

# What we did last year

What has English UK done  
for members in 2017/18?



**English UK** is the largest and longest running English language teaching association.

Dedicated to raising standards in UK ELT since 2004, we pursue excellence in our industry and speak up for UK ELT at home and abroad.

**[englishuk.com](http://englishuk.com)**

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## We are proud of what we do for our members.

We want to help our members succeed in a tough operating environment and have made a lot of changes in the last year as part of our drive to continually improve our service.

Our current strategy focuses on elements we believe are crucial to help UK ELT thrive: providing enhanced intelligence; promoting the sector to partners, students and influencers; supporting quality; delivering membership services; and representing your interests.

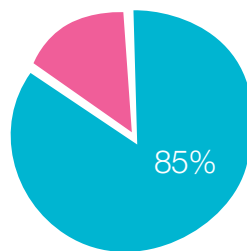
We also support UK ELT by helping to improve quality and customer service through training and CPD, promoting our national offer worldwide, and lobbying MPs, government and stakeholders.

Our goal is to create an environment where UK ELT is recognised as an important part of our economy, culture and soft diplomacy, and where our members are operating in a benign business environment, enabling them to thrive in a competitive global market.

## English UK membership in May 2018

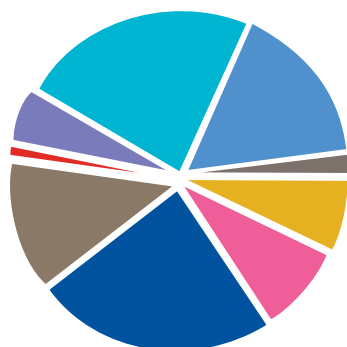
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**425**  
English UK  
member centres



Privately-owned  
centres make up the  
majority of members

**328**  
English UK  
partner agencies



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

**49**  
English UK  
corporate members

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## Enhanced intelligence to support your business decisions

The best business decisions are based on robust statistics, insight and analysis. So we have worked hard to develop new intelligence initiatives and improve existing ones to provide the best intelligence in international education.

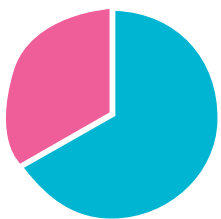
### New data, quicker than any other ELT membership association

In just over a year, our newest statistics scheme, the Quarterly Intelligence Cohort or QUIC, has transformed the insight available to UK ELT.

It provides in-depth, quarterly analysis of the UK ELT industry's source markets, and includes student weeks by country, age group, booking method, programme type as well as UK regional comparisons.

Every English UK member receives a quarterly summary and QUIC participants get a full report within six weeks of each quarter's end – faster than any other ELT data initiative.

Data comes from all sectors and is compiled by our insight partners StudentMarketing to help members benchmark and monitor market trends.



Third of members  
in QUIC 2018

**+17.3%**  
increase in student  
weeks Q3 2017

“QUIC is so thorough. You can see trends in the market and compare how you are performing – it has really informed what I've done this year.”

Shoko Doherty, Chief Executive  
Celtic School of English

### New, easier-to-use market reports

This year's Thailand report, produced with the British Council, tells you what agents, parents and students are looking for, how to attract and work with them, and how to use local social media.

English UK regularly produces and shares reports, briefings and guidance to help your English language centre succeed.

Find all English UK publications and reports online:  
[englishuk.com/publications-reports](http://englishuk.com/publications-reports)

“[The Thailand report was] the most useful, thorough, focused and practical report so far.”

Jane Dancaster, Principal  
Wimbledon School of English

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## Seizing every opportunity to represent you

We take every opportunity to campaign for UK ELT and international students, involving the widest possible group of stakeholders in our campaigning.

### In-depth industry research

We commissioned new research into UK ELT to be able to prove the value international English language students bring to the UK in our submission to a government enquiry.

This showed UK ELT is worth £1.4 billion and supports 35,700 jobs.

**£1.4 billion**

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

Early this year we submitted an 18-page report to the Government's Migration Advisory Committee enquiry, explaining the economic, social and soft power benefits of ELT.

This supported our argument for continuing visa-free access for EU students and for the removal of all students from the net migration target.



**58%**

of English language students in the UK are **from the EU.**



**53%**

of English language students in the UK are **under 18.**

### Representing our industry's interests

Chief Executive Sarah Cooper attended the Labour and Conservative party conferences, speaking at fringe events about the value of English language teaching in the UK, raising the profile of our industry and getting our message across to MPs and party activists during a variety of sessions.

We lobbied MPs and opinion-formers, and worked in collaboration with other key players in the education sector in campaigning for international students.

