational fairs, exhibitions and academic conferences including brochure racking opportunities.
- Opportunity to participate in overseas 'boutique' fairs –open only to English UK members.
- Statistics service to track market trends.
- Our collaboration with language travel agents, agent associations, the British Council overseas and international press to promote the accredited ELT sector.
- Our quarterly e-newsletter the English UK News sent to 3000 agents and other stakeholders worldwide.
- Members' access to market research and marketing trip reports.

- The opportunity for members to join special interest and regional/national groups such as Business English UK, Work Experience UK, Young Learners English UK, English UK North, English UK South West, English UK Scotland, English UK Central and English UK London.

Business Services and Business Development

English UK provides members with advice and support on business issues and aims to build partnerships with companies in key related sectors in order to enrich the experience of international students.

- Our Corporate Members provide a wide range of ELT- related services to the sector.
- Members' umbrella body service for Criminal Records Bureau (CRB) and Disclosure Scotland checks.
- Discounted Copyright Licensing Agency (CLA) fees for members- a saving of more than 50%.
- Discounted Motion Picture Licensing Company (MPLC) fee for members – a saving of 15%.
- Members' access to free advice and information on a wide range of professional, education, employment and legal issues via a dedicated Business Support Helpline.
- Option to subscribe to English UK Campus – a fully searchable database of over 3,500 interactive activities, tests, learning games and grammar reference units.

Professional Development, Consultancy and Research

English UK helps its members to gain a competitive advantage at home and abroad by providing ongoing professional development and support. Members have the opportunity to attend our training events at substantially discounted rates

- Our ELT Management, Teachers', Annual, Marketing and Business English Trainers' Conferences.
- Our Courses and qualifications - Diploma in ELT Management (DELTM) and the Welfare Officers' Certificate Course (WOCC) and Certificate in Business English Training (Cert IBET).
- Our wide range of one day training events for academic, welfare and management staff.
- Members' access to a range of free on-line publications including student and host family advice booklets and information sheets.
- An e-forum to facilitate networking and discussion between members on a wide range of topics.
- Subscription to our monthly electronic members' newsflash – including industry news, business data, forthcoming events & updates on Association activities.

Representation and Lobbying

English UK aims to represent the interests of the ELT sector and international students to governments, government agencies and other organisations in the UK and abroad.

- Our representation on the Joint Education Taskforce set up by the Home Office.

- Our collaboration with key partners such as the British Council, VisitBritain and UK Trade and Industry.
- Our membership of the Ukvisas User Panel.
- Our acting as Secretariat for the All-Party Parliamentary Group on the teaching of English to international students.
- Our position as a founder member and Board member of the Tourism Alliance - the industry voice for the UK's £75 billion tourism sector.
- Successfully lobbied for a system of registration and mandatory accreditation of English Language Schools.

Quality Assurance

English UK and the British Council are partners in the world's largest English language teaching (ELT) quality assurance scheme – Accreditation UK. Additional quality assurance is offered through:

- Our Student Complaints Procedure.
- Our Student Emergency Support Fund.

Key Membership Discounts and Free Services

	Members	Non-Members	Discount
StudyWorld London Early Bird Rate (1 table and delegate) <i>before 28/03/12</i>	£1,980	£2,530	£550
StudyWorld London Full Rate (1 table and 2 delegates) <i>after 28/03/12</i>	£4,025	£4,685	£660
British Council/Accreditation UK Annual Scheme Fee (2011/12)	£ 550 - 650	£650- 750	£100
English UK Training Courses & Events (2011/12) Per delegate			
• Diploma in ELT Management	£1,976	£2,569	£593
• Welfare Officers' Certificate	£1,410	£1,834	£424
• Other training days (average price)	£168	£218	£50
• ELT Management & Practice Conference	£239	£310	£71
Copyright Licensing Agency Fees (Average figure of 2000 student weeks)	£768	£1,728	£960
Listing in the English in the UK Agent Guide	Free	N/A	N/A
Entry on English UK website	Free	N/A	N/A
Business Support Helpline	Free	N/A	N/A