



We work for you

English UK's annual review: May 2018 to May 2019



UPCOMING EVENTS

ENGLISH UK AT EMBASSY EDUCATION CONFERENCE

Wednesday 17 July 2019

STUDYWORLD 50

Monday 2 – Wednesday 4 September 2019

STUDYWORLD FAM TRIP TO THE NORTH OF ENGLAND

From Thursday 5 September 2019

STUDYWORLD FAM TRIP FOR CHINESE AGENTS

From Thursday 5 September 2019

STUDENT EXPERIENCE CONFERENCE

October 2019

ENGLISH UK AT ICEF BERLIN

Sunday 3 - Tuesday 5 November 2019

CHINA ROADSHOW TO BEIJING, HANGZHOU AND SHENZHEN

Sunday 17 - Saturday 23 November 2019

ASIA PACIFIC ROADSHOW TO TAIPEI AND TOKYO

Monday 25 - Friday 29 November 2019

ELT CONFERENCE

Friday 17 – Saturday 18 January 2020

MARKETING CONFERENCE

Friday 7 February 2020

ENGLISH UK AT ICEF DUBAI

Sunday 10 - Wednesday 12 February 2020

EDDIE BYERS FUND ISLE OF WIGHT CHALLENGE

Saturday 2 – Sunday 3 May 2020

ANNUAL CONFERENCE

May 2020

[englishuk.com/
upcoming-events](http://englishuk.com/upcoming-events)

THANK YOU so much to everyone who helped us raise over £10,000 for our Yorkshire Three Peaks hike – join us and adventurous industry colleagues for our next challenge in 2020!

The money support projects that help people improve their lives through learning English. Last year this included school children in Palestine and Tanzania, and refugees and asylum seekers in Liverpool, Nottinghamshire and Ipswich.

englishuk.com/eddie-byers-fund

WE WORK FOR YOU

It's 15 years since English UK was created from the associations representing the state and private sectors. We've changed a lot over that time, but the basics remain the same.

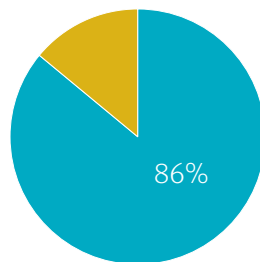
We work for you.

We represent the interests of members and the wider industry to government and opinion-formers, we market the UK globally, we support you to raise standards and we create the best quality intelligence to underpin your business.

We're proud to do that for an industry which brings economic, cultural and soft power benefits to the UK and helps students from around the world realise their dreams.

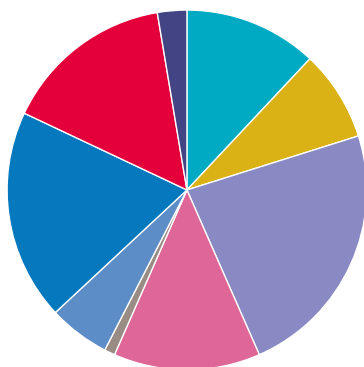
ENGLISH UK MEMBERSHIP IN MAY 2019

417
member
centres



Privately-owned
centres make up the
majority of members

279
partner
agencies



Central
East
London
North
Northern Ireland
Scotland
South and South East
South West
Wales

45
corporate
members

WE INFORM YOU

We want our members to be the best-informed ELT centres in the world. We are constantly upgrading the data and intelligence we collect and provide, and curate the latest information to share with you at our specialist conferences.

WORLD'S MOST AMBITIOUS ELT DATA

Last year we piloted the world's most ambitious ELT reporting scheme with our insight partners, Bonard, and members in the North of England.

Innovations included counting people studying for under 10 hours each week – increasing overall student numbers by 12% – and identifying repeat business, average centre capacity and monthly occupancy rates and centres' marketing activities and spending.

ENHANCED QUARTERLY DATA

Drilling down into data is essential so we have enhanced QUIC to include breakdown by booking type, more detailed breakdowns of adult/ junior course types, historical comparative analysis of overall figures and source country, more detailed regional data and regional classification of multi-centre locations.

With 144 members in 2018 representing 236 teaching premises, QUIC covered a third of the membership and half of English UK's total student weeks.

“QUIC gives significant insight, an indication of the trends and which countries are increasing or decreasing in enrolments.