### Building awareness in government

Jodie Gray, English UK's director of strategic development, was seconded to the Department for International Trade's education team for a year.

There she helped build understanding of the sector within government and forged new links leading to joint projects and the DIT exhibiting at StudyWorld for the first time.

International educational campaigner and businessman Lord Billimoria spoke at StudyWorld, stressing the value of international students to the UK and going back to raise awareness in the House of Lords.

### Helping you lobby locally

Now we want to broaden our reach and will launch a new member-led campaign at our Annual Conference.

We're asking you to contact your local MPs and media to talk about the value of ELT in your area, and have created a lobbying toolkit to help you do this easily and with confidence.

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## Helping you meet agents and partners

Building relationships is key to our industry. We help maximise business opportunities for our members through targeted promotional events, in the UK and overseas, where you can develop productive relationships with global agencies and buyers.

### A new StudyWorld

Our biggest project was relaunching StudyWorld as a UK-focused event at a prestige venue, the QEII Centre in London Westminster.

We wanted to create a new more distinctive event that was a more logical fit with English UK's core mission.

The new format proved popular with both buyers and sellers and attracted the Department for International Trade, whose in-country specialists met educators, and the then trade minister Mark Garnier made a keynote speech.

Other innovations included special delegations from London embassies and the Gulf, extended working hours and flexible attendance options. Nine out of ten delegates rated the opportunities to connect with partners as good or excellent.

**60+**  
countries  
represented

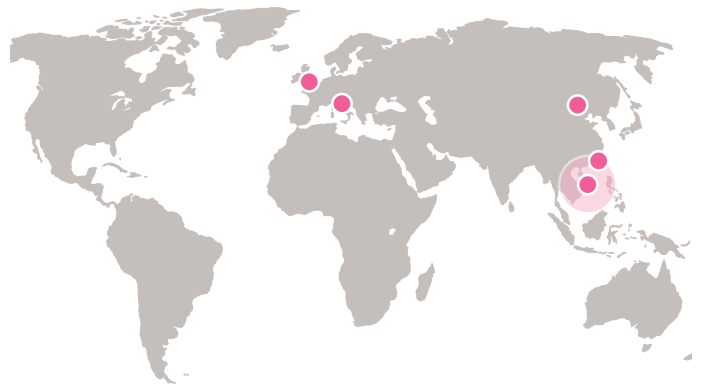
**750**  
delegates  
at StudyWorld

**6,000**  
appointments  
held across two days

### Bringing the industry's best together

Last year we held eight English UK events where members could meet select, high-quality agents:

- China Roadshow for summer school providers, visiting Beijing
- Regional overseas fair in Hong Kong
- Teacher and agent-centred Italian fair in Milan
- New, UK-focussed StudyWorld
- And two inward missions in the UK.



We continue to streamline our overseas activities to make them more affordable and effective, and linking them to other student recruitment workshops where possible.

**124**  
member delegates  
on overseas and  
inward missions

**244**  
agent delegates  
on overseas and  
inward missions

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## Supporting quality in UK ELT

Favourable exchange rates and great marketing may encourage more students to come to the UK, but a quality experience persuades them to return. That's why we're passionate about supporting members to raise standards, keeping you informed, and listening to your needs.

### Training: the basics and much more

We've run six very popular sessions on the new data regulations, GDPR, and launched new digital marketing courses, available as training days or bespoke sessions.

We keep you on top of safeguarding issues, too – vital as the UK leads in the global juniors market.

### Delivering training overseas

For the first time, we've taken the Diploma in ELT Management (DELTm) to the customer, running an adapted version of the management course for staff from EF in China.

This flexible approach means we can offer a better service to members, wherever they are, and provide added value to English UK.

**9** UK regions

**300** hrs  
of training delivered

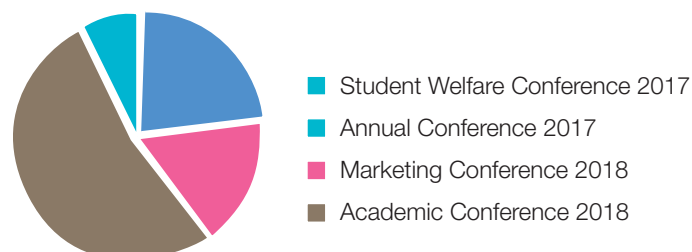
**1000+**  
delegates on English UK training

### New CPD opportunities

We are always seeking better ways to support members' CPD needs, and made some big changes this year.

