



# The English UK lobbying toolkit

*Practical campaigning tips for English UK members*

# What's inside?

|   |          |
|---|----------|
| <b>English UK's public affairs campaign</b> ..... | <b>2</b> |
| What do we want to achieve?.....                  | 2        |
| <b>Working with opinion-formers</b> .....         | <b>3</b> |
| Contacting your local MP/ MSP/ AM .....           | 3        |
| Arranging a meeting .....                         | 3        |
| During the meeting .....                          | 3        |
| What should you ask for? .....                    | 3        |
| Following up and relationship building .....      | 4        |
| Directly after the meeting .....                  | 4        |
| In the following weeks and months .....           | 4        |
| Tell English UK about it.....                     | 4        |
| <b>Template letter to opinion formers</b> .....   | <b>5</b> |
| Regional paragraphs .....                         | 6        |
| <b>Building a positive media profile</b> .....    | <b>8</b> |
| Why work on your media profile? .....             | 8        |
| It's easier than you might think .....            | 8        |
| Six steps to using local media .....              | 8        |
| Writing a press release .....                     | 9        |
| Using social media .....                          | 9        |
| Tell us about your triumphs .....                 | 9        |

# English UK's public affairs campaign

As the Government considers its post-Brexit migration framework, it is important that our sector keeps up the pressure to remind ministers and policy-makers of the importance of international students coming here to study English. We need EU students to be able to continue to travel easily to the UK without visas – and, in the case of juniors, on identity documents alone.

The English UK public affairs team is working hard, with other organisations, to do this but we need your help.

We encourage members to lobby their MPs, assembly members and prospective parliamentary candidates, and to use social and traditional media to put out positive stories about our industry and the people who come here to study.

Some members are already doing this very successfully, without the help of external expertise or committing much time. To help you, we have created this lobbying toolkit, which gives you all the information you need to get started.

## **What do we want to achieve?**

Our primary campaigning aims are:

1. To ensure visa-free travel for students from the EU post-Brexit
2. To take students out of the net migration target
3. To raise awareness and create a more positive climate around our industry, both in our local communities and with MPs, assembly members and other opinion-formers.

Please do what you can to campaign with us, and let us know what you're doing. Don't forget to share your successes, and tell us if we can help with any problems.

publicaffairs@englishuk.com  
englishuk.com/campaigning

# Working with opinion-formers

## Contacting your local MP/ MSP/ AM

Start by contacting the MP/ MSP/ AM or other representative of the constituency in which your centre is based, but you can also contact the representative covering your home address. It's also worth nurturing a relationship with the main opposition candidate in your constituency.

[www.parliament.uk/mps-lords-and-offices/mps](http://www.parliament.uk/mps-lords-and-offices/mps)  
[www.parliament.scot/msps](http://www.parliament.scot/msps)  
[www.senedd.assembly.wales/mgMemberIndex.aspx](http://www.senedd.assembly.wales/mgMemberIndex.aspx)

## Arranging a meeting

Start by contact your representative's office. Explain your business is in their constituency and that you would like to discuss issues affecting it, ideally at your language centre. You can use our template letter below for this. If you don't get a response within a couple of weeks, follow up until you do.

You can also visit your representative's surgery, but only if you have a specific problem.

Once your representative has agreed to meet, research them. Were they once an English language teacher? What are their interests? Use [www.theyworkforyou.com/mps](http://www.theyworkforyou.com/mps).

Prepare for the meeting: try to get homestay hosts, staff and students involved to talk to your representative. And consider working with a local English UK member centre on this.

Finally, invite your local media (local representatives love publicity) but be prepared to take good photographs and prepare a short press statement to send out afterwards.

## During the meeting

- ✓ Be positive
- ✓ Use the English UK infographic to explain the size and importance of the UK ELT industry
- ✓ Talk about what your centre brings to the local and community life
- ✓ Emphasise the quality of UK ELT
- ✓ Be prepared to answer tricky questions about student visa abuse, bogus colleges and so on.
- ✓ Highlight challenges your centre faces and ask what their party/ the Government plans to do to help businesses like yours
- ✓ Introduce the MP to students, homestay hosts and staff
- ✓ Remember to ask the MP to do your 'ask' – and offer to help them as well.
- ✓ Take photos and agree a quote for a press release, your website and social media (even if a journalist attended your meeting).

## What should you ask for?

Your representative will expect you to have at least one objective for the meeting – after all, that's the point of the meeting and it means you can build a useful ongoing relationship. We would like you to ask your MP to:

- Contact the Home Office to ask that EU students remain visa-free in the upcoming Immigration White Paper
- Join the campaign to get students removed from the net migration target.

You may also have issues of your own for them to tackle.

## **Following up and relationship building**

Your aim is to build a working relationship with your representative (and their staff) as well as getting them to lobby on your behalf. That can mean you doing things for them, such as helping provide content for constituency newsletters or finding case histories on how government initiatives are affecting constituents.

