

## Minutes of the 25th Meeting of the English UK Enterprises Board

Held at: English UK, 219 St John Street, London EC1V 4LY

Date: Tuesday 11 June 2013 from 10:30

Present: Steve Phillips (Acting Chair), Hannah Alexander, Kevin McNally, Tony Millns and Stephan Roussounis

In attendance: Annie Wright, Huan Japes, Jodie Gray, Siobhan Baccas and Laura Underwood (minutes)

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### 1. Apologies for absence

Apologies were received from Heidi Gon-Paz and Shane Wilkinson.

### 2. Minutes of the 24th Meeting of the English UK Enterprises Board

The minutes were agreed to be an accurate record of the meeting held on 28 February 2013.

### 3. Matters arising and updates

#### Membership of Enterprises Board

AW confirmed KM has stepped down as Chair and SP is now Acting Chair. The main Board is due to review membership of the subsidiary boards at the meeting on 13 June when they will also make a decision on SP becoming permanent Chair of the Enterprises Board.

AW mentioned the attendance issues the Board has been experiencing, although this meeting was relatively well attended. It was noted that the appointment of new additional members would help alleviate problems concerning attendance and representation at meetings.

SP confirmed he has already approached David Walker, who confirmed he would like to join the Board. TM spoke to Mick Davies informally, who would also be keen to join. Subject to confirmation at the main Board meeting later in the week AW will ask Janette Donjon and Mick Davies whether they are interested in getting involved.

AW advised that the morning of 10 October is now free to hold the next meeting. SR asked if dates could be confirmed or changed three or four weeks before a scheduled meeting, as more flexibility may help to ensure maximum attendance.

#### SIEM

JG reported that the SIEM meeting on 10 June was well attended by the HE sector but less so by ELT institutions. However, it does seem that the SIEM staff are attempting to provide more activities for the ELT sector. HA noted that it would be useful to have a country checklist. JG agreed, and also suggested an ELT specific leaflet. JG will approach SIEM with these suggestions.

TM reported that Joanna Newman at BIS was concerned about the low take up of SIEM. JG suggested this may be because of the in-country support, which differs between countries.

TM suggested a review should be planned for June 2014. This will be put on the agenda for the Enterprises Board meeting in a year's time.

#### StudyWorld London 2013

SB confirmed that her attendance at the IH agent workshop in Italy was successful, and IH will be gold sponsors of StudyWorld 2013.

#### StudyWorld and English UK's smaller members

SB confirmed a payment plan for smaller educators will be introduced in time for StudyWorld 2014. SP noted that it is important that the plan is properly defined, particularly in terms of who the offer will apply to. An update on developments of the payment plan will be added to the agenda for the next meeting.

#### English UK Marketing Conference 2014

HJ reported that a venue has been secured for the ELT Marketing Conference on Friday 7 February 2014. The venue will be One Great George Street, which was also used for the Parliamentary Reception this year.

#### Action points:

- AW/JG to approach Janette Donjon and Mick Davies about joining the Board
- AW to ask Board members to confirm availability three or four weeks prior to a proposed meeting date, and to offer the possibility of rescheduling if attendance looks to be low
- JG to approach SIEM to ask for country checklist and ELT specific leaflet.

#### **Updates for information, discussion and decision**

#### **4. BIS and UK international education strategy**

TM updated the Board on BIS and UK international education strategy. The BIS strategy, which is supported by Vince Cable and David Willetts, is likely to be published before the summer recess. The strategy aims to cover around 13 sectors, of which education is one. TM noted that the strategy is highly co-ordinated and systematic, covering the school level, FE, HE and ELT amongst others. TM will advise BIS on the ELT strand.

TM reported the English language got a good profile on his recent trip to Colombia and Mexico. TM has since spoken to David Willetts, suggesting four key areas that English UK would like to develop. TM noted that whilst these developments will mainly be delivered outside of the UK, they are still very promising in terms of ELT promotion.