A very valuable tool to have in your armoury to allow you to do intelligent and targeted marketing.”

- QUIC member

ADVICE, SUPPORT AND RESOURCES

Sometimes you just need to pick up the phone and get some quick advice. This year we've provided more formal support with some big issues.

We arranged a GDPR helpline with Pennington Manches for members, which ran until this spring. Compliance Manager Naadiya Rawat helped around 200 members with visa queries, sometimes getting refusals overturned.

We have started work on improving accreditation, creating an advisory group and working parties to streamline the scheme and make it more user-friendly.

We also created new guidelines for the Accreditation UK scheme, highlighting best practice to help members self-assess and improve.

We produce a range of reports and guidance documents to help you run your business, including a new list of resources for student mental health and wellbeing. Visit englishuk.com/resources-and-reports

CONNECTING WITH YOU

Keeping you up-to-date also means calling and travelling to meet you. We visited all ten of our nations and regions on our member roadshows and have regular meetings with subgroup chairs.

English UK staff are in contact with members every week to talk about initiatives and catch up on how you're doing, emails and social media updates.

We are always keen to hear your feedback and what's going on in your centre.

WE CAMPAIGN FOR YOU

Lobbying on behalf of the English language teaching industry has always been a focus of English UK's work, and has become more important since the referendum to leave the European Union in 2016.

THE VOICE OF UK ELT

We speak for our members, English language students and the wider UK ELT industry to raise both public and political awareness of the benefits that we bring to the UK and its economy.

We are part of a Department for International Trade and Department for Education ministerial advisory group that helped to formulate the Government's new International Education Strategy, with UK ELT at its heart

We are part of a specialist consultation group on the Government's post-Brexit immigration rules. We have met senior Home Office staff in private and public meetings, and gained assurances that they are aware of the needs of our industry.

We also represented the industry at both main party conferences, in private roundtables with government and shadow immigration ministers.

OUR LOBBYING PRIORITIES

We continue to campaign to ensure that the UK Government understands the needs of the ELT sector as well as the wider industry as it makes future immigration arrangements.

Our aims are:

- To enable ELT students to apply for new visas in the UK
- To ensure the process for junior groups coming from the EU is as simple as possible
- To ensure the Immigration White Paper creates a favourable environment for our industry
- To raise awareness and create a more positive climate around our industry.

UPDATES

To keep you informed and help you to speak up and make personal contact with MPs and other opinion-formers, we started a regular Brexit email update to ensure you and your agents have the latest information on student travel and other issues.

We have created digests of major government documents on our website, including the Immigration White Paper and the International Education Strategy.

Find out more online at: englishuk.com/brexit

WHAT MEMBERS CAN DO

We believe it is vitally important for members to speak up about the work they do and the benefit it brings to their local and national community, and we encourage you to lobby both formally and informally.

Contact us at publicaffairs@englishuk.com for support or to tell us what you've been doing.

£1.4 billion

Total value English language students bring to the UK each year.

550,000

international students

come to the UK to learn English every year.

WE INTRODUCE YOU

We help maximise business opportunities for our members through our own targeted events and by creating a strong UK ELT presence at other workshops, so you can develop productive relationships with global agencies and buyers.

MARKET DEVELOPMENT

Our members met 168 agents during the China Roadshow in Beijing, Chengdu and Shenzhen. Two members negotiated successful business deals before the event had finished.

The Asia Pacific Roadshow introduced you to 31 agents from Japan, Korea and Taiwan in Osaka and 32 from Thailand and Vietnam in Bangkok.

The English UK village at the ASEPROCE workshop in Madrid, including a safeguarding session with Kevin O'Donnell and a networking event at the British Embassy attended by about 30 agents.

STUDYWORLD

StudyWorld welcomed over 700 delegates from 50 countries. Its two specialist fam trips took 20 agents from Latin America and China around the South West and the Home Counties,

And we have big plans for this year. To celebrate our 50th anniversary, agents attend free for the first time and have booked in record numbers. We will have a special birthday party on Tuesday night – join us to meet high profile, high value buyers and mark this special date.

