



The latest news from English UK

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An unforgettable experience



English UK

- A national association for accredited English language teaching centres in the UK
- A charity registered in the UK
- 420 members across the UK, all accredited by the British Council



Our work

- To 'advance the education of international students in the English language'
- Quality Assurance, Marketing & Promotion, Training, Government lobbying and Membership Services.
- Quality Assurance includes Student Emergency Fund & the Student Complaint Procedure

English UK free online training for agents

ENGLISH
UK

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Introduction to UK ELT for study abroad agents

Promote English language centres in the UK with confidence

 Enroll in Course for FREE

English UK free online training

Topics

- Intro to English UK and our student statistics
- Reasons to choose the UK
- Preparing students for their stay in the UK
- Promoting the UK's regions
- Choosing the right type of language centre
- Best practice for student visa applications
- Understanding Accreditation and Safeguarding
- Working with new partners (advice for beginners)
- Visas!

MARKET SIZE



504,868

STUDENTS

+2%

VS 2017



1,866,835

STUDENT WEEKS

-0.9%

VS 2017

Source: English UK, 2018

ENGLISH UK MEMBER CENTRES
ADULTS VS. JUNIORS

Adult vs junior share

STUDENT NUMBERS



- Adults
- Juniors



STUDENT WEEKS



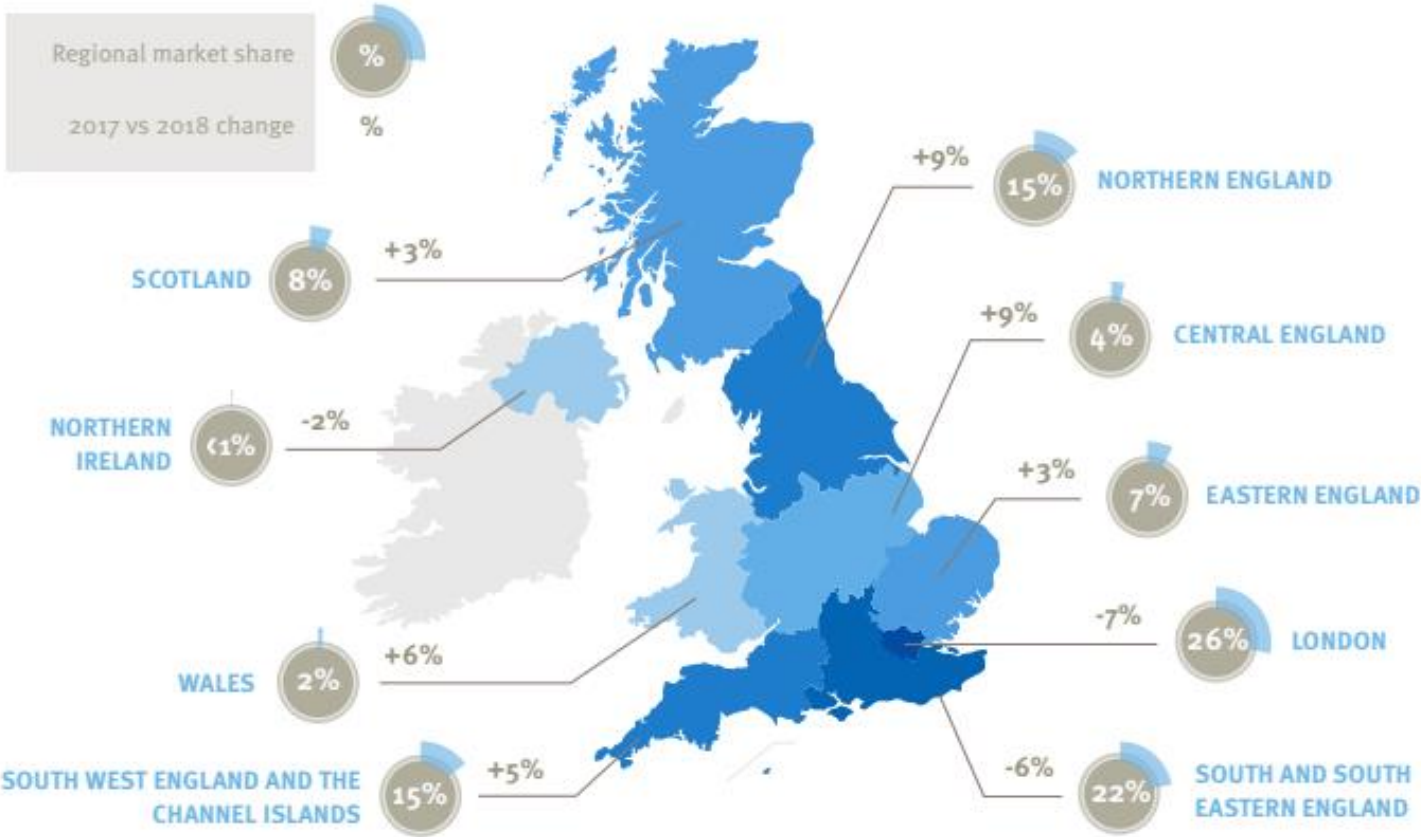
Source: English UK, 2018; state and private sector member centres

