



The English UK South West Conference & AGM 2018

BREXIT CLARITY LATEST.....



MARKET SIZE



497,028
STUDENTS

+14%
VS 2016



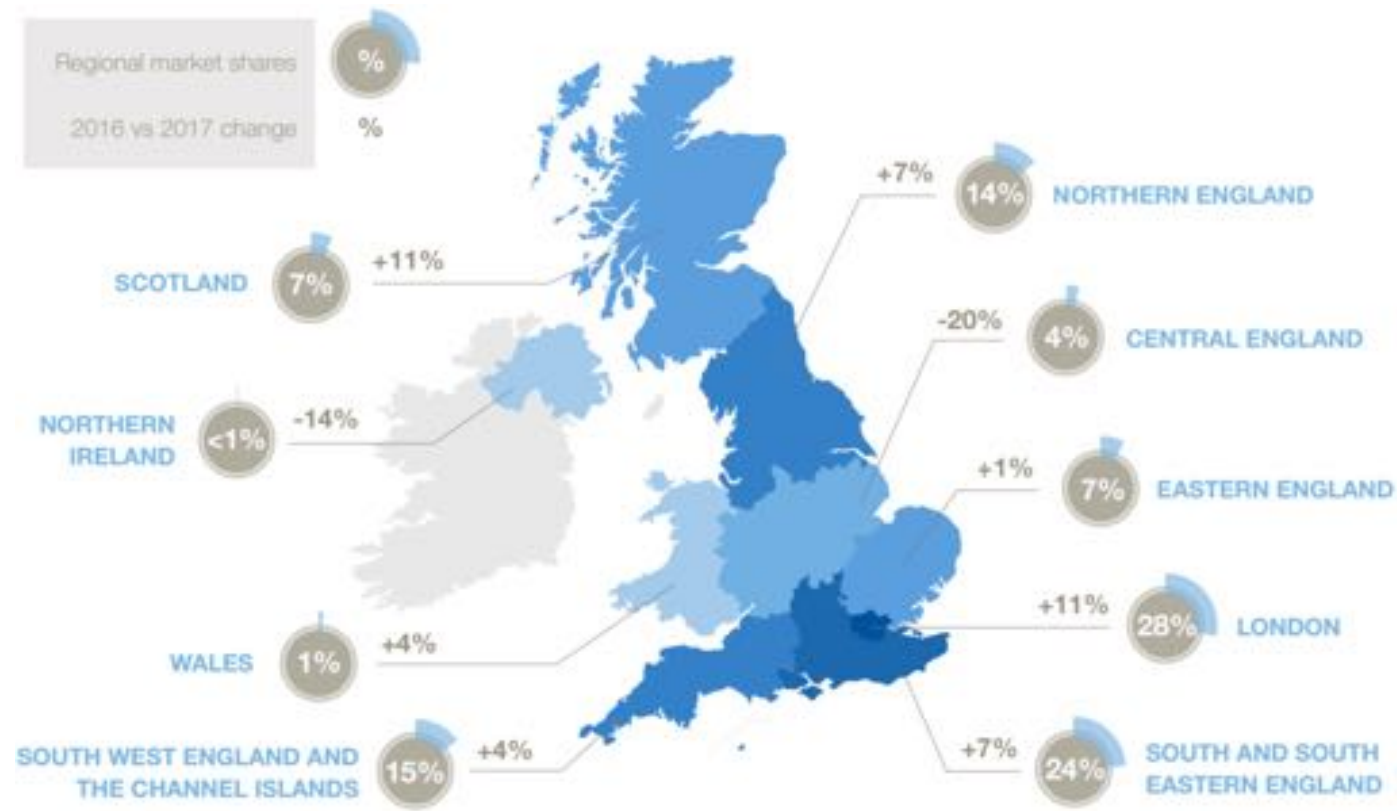
1,884,168
STUDENT WEEKS

+5%
VS 2016

ENGLISH UK MEMBER CENTRES

REGIONAL SHARES

Regional market share in 2017 and change from 2016 (student weeks)



Source market performance by student weeks, student numbers and average length of stay
(rank by student weeks)

Rank	Country	Student weeks (2017)	Share (%)	Student numbers (2017)	Share (%)	Average length of stay (2017)
1	Italy	270,131	14.9%	129,893	26.4%	2.1
2	China	185,135	10.2%	44,673	9.1%	4.1
3	Saudi Arabia	151,041	8.3%	16,410	3.3%	9.2
4	Spain	120,187	6.6%	44,362	9.0%	2.7
5	Turkey	100,050	5.5%	15,270	3.1%	6.6
6	France	89,452	4.9%	35,201	7.2%	2.5
7	South Korea	80,849	4.5%	7,037	1.4%	11.5
8	Japan	79,262	4.4%	13,579	2.8%	5.8
9	Switzerland	75,784	4.2%	18,148	3.7%	4.2
10	Brazil	63,320	3.5%	13,158	2.7%	4.8

Mission

To lead the UK English language teaching industry to success through innovation and intelligence

Aims

- Membership
- Intelligence and market insight
- Promotion of UK ELT
- Quality and professional development
- Represent members and the industry



It all starts with you

Intelligence

- Annual student statistics reports
- Developing QUIC
- Pilot project in the North of England
- New market reports



REG

ถ่ายงานจ้า!!

English Language Market
Report: Thailand

Promotion

- StudyWorld
- Inward missions around StudyWorld
- DIT supported Education is GREAT villages
- China Roadshow in Beijing, Chengdu, Shenzhen
- Asia Pacific Roadshow in Osaka and Bangkok
- English UK in Madrid
- Agent facing safeguarding webinars

Helping you deliver the highest quality

- 300 hours of training
- In nine UK regions and via webinar
- 1000+ participants
- New digital marketing course
- New Academic Management Conference
- GDPR training



DELTM in China

Representing you

- UK ELT a key part of economy and culture
- Secure a sympathetic visa system
- No visas for EU students!
- Take students out of net migration targets!
- MAC findings disappointing
- Local campaigning

What do **English language students** contribute to the UK?

550,000

international students
come to the UK to learn English every year.



58%

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



53%

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

£1.4 billion

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



On average English language students **stay for less than 4 weeks**.





9.1.18
Peter Howells - after Beakly

A photograph of a globe being held by two hands. The globe is covered in numerous colorful sticky notes, each with an arrow pointing in a different direction, symbolizing global connectivity and international relations. The text "#WeAreInternational" is overlaid in white, bold font across the center of the globe. The background is a blurred outdoor setting.

#WeAreInternational