We have run three new digital marketing training courses; our new conference on inclusion in the classroom attracted a lot of interest; and we packed more strands and inspirational speakers into StudyWorld and the Marketing Conference.

We also adapted the teachers' and management conferences to create a new two-day Academic Conference with big-name speakers David Crystal and Catherine Walter.



“To have the two elements together in one conference is a nice opportunity to reflect on practice – and this is quite a luxury for us. It's an academic spa.”

Mel Judge, Academic Manager  
Stafford House Summer

“The opening plenary was one of the best. It sounds cheesy but the whole of my sales team is here today and it's lifted them.”

Nicole Kennedy, Sales Director  
Studio Cambridge

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## Working more closely with members

Our members are at the heart of everything we do. We work hard to serve all our members by building a proactive, responsive and sustainable membership association. Listening to members is therefore very important to us.

### Account managers for all members

Every member now has their own named account handler, who can answer your questions and is in touch regularly by phone and email.

### Member Roadshows

We visited every region in our spring Roadshows programme, inviting every member to the meetings where we updated you on developments and heard what you had to say.

We enjoyed lively discussions and a variety of perspectives across the country.

Common issues included: Brexit and its impact; juniors who travel on ID cards; homestay hosts; competition; pricing; new product development; and more.

Thank you to everyone who joined us in Brighton, Birmingham, Bournemouth, Cardiff, Cambridge, London, Manchester, Belfast, Exeter and Edinburgh.

### New, inclusive annual conference

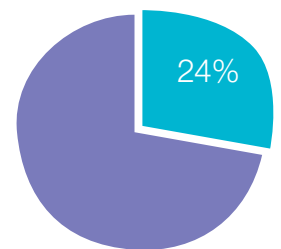
We've transformed this year's English UK Annual Conference & AGM and made it free for one representative from every English UK member centre.

The annual conference is your event.

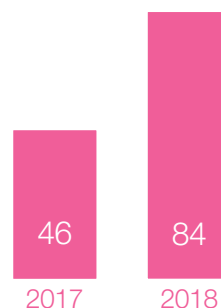
We wanted to enable every member to come along, be informed and inspired, and talk to us and each other about what's important.



**100+ participants**  
from 100+ member centres at roadshows



A quarter of English UK members represented at member roadshows



**82% increase**  
votes for 2018 board elections



**10 roadshows**  
in March 2018



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## Corporate social responsibility

We recognise that we are part of a greater whole and that English UK affects people, communities and the environment locally and globally. We therefore aim to be a responsible business that meets the highest standards of ethics and professionalism.

### The Eddie Byers Scholarship

We are fulfilling our charitable obligations with the creation of the Eddie Byers Scholarship, which this year gave grants to four UK small charities working with refugees and asylum seekers to improve their language skills.

- RefuAid in London helps refugees to get qualifications for work and education, including IELTS, and often works with English UK members.
- Oasis in Ipswich is using its grant to buy books and cover expenses of volunteer teachers who teach around 33 different nationalities, giving them the language skills to integrate into the local community.
- Bristol Refugee Rights funded a specific project to support reading skills, including a crèche to allow people to attend, and to buy reading material.
- Asylum Link in Liverpool, which teaches English to around a hundred people a week in a former priests' house, was renovating a teaching room, expanding into upper floors of the building, and buying teaching and reading material more suitable for adults.

### CSR strategy

We see Corporate Social Responsibility (CSR) as English UK's responsibility for all the people and places that are impacted by our actions, from our staff, to our suppliers and beyond.

Our new strategy will formalise, extend and report on our actions, and focuses on two key aspects:

- Respecting and protecting the environment, including our contribution to environmental pollution and deforestation.
- Respecting and protecting people, including making sure we value and embody fairness, equity and accountability.

We look forward to providing a full update next year!

# Dates for the dairy

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## 2018

Business & Specialist English Conference	Saturday 9 June
Digital Marketing Bootcamp	Thursday 7 - Friday 8 June
StudyWorld London	Monday 3 - Wednesday 5 September
Summer school inward mission for Chinese agents	Thursday 6 - Sunday 9 September
English UK in Madrid including English UK village at ASEPROCE	Wednesday 24 - Thursday 25 October
Education is GREAT village, ICEF Berlin	Sunday 4 - Tuesday 6 November
China Roadshow Beijing, Chengdu & Shenzhen	Monday 12 - Friday 16 November
Asia Pacific Roadshow Bangkok & Osaka	Monday 19 - Friday 23 November

## 2019

Academic Conference	Friday 18 - Saturday 19 January
Marketing Conference	Friday 8 February