SP asked what the timeframe would be to implement the programmes. TM used the example of a teaching assistant programmes for unemployed UK graduates, which would probably take about one year to plan and implement.

HJ asked if CELTA providers would be invited to tender. TM said they would, although they would be asked to offer some kind of bulk reduction. TM also noted that he is discussing with BIS whether it would be possible for student loans to be extended for graduates that are employed on such schemes.

#### **5. Mission to Libya – report and discussion**

JG spoke to the paper. The postponed Libya mission took place on 19 – 23 May, and 12 member centres attended. Six delegates from the Training Gateway also attended. Despite some security fears prior to the mission, the trip ran very smoothly and was a big success. AW noted that the mission was an important trip for diplomacy, but that this was overshadowed by the feeling of the Libyan delegates towards the UK visa system. JG noted

there are no ECOs in Tripoli and visas are processed in the UK, which inevitably takes a long time. There is also the issue of dependents, particularly for female students, and whether they can travel with students on SVVs. With regards to funding, state owned oil companies (run by the National Oil Corporation) often provide funding to students, but this is not always recognised by the UK visa system.

On the visa issues, TM advised that it is best to focus on the issues that the Home Office might be willing to look at. He suggested that the oil companies should go for the visa Premium Service, as they seem to have the funds available, and in the long term this may prove their reliability as sponsors.

AW highlighted some concerns. Firstly, some of The Training Gateway delegates appeared not to be representing independently quality assured institutions and were also not solely promoting the UK as a learning destination. Secondly, the British Embassy and British Council provided little if any support in the lead up to the event. However, English UK secured the help of Prime Education, a consultancy based in York. Prime Education really pushed the event forward, securing TV, newspaper and billboard advertising, as well as creating a Facebook campaign which helped to attract around 600 students to the student facing event held on 22 May.

JG advised that there is enough funding for 35,000 Libyan students, mainly from oil companies, ministries and the Warriors Affairs Commission. As such, JG asked the Board for their ideas on how to follow up with key contacts in Libya, whilst the UK is still the number one English language learning destination for Libyans. JG suggested an inward mission, and another outward mission to Tripoli. Despite the high cost of security in Libya, JG was positive there will be further funding from UKTI for such a mission. It was suggested that the inward mission could take place this autumn, perhaps with a focus on delegates from the National Oil Corporation.

SR pointed out that not all English UK members are equipped to accept large numbers of Libyan students, and that perhaps English UK might look to organise some kind of training. One idea could be that where a member has a lot of past experience with working with Libyan students, they could offer advice on best practice to other members. JG will look at either providing a training day for members, or an elective session at one of the conferences.

#### Action points

- *JG will look into organising a training session or elective session on working with Libyans*
- *JG/AW will look into organising an inward mission to take place in Autumn and other follow up events.*

#### **6. Marketing update – review of activities since February & plans for the remainder of 2013 (paper EB25/6)**

JG spoke to the paper which detailed the profile raising activities including overseas missions and inward missions held since the last meeting as well as those planned for the remainder of 2013.

The scoping visit to Egypt (to Cairo & Alexandria) taking place this week was highlighted. This visit is fully funded and organised by UKTI and is being undertaken by Roz Rozidor alongside Amanda Selvaratnam of The Training Gateway.

JG informed the Board English UK has been offered a free table at the Education UK Exhibition in São Paulo & Rio de Janeiro in October. This is a trial, with a view to opening up the exhibition to the wider ELT sector in the future. English UK will also be taking an

exhibition stand at the British Education Fair in Madrid & Barcelona, also in October. The fair is jointly organised by UKTI and the British Council.

SP asked about the Kurdistan inward mission that is due to take place just after StudyWorld. SP showed some concern about recruiting the delegates in time. JG felt sure that the mission would come together.

With regards to future market reports, JG informed the Board that two reports on Colombia and Brazil have been commissioned. JG suggested the launch of these two reports takes place at the Marketing Conference in February 2014. HJ agreed this would be a good addition to the conference programme.