ENGLISH UK MEMBER CENTRES

REGIONAL SHARES

Regional market share in 2018 and change from 2017 (student weeks)

Chart 4: Regional market share (student weeks, 2018) and 2017 vs 2018 change in student weeks

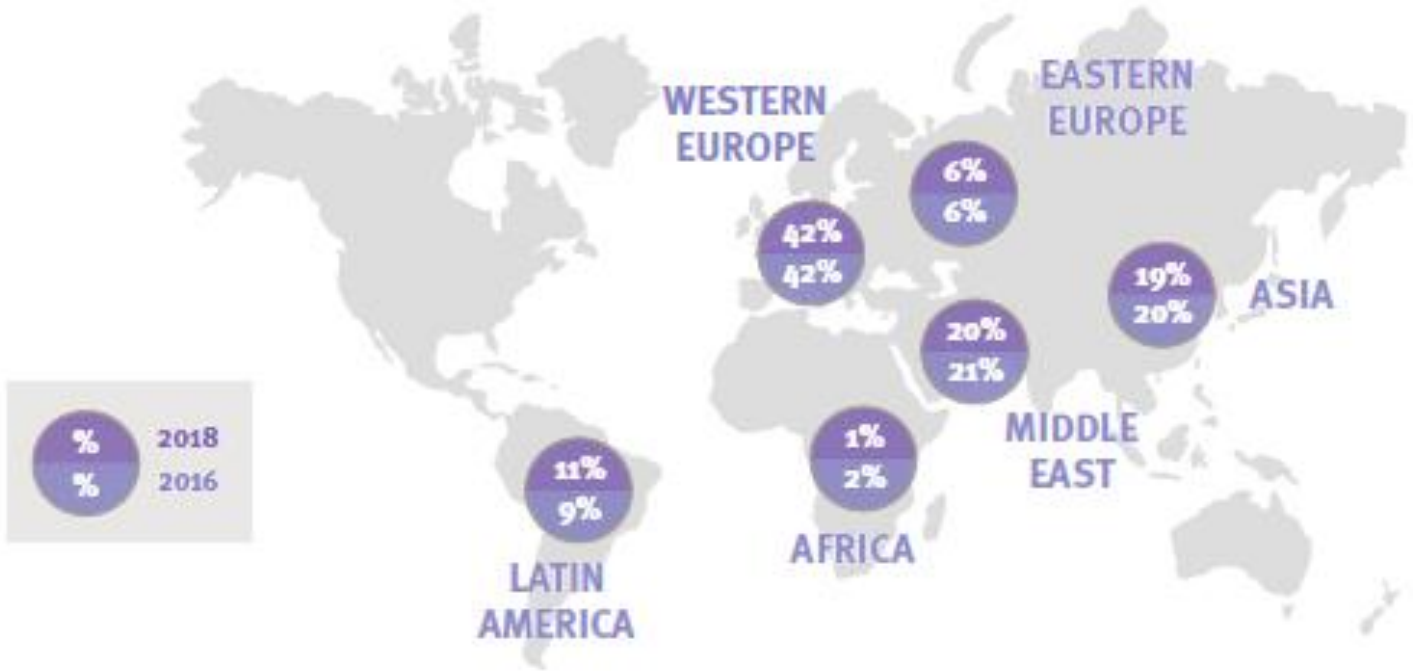


Source: English UK, 2017-2018

SOURCE REGIONS

Students from Asia make up 19% of UK ELT students

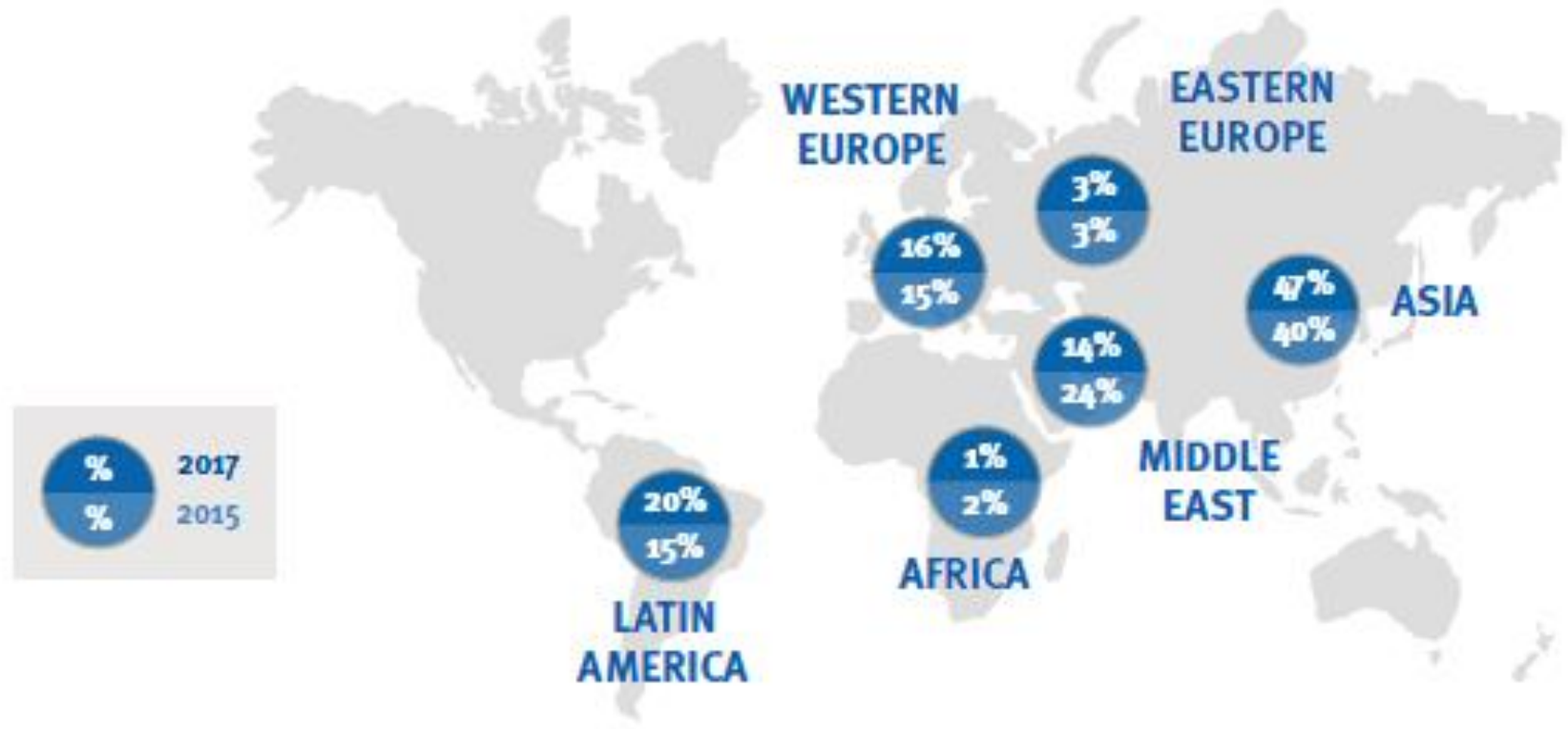
Source region market shares (student weeks, 2016 vs 2018)