### **Directly after the meeting**

- Thank them for coming, confirm any action discussed and ask them to keep you informed on progress
- Write your press release, upload it to your website and post it on social media. Also send it to local newspapers and radio and your representative's office.

### **In the following weeks and months**

- Follow up on your 'ask'
- Keep your representative informed of any developments
- Consider organising a wider meeting of local ELT centres and the local representative
- Invite the representative to your centre for events and try to publicise these on your website, social media and with press releases.

### **Tell English UK about it**

We are lobbying government, civil servants, ministers and MPs ourselves and with other industry groups and it is important to co-ordinate our efforts.

Please let us know about progress on meeting your representatives. How helpful were they? And tell us if they write letters on your behalf or report back from ministers. It's also useful to know if your representative is particularly supportive as we are always looking out for friendly influencers.

Please contact [publicaffairs@englishuk.com](mailto:publicaffairs@englishuk.com)

# Template letter to opinion-formers

Dear [NAME],

## **Supporting the English language teaching industry in your constituency**

I am the [TITLE] of [CENTRE NAME], an accredited English language teaching centre in your constituency. We employ at least [XX] staff and indirectly support other jobs through teaching around [XX] students each year, most of whom stay in local households.

We and our industry association, English UK, are concerned that our industry will suffer serious harm if post-Brexit immigration arrangements do not take its needs into account. I would like to arrange a meeting with you to discuss this.

The UK's English language teaching (ELT) industry is one of the biggest in the world, bringing around 550,000 students here each year, 60% from the EU.

Analysis completed this January by Capital Economics for English UK showed that in 2017 our industry supported 37,500 jobs, adding around £1.4bn to the economy.

[INSERT THE RELEVANT REGIONAL PARAGRAPH HERE, e.g. *In our region alone, ELT students support 710 jobs of which 70 are in teaching centres. The gross value added to our region by ELT was £32m, of which £3m is the direct effect of students' spending on their courses. The rest comes from spending on suppliers, by ELT employees, and by the leisure spending of students and their visitors during their stay in the UK.*]

The UK gains other significant benefits from students learning English here: they go home with a strong affinity to the UK, which will be invaluable to our global relationships once we have left the EU. Many return, perhaps studying at one of our world-class universities, for work or for a holiday.

But ELT is a maturing market, with the UK facing increasing competition from the USA, Australia, Canada, Ireland and Malta, and we are concerned that all these financial, employment and other benefits may be at risk if we don't get our immigration regulations right.

It is particularly important that EU students continue to enjoy visa-free travel and that students are removed from the net migration target.

I would like to meet you to discuss this, ideally at our centre where you could meet our staff and students, but otherwise in your constituency office.

Please don't hesitate to contact me if you require any more information. I look forward to discussing these matters with you soon.

Yours sincerely,

[NAME]

## Regional paragraphs

If you are in any doubt about which region your centre falls into, visit [englishuk.com/campaigning](http://englishuk.com/campaigning) for a helpful map.

### North East

In our region alone, ELT students support 710 jobs of which 70 are in teaching centres. The gross value added to our region by ELT was £32m, of which £3m is the direct effect of students' spending on their courses. The rest comes from spending on suppliers, by ELT employees, and by the leisure spending of students and their visitors during their stay in the UK.

### North West

In our region alone, 2,910 jobs are supported by ELT students of which 550 are in ELT centres. The gross value added to our region by ELT was £120m, of which £20m is the direct effect of students' spending on their courses. The rest comes from spending on suppliers, by ELT employees, and by the leisure spending of students and their visitors during their stay in the UK.

### Yorkshire and The Humber

In our region alone, 2,020 jobs are supported by ELT students, of which 440 are in the teaching centres. The gross value added to our region by ELT was £84m, of which £16m is the direct effect of students' spending on their courses. The rest comes from spending on suppliers, by ELT employees, and by the leisure spending of students and their visitors during their stay in the UK.

### East Midlands

In our region alone, 2,020 jobs are supported by ELT students of which 160 are in ELT centres. The gross value added to our region by ELT was £64m, of which £6m is the direct effect of students' spending on their courses. The rest comes from spending on suppliers, by ELT employees, and by the leisure spending of students and their visitors during their stay in the UK.

### West Midlands

In our region alone, 1840 jobs are supported by ELT students of which 290 are in ELT centres. The gross value added to our region by ELT was £79m, of which £11m is the direct effect of students' spending on their courses. The rest comes from spending on suppliers, by ELT employees, and by the leisure spending of students and their visitors during their stay in the UK.

### East

In our region alone, 2,970 jobs are supported by ELT students of which 720 are in ELT centres. The gross value added to our region by ELT was £116m, of which £26m is the direct effect of students' spending on their courses. The rest comes from spending on suppliers, by ELT employees, and by the leisure spending of students and their visitors during their stay in the UK.

### London

In our region alone, 7810 jobs are supported by ELT students of which 2,100 are in ELT centres. The gross value added to our region by ELT was £310m, of which £75m is the direct effect of students' spending on their courses. The rest comes from spending on suppliers, by ELT employees, and by the leisure spending of students and their visitors during their stay in the UK.

