

Prospects for 2011-12: No More Straight Lines?

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Divergence, discontinuity, disasters...

- Political, physical and economic instability
- The Arab Spring and 'jasmine revolutions'
- Volcanoes, earthquakes, tsunamis
- Iceland, Ireland, Greece, Portugal...the view from China is 'the North Atlantic/Mediterranean financial crisis'
- Overhanging it all the US and Japanese national debt

EU: slow recovery with setbacks

- Almost certain that Greece will default
- Probably Portugal too, or restructure debt in a way that comes to much the same
- Will have depressive effects on banks/investors across eurozone – Germany cannot carry the lot
- Euro will not appreciate against pound – UK interest rates have to rise next year (or inflation will become real problem)

UK

- ‘Austerity’ and slow recovery – bumpy
- Public sector job cuts – lower spending and tax income
- Even if interest rates reach 5% by end 2012, probably not enough for £ to appreciate that much against most major currencies
- Reasonable outlook therefore for sector that depends to some extent on weak £ to make high prices look attractive/affordable

Where is there growth?

- China – attempts to cool growth post 2008 because of danger of overheating – Chinese slowly finding a taste for foreign travel but mainly within Asia (UK not in top 10 destinations)
- Saudi and Gulf/Middle East – but will the revolution roll on or will reform save the day?
- Turkey – slowly internationalising and will pursue EU membership despite Sarkozy

Growth 2

- South and Central America – Brazil and Mexico achieving good growth though highly concentrated in regions like Sao Paulo – rest like Argentina, Colombia, Chile growing more stable and developing stronger economies
- Outliers: Indonesia, Thailand, Ukraine – significant growth and positive demographics

UK and constraints

- Reducing net migration...
- Likely that education organisations bringing in international students will split according to markets and visa systems – eg:
- EU students/non-visa only
- Students on SVV/ESVV only, current accreditation, not on Register of Sponsors
- T4 Students, have to be on RoS as HTS, new accreditation requirements plus UKBA compliance visits

UK outlook

- Target is the 1,000 private sector colleges doing courses below degree level (accredited by BAC and ASIC) – Ministers talk of reducing by 70-80,000 students a year
- Many or most will close within 12-18 months
- Reputation risk for UK is huge – cannot isolate genuine colleges from this
- Is there the possibility though that things will get better for legitimate colleges in 2-3 years?

English UK plans for 2011

- Continued lobbying on visa issues – both to Ministers and civil servants
- Key issues include:
 - Evidence base from IPS
 - Accreditation arrangements/CAS interim limits
 - Government-sponsored students' English language level
 - Need for stability and consistency
- Study UK leading on lobbying for work rights

Marketing plans

- Continuing to develop Partner Agency Scheme
- Attendance at agent events, conferences, workshops and fairs – more than 15 planned
- 4 inward missions
- 3 English UK Fairs in 2011 – Muscat, Buenos Aires, Singapore
- 4 English UK Fairs in 2012 – Athens, Panama, Dead Sea Jordan, Macau tbc
- New format for the welcome evening event at StudyWorld London 2011

Professional Services

- CPD developments
- Plans for individual professional membership
- Full suite of conferences
- Full suite of training days and events
- Self-assessment as part of accreditation
- Treatment of 'excellence' and more positive inspection reports

Conclusion

- Much regular activity - no time to cover
- Involvement of members in the association very much welcomed at national or regional level or through special interest groups – think of English UK as ‘we’ not ‘they’
- Look forward to continuing to represent your interests into 2012

www.englishuk.com

www.englishukfairs.com

www.studyworldfair.com

