



ENGLISH UK

REVIEW OF 2015

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Richard Day

Interim Chief
Executive



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(Professional Services)



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ENGLISH UK

EDDIE BYERS: 1967 - 2015



OUR STRATEGY 2015 - 2017

Our mission

- to advance the education of international students in the English language

Our ambition

- to be the world's leading ELT trade association

OUR STRATEGY 2015 - 2017

Our aims

1. Engage with our members and satisfy their needs
2. Pursue a supportive business environment
3. Promote excellence and support continued improvement
4. Promote the UK as the world's premier English language study destination
5. Manage English UK's resources effectively and strategically

2015 IN REVIEW

- 466 members vs 479 in 12/2014
- 19 new members
- 33 withdrew/ ceased trading
- Corporate membership grew by 9 to 45
- Deficit of £110k (incl. planned use of 2014 surplus)
- Student Emergency Support Fund (9 calls)
- Staff and board changes

2015 STUDENT STATISTICS

- Second consecutive year of decline
- 8% decline in student numbers
- 13% decline in student weeks
- Leading source markets: Italy, Spain, Saudi Arabia, France and Turkey
- Significant decreases seen in Libya & Russia (both no longer in the top 10 source markets)
- More in-depth figures and analysis from StudentMarketing tomorrow

2015 HIGHLIGHTS

- Strategic plan 2015 - 2017
- International strategy 2015 - 2017
- Economic impact report
- Regional member roadshows
- Public Affairs, PAAG and lobbying
- Successful GREAT UK Challenge Fund bid
- English is GREAT campaigns in Brazil & China
- New activity in Western Europe

STRATEGIC AIMS

Our aims:

- Stall the decline of the UK's market volume and value
- Return to a position of overall growth
- Improved reach and profile for the UK sector
- Better grasp of UK share of the global ELT market
- Delivery of international activities and campaigns
- Greater ability to win business bids for the sector
- Improved ability to measure the sector's performance

STRATEGIC PRIORITIES

- Focus on priority markets
- Multi-channel campaigns and activities
- Improved market intelligence and insights
- Local, in-country representation
- Leverage expertise to enable the UK sector to compete in an increasingly competitive global market

B2B ACTIVITIES

Overseas fairs

- 174 agencies from 45+ countries | 112 members
- 2 corporate members | agent associations

StudyWorld 2015

- Sponsors: FPP-EDU Media, UAL & Inline.marketing
- 340 agencies from 60 countries | 44 service providers
- 213 accredited institutions from 16 countries

Inward missions | Three throughout the year

Partner agency scheme | increase to 255 agencies

One-day conference and workshop in Naples

DIRECT CHANNELS

English is GREAT (China)

- With the British Council China

English is GREAT (Brazil)

- With English UK subgroups, the British Council Brazil, British Embassy and BMI Media

Language Learning Portal

- With StudyPortals - one of the world's fastest-growing educational portal sites



ENGLISH IS GREAT: CHINA

- Online talent contest on WeChat
- Online reach of 106,450 and attracted 8,000 new WeChat followers
- Social media video campaign: 406,350 youku views
- Inward mission & StudyWorld 2015
- China roadshow visiting Beijing, Wuhan, Shanghai (400 agencies, 27 members & 2 corporate members)
- 100,000 UK summer school brochures

ENGLISH IS GREAT: BRAZIL

- Travelling classrooms (980 students)
- Exhibition stands and video booths (69,000 students)
- Online video wall and competition (1,900 videos)
- UK video competition
- 85,000+ views of scholarship competition entries
- 35,000 visitors to campaign website
- 6,950 likes for campaign Facebook page
- Coverage reaching ~18 million people in Brazil

INTERNATIONAL PROMOTIONS

ENGLISH IS GREAT



MARKET RESEARCH

New student statistics report

- with insight partner StudentMarketing
- 2014 report published in June 2015
- 2015 report released tomorrow

English language market reports

- Mexico published in February 2016
- Gulf States published this month - launch later today

MEMBERSHIP STRATEGY

- Secure and sustain member engagement
- Improve member engagement, retention & recruitment
- Develop our corporate member model
- Professional development for different roles
- Improve regular communications
- Develop special interest, regional and national groups
- Develop engagement with boards and advisory groups

MEMBER ROADSHOWS

- 28% of the membership attended
- 75% of members in attendance were MDs/principals
- Key topics:
 - Tier 4 and ISI
 - Lobbying and campaigning
 - English UK membership
 - Regional groups and training
 - Accreditation
 - International strategy and student statistics
 - English is GREAT: speak to the world

PROFESSIONAL SERVICES

CONFERENCES & QUALIFICATIONS

- Business English trainers' conference: 35 delegates
- Get Ready for Summer: 51 delegates
- Teachers' conference: 232 delegates
- Marketing conference: 120 delegates
- Management conference: 110 delegates
- Cert SSM: 12 participants
- DELTM: 12 participants

TRAINING

- 700 people trained in 2015, 450 in 2016 so far
- Bournemouth, Bristol, Cardiff, Edinburgh, Exeter, Glasgow, Liverpool, London, Manchester, Torquay & York
- New sessions in 2015 - 2016
 - Advanced (level 3) safeguarding
 - Prevent duty
 - Syllabus design for summer school staff
 - Social media for managers
 - Accommodating under 18s
 - Coaching skills
 - CPD for summer staff immigration law update

OTHER HIGHLIGHTS

- Second Action Research Award for teachers
- Accreditation Consultancy Service: 10 consultancies
- Contributing to revised Accreditation UK handbook
- 2016 group travel-card discount in London
- Prevent guidance and training
- Welfare and safeguarding 'best practice' manual

LOOKING AHEAD

OUR PRIORITIES

- Accreditation UK
- Grassroots public affairs campaign
- Member segmentation model
- New regional initiatives and member roadshows
- ‘Shakespeare Lives’ campaign Latin America
- Taking advantage of emerging markets
- Responding to structural/ cyclical market change
- Dynamic leadership

LOOKING AHEAD

EDDIE BYERS SCHOLARSHIP

- Help aspiring students study English in the UK
- Further the association's charitable mission
- A tribute and lasting legacy in Eddie's name

englishuk.com/eddie-byers-scholarship