### South East (including Oxford)

In our region alone, 7230 jobs are supported by ELT students of which 2140 are in ELT centres. The gross value added to our region by ELT was £275m, of which £77m is the direct effect of students' spending on their courses. The rest comes from spending on suppliers, by ELT employees, and by the leisure spending of students and their visitors during their stay in the UK.

### South West (including Bournemouth)

In our region alone, 4270 jobs are supported by ELT students of which 1,510 are in ELT centres. The gross value added to our region by ELT was £164m, of which £54m is the direct effect of students' spending on their courses. The rest comes from spending on suppliers, by ELT employees, and by the leisure spending of students and their visitors during their stay in the UK.

### Wales

In our region alone, 1300 jobs are supported by ELT students of which 330 are in ELT centres. The gross value added to our region by ELT was £52m, of which £12m is the direct effect of students' spending on their courses. The rest comes from spending on suppliers, by ELT employees, and by the leisure spending of students and their visitors during their stay in the UK.

### Scotland

In our region alone, 2560 jobs are supported by ELT students, of which 390 are in ELT centres. The gross value added to our region by ELT was £110m, of which £14m is the direct effect of students' spending on their courses. The rest comes from spending on suppliers, by ELT employees, and by the leisure spending of students and their visitors during their stay in the UK.

### Northern Ireland

In our region alone, 540 jobs are supported by ELT students of which 90 are in ELT centres. The gross value added to our region by ELT was £23m, of which £3m is the direct effect of students' spending on their courses. The rest comes from spending on suppliers, by ELT employees, and by the leisure spending of students and their visitors during their stay in the UK.

# Building a positive media profile

## Why work on your media profile?

It will help both your centre and the wider industry to have positive content and stories on social and local media, especially at a time when immigration is at the top of the political agenda.

Raising your profile with the media and within the local community will help people understand the benefits your centre brings. Building a relationship with the local media also means that if there is an unhelpful story about our sector or your centre, you are likely to have a friendly journalist willing to put your side of the story.

## It's easier than you might think

Most newspapers and radio stations have a small team of staff who rarely get out of the office to cover stories. This means contacts who provide good tip-offs, good press releases – and crucially, good photographs – stand a high chance of getting their story used.

## Six steps to using local media

### 1. Do some research

Look at your local paper and its website, listen to your local radio station. What kind of stories do they cover? Are there phone in/ drivetime programmes? Look for names of journalists and producers.

### 2. Get in touch with a good reason

You could ask to comment on a current story, invite them to an event or an MP's visit, or have a press release (see below) and photo for them.

### 3. Tell them what the story is

This could be through a good clear email or a press release. The more work you do (and the more realistic you are) the better your chances that it will be used.

### 4. Make sure your story is interesting

Newspapers and radio stations need to entertain their audience. For instance, if your story is about visa problems affecting your centre, talk about the impact this might have on jobs or homestay hosts.

### 5. Always include a photo

Photos bring life to a piece and grab a reader's attention so may make the difference between a story being published or not. Make sure it's good and high-resolution. If your representative visits, make sure they meet staff members/ homestay hosts/ students who are happy to be named and photographed.

### 6. Keep up contact

Try to build a relationship by supplying nice stories or useful quotes regularly. Ways of doing this might be to run regular charity events, where staff/ students help the local community, or for you/a staff member to become a media "expert" on something.

## Writing a press release

Writing a press release is not as hard as it may sound.

Before you start, think about your audience – what will catch the reader's eye? Could you make what you want to say more relevant or interesting? You don't want journalists to routinely bin your emails.

1. Make sure your release includes the big five: Who? What? Where? When? Why?
2. Try to tell most of the story in the first three paragraphs.
3. Include some lively quotes.
4. Explain what your centre is and its value to the local community.
5. Don't forget to include good photographs.

## Using social media

Many ELT centres see this primarily as a way of connecting with students. It's also a brilliant way of connecting with your local community and media.

Do:

- Add press releases to website and use Twitter, Facebook and LinkedIn to publicise them.
- Follow and interact with local businesses and community activists across social media (e.g. Twitter, Facebook and Instagram).
- Follow local journalists, MPs, councillors and stakeholders on Twitter – they are likely to follow you back (so can see what you're doing) and you can also contact them via direct message.
- Keep an eye on what everyone else is posting – can you join threads and conversations and build up a following?
- Include relevant, industry hashtags on Twitter such as #UKELT and #intled
- Include the handle for your local representatives when sharing news of their visit on Twitter, and include our handle @englishuk and we will be able to retweet.

## Tell us about your triumphs

If you get a great story into your local paper, website or radio station – don't forget to share it with us at English UK.

publicaffairs@englishuk.com  
englishuk.com/campaigning



[publicaffairs@englishuk.com](mailto:publicaffairs@englishuk.com)  
[englishuk.com/campaigning](https://englishuk.com/campaigning)