

English Language Market Report series Reports prepared for the UK's English language teaching sector

A brief for research consultants and authors

1.0 Background

The British Council and English UK produce a series of market intelligence reports for the accredited UK English language teaching sector.

The reports are a series of comprehensive market studies produced by the British Council and English UK. They aim to provide support for UK ELT institutions in recruiting students from overseas markets. They focus on key markets that are vital for the work of accredited ELT institutions. Our aim is to assist the sector in new, emerging and changing markets.

There is a need for ELT-specific market information and it is hoped that these reports will help British Council accredited institutions to gain insights into how the education market works in the target countries. The reports will assist institutions in building closer connections with and promoting their products to potential students and their influencers, overseas partners, study abroad agents, educational tour operators and other stakeholders.

The reports are co-funded and co-produced by the British Council and English UK.

Previous titles include; Spain, Italy, Turkey, China, Russia, Japan and Colombia.

British Council | www.britishcouncil.org

The British Council plays an important role in maintaining the UK as a major English language learning destination through the promotion of accredited English language courses and promotion of the wider UK ELT sector. We manage the Accreditation UK scheme in partnership with the industry body, English UK; this is the quality assurance scheme for UK based English language providers.

English UK | www.englishuk.com

English UK is the world's leading language teaching association, with more than 450 accredited members. It is a UK registered charity, with the key aim of advancing the education of international students in the English language. Members are private language schools, educational trusts and charities, and language centres in further education colleges and universities. All our members are accredited under the Accreditation UK Scheme, which is managed by the British Council in partnership with English UK.

2.0 What are we trying to find out?

- What are the general background conditions in the market, and how does this impact on the potential for recruiting students from overseas to UK English language programmes?
- What does the current market for English language courses abroad look like?
- How do UK ELT providers effectively promote their products in the market?
- How do UK ELT providers effectively approach particular market segments?

- What are the current gaps or opportunities in the market?

3.0 Our research objectives

- Describe the general socio-economic and demographic background of the market, the education system and any other socio-economic, political, governmental or historical factors, such as a national strategy for English or historic affinity with the UK. Where possible, link these factors with their effect on the potential for recruiting students from overseas to UK English language programmes.
- Describe the current market for English language courses abroad, including comments on market segments, destination countries for English language learning, funding studies abroad and the buying process.
- Propose and recommend marketing strategies for UK ELT providers, differentiating where appropriate by type of EFL provision and market segment.
- Provide detailed information and recommendations (including links and contact details where appropriate) on how UK ELT centres should approach particular market segments including advice concerning study abroad agencies, influencers, potential customers and clients, relevant industry associations, government bodies and other stakeholders.
- Describe current gaps and developing opportunities in the market covering, where relevant, ideas for product development or outreach to new market segments (demographic and/or geographic).

4.0 Structure of the English language market report

1. Forewords
 - i. British Council, written by Director English Language
 - ii. English UK, written by Chief Executive
2. Executive Summary
3. Background information on country, including general socio-economic and demographic background, education system, and political, governmental and historic factors of the market.
4. Current market for studying abroad, including destination countries and recruitment trends.
5. Current market for English language courses abroad, including comments on market segments, destination countries for English language learning, funding studies abroad and the buying process.
6. Recommendations for marketing strategies for UK ELT providers, differentiating where appropriate by type of EFL provision and market segment.
7. Potential market partners, including website links and contact details.
8. Current gaps and opportunities in the market.
9. Conclusion
10. Appendices
 - i. British Council – generic and country-specific
 - ii. English UK
 - iii. any others relevant to the report

Sections four and five will be developed according to the make-up of the individual market.

5.0 How will the market reports be used?

The reports will be available exclusively to British Council accredited English language centres, which includes all English UK members, and will be available to download from password protected areas of English UK and British Council accreditation websites.

They will be distributed in digital copy format to the 570+ British Council accredited English language teaching centres (including all English UK members).

They will also be distributed in hard copy format at accredited providers at the launch event and at various English UK Professional Services Conferences in the UK.

The aim is to produce a series of reports on key markets that will become an easily accessible body of material to which the sales and marketing and senior management teams of UK ELT providers can refer when developing their marketing plans and preparing for visits and activities overseas.

6.0 Our approach & methodology

Conclusions and recommendations in the report will be based on a mix of secondary data and the analysis of primary quantitative and qualitative research.

Possible sources of secondary data include the following –

- English UK statistical reports - www.englishuk.com/en/members/publications-reports/english-uk-statistical-reports
- UK Trade & Investment country profiles- www.ukti.gov.uk/export/countries.html
- British Council market introductions (where available) - www.britishcouncil.org/eumd-information-background.htm
- Hothouse Media/Study Travel Magazine (www.hothousemedia.com/lrm/index.htm) and The PIE (www.thepienews.com) articles and reports
- Other internet research

Qualitative research should include interviews with market 'experts' such as British Council overseas staff and study abroad agents, and where appropriate, with UK ELT centre alumni and their influencers, and other industry stakeholders. English UK and the British Council will assist in providing contact details where possible.

We also welcome any suggested development of the methodology proposed above, backed up with your rationale for doing so and the pros and cons of alternative approaches.

7.0 Expected outputs

On completion of the project, deliverables will include a full written report on the research and its findings and an accompanying PowerPoint presentation lasting one hour. These will include tables, charts, graphs, maps, images and appendices where appropriate, all of which should be appropriately referenced.

The British Council and English UK will make the final decision on signing off the contents of the report. A joint British Council-English UK steering committee will approve overall content. See 9.0 below for further details on the responsibilities of the steering committee. During the report editing phase, the British Council and English UK will liaise with the consultant regarding suggested content changes.

The length of the written report will vary from market to market, but is likely to be around 10,000 words.

The report will be printed in hard copy by the British Council and English UK, and so needs of publishable quality. British Council and English UK brand guidelines must be adhered to.

A launch event will be held for the report. The appointed consultant will present their findings and recommendations to representatives of accredited UK English language teaching providers in a seminar session lasting one hour. The timings and locations of these seminars are to be confirmed by mutual agreement.

8.0 Steps in the report production process

Task	Approximate timeframe
Issue a Call for Proposals along with the Market Report Brief	4 weeks
Commission a research consultant	2 weeks
First draft of report is submitted by consultant. During this time, the consultant will be in regular contact with English UK and British Council.	12 weeks
Steering committee approves overall content. See below for further details. During this time, British Council and English UK will liaise with the consultant regarding suggested content changes.	4 weeks
British Council Copy Editor proof-reads approved report. Suggested changes are approved by British Council and English UK.	2 weeks
Report is type-set by Design company. British Council and English UK approve final version. Executive Summary is produced as a separate document.	2 weeks
Report and Executive Summary at printers	1 week
Total	27 weeks

9.0 Steering committee

Role of steering committee:

- considers proposals received
- appoints consultant
- quality assures each report
- approves and signs-off report content

Members to include:

- International Manager, English UK
- UK ELT Marketing Manager, British Council

- representative from local British Council country office
- Head of Research, UK, British Council

10.0 Consultant fee

The budget set aside for the research, writing and presenting element of the Gulf States/ Mexico English language market report is GBP 5,000.

11.0 What next?

If you are interested in working on this project, please contact Amy Rogers, UK ELT Marketing Manager, British Council – amy.rogers@britishcouncil.org; +44 161 957 7651 or Jodie Gray, Head of Market Development, English UK – jodie@englishuk.com; +44 20 7608 7960.

Your proposal should cover details of your experience, knowledge and understanding of the market for English language courses in your market, your suggested methodology and your availability to undertake the report within the required timescale.