“The English UK overseas events are very well organised, giving quality time to meet with new or existing agents.”
- English UK member, Asia Pacific Roadshow

“I have learnt more about UK educational centres. Personally, it was a great experience which provide me more confidence to promote schools.”
Chinese agent, StudyWorld fam trip

CREATING OPPORTUNITIES

As a Government Trade Challenge Partner, English UK has enabled educators to attend ICEF events in Berlin, Mexico and Colombia with Trade Access Funding.

English UK members were among those awarded £2,000 TAP funding through us, and where we supported every single UK exhibitor through the Education is GREAT brand.

DIGITAL REACH

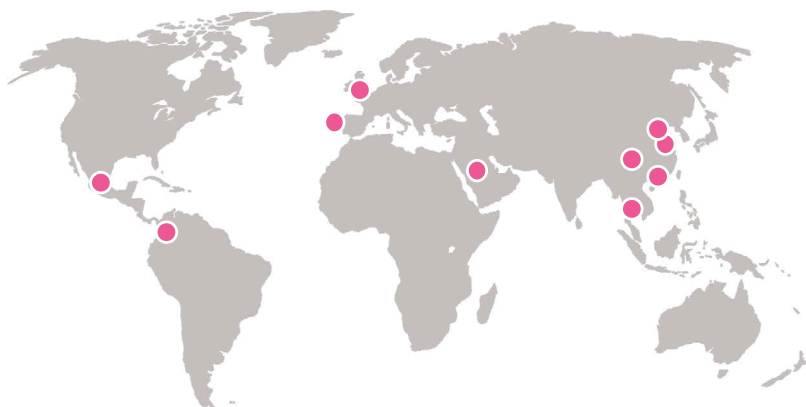
Our social media reach is ever-growing and we are in the research phase of a project to develop a new website. We have surveyed members and are undertaking technical audits ahead of planning content and structure.

NEW LOGO

After almost 15 years since English UK's formation, we refreshed the English UK logo at the beginning of 2019. The new logo coincided with our office move and plans to redesign the website.

The refresh gives our traditional red and blue a cleaner, more modern expression, while remaining a distinctive stamp of quality that reflects excellence in our industry.

CONNECTING YOU WITH AGENTS AROUND THE WORLD



WE TRAIN YOU

We run a wide selection of training events to help you offer an excellent experience for students, support staff and deliver best practice. To make sure our offer is as accessible as possible we deliver regionally, online, and offer one free place at the annual conference.

TRAINING ELT PROFESSIONALS

We trained over 700 people on 64 professional development courses. Safeguarding was one of the most popular options. To reach as many members as possible, 34 courses were held outside London and the annual conference is being live streamed.

Since our office move to London Bridge in November, London training has been held at member centres. Thank you to those who have hosted us.

WEBINARS

471 member centre staff joined our popular new webinars. Over half joined our Compliance Manager Naadiya Rawat to discuss visas. Watch again: englishuk.com/watch-again

NEW TRAINING

Over 85% of delegates said they would recommend the new 'Helping students: educational needs and mental wellbeing' training delivered by Anne Margaret Smith and Ruth Hughes.

We have established a new advisory group to create a strategic CPD plan that meets our members' training needs over the coming years.

DELTM IN THE UK AND OVERSEAS

We have taken the diploma in ELT Management (DELTm) overseas, running a bespoke version of the management course for EF in China. This means we not only offer the qualification to individual staff members in the UK but also tailored to an organisation's specific needs.

64
courses
delivered

34
outside
London

700+
delegates
on training

CONFERENCES

Conferences are great to keep you informed, developing professional and connecting with other industry professionals. Over 500 members attended our 2018 conferences.

Members receive one free place at our annual conference – helping you attend the launch of our annual Student Statistics Report and take part in English UK's decision-making.

The Brexit panel at the Marketing Conference in February was rated one of the top sessions of the year. The new format Academic Conference, combining one day for classroom practitioners and one day for academic leaders, was a great success.

“Highly relevant and informative.
A real chance to get to know more
people in the business.”
- Annual Conference delegate

“Insightful and extremely relevant.
I brought my entire marketing team.”
- Marketing Conference delegate

“An inspiring day full of ideas and a
great time to catch up with colleagues
to share best practice.”
- Academic Conference delegate

“Thorough and well-delivered. It's
very important to check and refresh
knowledge, practices and procedures.”
- Educator, Helping students course