SP mentioned the reports that were launched at the Annual Conference in May this year. He noted that, in future, the presenters of such reports might be briefed a bit better. HA reiterated that the point of the presentation was to provide an insight into the report, and to make you want to read it, rather than to regurgitate the report. JG agreed that future presenters should be better briefed beforehand.

SR commented on STB's collaboration on the Brazil report. He showed some concern over their focus on the market, and thought they should be briefed about the aims of the report. JG reassured SR that STB's contribution would be more anecdotal, and that they would be briefed properly prior to compiling the report.

#### Action points

- JG and HJ to discuss the market report launch at the ELT Marketing Conference 2014
- JG to ensure report writers and presenters are properly briefed beforehand.

### **7. StudyWorld London 2013 – update**

SB spoke to the paper. Bookings for StudyWorld are looking very promising, and all sponsorship places are filled. The Fam trips are all confirmed, and bookings are being taken. SB noted that this is the first year that we have paid for several of the speakers on the seminar programme. SP asked how the seminar programme will be advertised. SB said that she was planning to send out emails and tweets leading up to the event, and also that Sue Young will be writing news items promoting the individual sessions. SB also noted that this year there will be lunch available on the Monday.

TM suggested we offer one day attendance for the seminar programme and evening reception. The Board were in support of this suggestion. HA noted that it would be particularly good for junior marketing staff, who tend not to attend StudyWorld. SR suggested promoting one rate for additional reps of those educators already registered for the full event, and a higher rate for individual delegates attending on the Monday only.

KM asked why the take up of exhibition stands was lower than previous years. SB noted there were actually just four exhibitor spaces left to sell, as a number are on reserve but waiting final confirmation. SB felt sure the remaining stands would sell before the event.

SP expressed concern that the building work at the Hilton is no-where near finished. SB said that it is due to finish on 30 August, but that we have provision in place in case it is not yet finished. This includes providing more branding throughout the hotel to guide delegates and hide any unsightly building work.

SB pointed out the other developments for this year's fair, including a SW branded coffee lounge serving fresh coffee and massage therapists during the appointments. The StudyWorld temp staff will also be utilised more than in previous years, and will be on hand

to help out delegates. The British Council will be holding a seminar programme at the venue on the Monday, which will hopefully result in British Council officers promoting StudyWorld to their local agents.

Action points

- *SB to implement a day delegate rate for those wishing to attend on Monday only, if there are spaces available.*

**8. English UK Fairs – review of Q 1-2 2013, update for Q 3-4 & plans for 2013**

JG spoke to the paper. She told the Board that the Prague fair went extremely well. The Lima fair also went well, despite some traffic related problems. One highlight from the Lima fair was that delegates made good links with Peruvian agencies that had not previously had the opportunity to work with UK providers.

The Beirut fair is not yet full, perhaps because of recent security issues, but JG was positive we would get enough delegates. The Chiang Mai fair is sold out. The Vienna and Cartagena fairs are now live, and each have around twenty members registered already.

JG has suggested Brazil as a destination for the Latin America fair 2015, and China for the Asia Pacific fair 2015. The Europe and Middle East fair destinations are to be decided, and suggestions are welcome.

***Matters for information and report***

**9. English UK Partner Agency Scheme update**

JG reported there are currently 175 partner agencies from 38 countries. SP commented that the number does not seem to have risen since the last meeting. LU noted that there have been eight new agencies since the last meeting, but that there were also some non-renewals. SP asked why agencies do not renew, and JG advised that it is usually because they do not reply to emails and phone calls. SP asked if, for future meetings, the Board could be advised of the agencies that do not renew.

Action point

- *LU to provide details of cancelled Partner Agencies as well as new Partner Agencies for future Board meetings.*

**10. English Language Promotions Group (ELPG) Meeting 27 March 2013**

The Board noted the minutes of the meeting.

***Other business***

**11. Date of the next Enterprises Board meeting**

10 October 2013. This date will be confirmed with Board members three or four weeks prior to the meeting.

**12. Any other urgent business**

None.

The meeting concluded at 12:30.