Source: English UK, 2018

SOURCE REGIONS

Students from Asia make up 47% of global ELT students



Source: English UK, 2018

TOP SOURCE MARKETS 2018

Table 1: Student weeks, students and average length of stay (weeks) by source market (rank by student weeks)

Rank	Country	Student weeks (2017)	Student weeks (2018)	Share (% 2018)	Student numbers (2017)	Student numbers (2018)	Share (% 2018)	Average length of stay (2018)
1	Italy	270,131	258,064	14.2%	129,893	127,972	25.4%	2.0
2	China	185,135	204,225	11.3%	44,673	47,372	9.4%	4.3
3	Saudi Arabia	151,041	164,892	9.1%	16,410	18,974	3.8%	8.7
4	Spain	120,187	122,850	6.8%	44,362	46,750	9.3%	2.6
5	France	89,452	89,525	4.9%	35,201	35,812	7.1%	2.5
6	Turkey	100,050	87,072	4.8%	15,270	14,518	2.9%	6.0
7	Japan	79,262	78,568	4.3%	13,579	14,396	2.9%	5.5
8	South Korea	80,849	70,898	3.9%	7,037	7,700	1.5%	9.2
9	Switzerland	75,784	70,501	3.9%	18,148	17,006	3.4%	4.1
10	Brazil	63,320	63,837	3.5%	13,158	13,955	2.8%	4.6
11	Germany	60,789	60,301	3.3%	31,014	31,374	6.2%	1.9
12	Russia	40,400	46,357	2.6%	17,683	17,808	3.5%	2.6
13	Kuwait	36,560	33,234	1.8%	3,529	3,351	0.7%	9.9
14	Poland	25,349	32,489	1.8%	6,646	6,635	1.3%	4.9
15	Colombia	34,039	31,410	1.7%	3,252	3,145	0.6%	10.0
16	Thailand	28,846	30,768	1.7%	4,502	4,975	1.0%	6.2
17	Taiwan	32,655	27,256	1.5%	5,176	4,513	0.9%	6.0
18	Oman	23,629	25,880	1.4%	3,033	3,366	0.7%	7.7
19	Argentina	19,722	24,576	1.4%	5,947	7,883	1.6%	3.1
20	Chile	15,156	19,153	1.1%	2,375	2,940	0.6%	6.5



Quarter 3 2019

- Overall student weeks reported from Japan increased year-on-year
- Adult student weeks performed more strongly than junior student weeks year-on-year
- **Japan** was the 8th **biggest source market** with a 3.7% share of the total market. 76% of the student weeks from Japan were spent by adults, 24% by juniors.

Q3 2019 – headlines from our latest data #2

- Japan retains a strong position as the leading market for English Plus courses, with 22% of the market share
- Our stats show that Northern England, Scotland and Northern Ireland and the South West of England have a comparatively low market share and therefore lower numbers of Japanese students
- Japan continues to have a high percentage of commissioned bookings (bookings from agents) with 84% of all student weeks commissionable



StudyWorld 2020
QEI Centre, London
Monday 7 – Wednesday 9 September



PARTNER
AGENCY

ENGLISH
UK



Become an
English UK
partner agency



Making sure young learners are safe in the UK

What is Safeguarding?

Safeguarding means caring for students in all ways

It includes all areas of safety and welfare including:

- child protection
- emotional support
- health
- homesickness
- bullying
- online safety

English UK schools and safeguarding

English UK members take protecting young learners very seriously.

They all:

- Have a clear safeguarding policy
- Have a designated Safeguarding Officer
- Provide information and training to all staff, students and group leaders
- Make sure only suitable adults have the access to children

English UK schools and safeguarding



Group leader safeguarding briefing

By Huan Japes, English UK's Membership Director

Any questions?

For more information on English UK, safeguarding, StudyWorld or how to join us as a partner agency:

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