



# English UK agent briefing

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Istanbul, Thursday 18 May 2023

# What we will cover

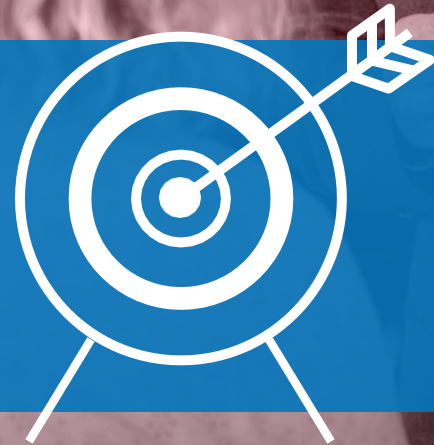


- Introducing English UK
- UK English language teaching (UK ELT) at a glance
- Supporting the recovery of UK ELT:
  - ✓ Promoting UK ELT
  - ✓ Influencing UK policy
  - ✓ Building sector capacity
  - ✓ Driving excellence
  - ✓ Tracking recovery
  - ✓ Avoiding Visa refusals



English UK is the national membership association of accredited English language teaching centres in the UK.





**Our mission** is to harness the collective energy of our membership to champion and advance UK ELT.





**Our vision** is for a UK English language teaching sector that transforms lives through learning and intercultural understanding.

# Our values:

- Community
- Inclusivity
- Integrity
- Responsibility
- Sustainability



# UK ELT before the pandemic



- The UK attracted 550,000 ELT students annually
- Around half from Europe and in 2019 over half (54%) of those were juniors (students under 18 years old)
- According to VisitBritain research – UK ELT students spend twice as much money in the UK and stay three times as long as other inbound visitors





# Impact of the pandemic



- 2021 showed a 36% drop in student numbers from 2020, which was already 84% down on 2019
- Between 2019 and 2021, the sector experienced an 88% drop in student numbers and 71% decrease in student weeks





# UK ELT today

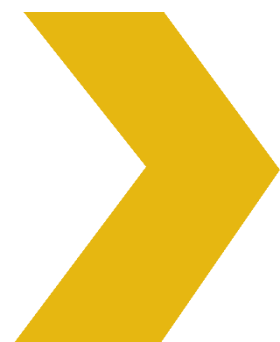


- Life in the UK back to normal post-pandemic
- Resilience - over 85% of English UK member centres have survived and are welcoming students
- UK ELT sector in recovery – in 2022, 60% of 2019 pre-pandemic student week volume and 51% full-time student numbers
- Summer 2022 - first strong rebound seen in junior segment



Supporting the  
recovery of  
UK ELT.





# Promoting UK ELT





# English With Confidence

information for agents  
[study.englishuk.com](http://study.englishuk.com)





# study.englishuk.com/blog



StudyWorld fam trips: agents visit London, Cambridge, South West and North of England

24 March, 2023 | By English UK

Four fam trips took place around StudyWorld spring, helping educational consultants find new UK partner schools and destinations for their students. Agents participated from Portugal, Turkey, Romania, China,

[read more](#)



5 reasons to study English in Northern Ireland

30 January, 2023 | By English UK

Northern Ireland is the smallest of the four nations that make up the United Kingdom. It lies across the sea from the rest of the UK and borders the Republic of Ireland to the south. There are accredited English language centres

[read more](#)



Students get ready for Christmas in the UK

14 December, 2022 | By English UK

As the UK's English language schools get into the festive spirit, international students are experiencing seasonal traditions, enjoying Christmas events around the UK and in some cases seeing snow for the first time! Let's see

[read more](#)



englishuk.com  
study.englishuk.com



A young woman with long brown hair is taking a selfie with a pink smartphone. Another young woman with dark hair is partially visible behind her, also smiling. They are outdoors, with a large, ornate building featuring a clock tower in the background. The scene is brightly lit, suggesting daytime.

**OPEN**  
as usual

The UK is open and welcoming students

# Upcoming agent facing events



## StudyWorld

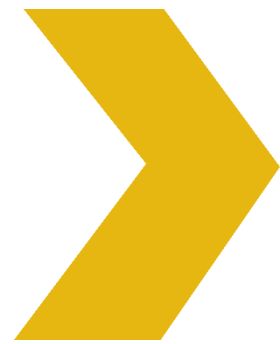
Friendly, focused networking events for accredited UK educators and international agents.

- StudyWorld Online: 20 & 21 September 2023
- StudyWorld London: 22 - 24 January 2024
- See: [studyworldfair.com](https://studyworldfair.com)
- Organised by English UK



[englishuk.com](https://englishuk.com)  
[study.englishuk.com](https://study.englishuk.com)





# Influencing UK policy





# Influencing UK policy



## Our lobbying priorities

- Introduce a group travel scheme for children
- Accreditation UK to become an Educational Oversight partner
- Expand and reform the Youth Mobility Scheme
- Restore work rights for adult students on ELT courses



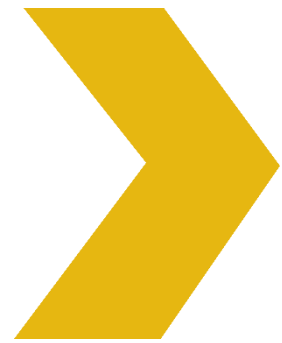
# Influencing UK policy



## Visa reform asks

- Allow students on an 11-month short-term Study Visa to study at multiple centres
- Provide an end-to-end visa for pathway, under-graduate and post-graduate programmes
- Low-cost multiple entry Standard Visitor Visa
- Allow work experience programmes on a Standard Visitor Visa
- Allow English language students to apply for a new visa without leaving the country





# Building sector capacity



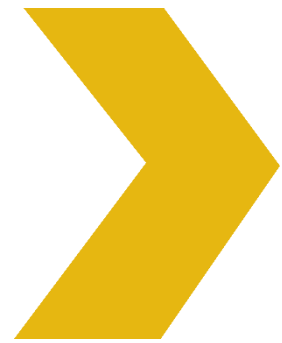
# Building sector capacity



- Lobbying and working with stakeholders including Accreditation UK, assessment bodies & UK government (on youth mobility, rent a room relief, advanced learner loans, shortage occupation list)
- Increasing the visibility of career prospects and benefits in UK ELT sector through communications & promotional campaigns
- Supporting ELT centres' recruitment efforts (recruitment advice, professional development for UK ELT staff)







# Driving excellence



●● BRITISH  
●● COUNCIL

ENGLISH  
UK

# | Accreditation | UK

2022 | celebrating  
40 years of assuring  
excellence in UK ELT

# Driving excellence



## Development and training for staff at member centres

- Certificate in ELT Student Experience Management (CELTSEM)
- Diploma in ELT Management (DELTM)
- Certificate in International Business English Training (Cert IBET)
- Safeguarding training throughout the year
- ELT Conference for academic managers and teachers
- Marketing Conference
- Members' Conference

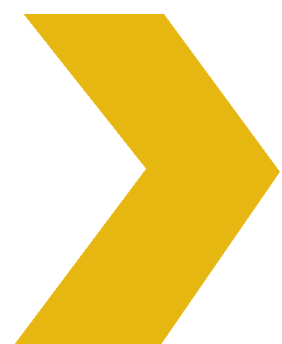


# Become a UK Certified Agent

[www.britishcouncil.org/education/agents-counsellors](http://www.britishcouncil.org/education/agents-counsellors)







# Tracking recovery



# Tracking recovery



- Annual and quarterly student statistics reports: collecting data and insights on students who come to study English in the UK
- UK ELT sector on gradual recovery trajectory through 2022: Q1 ~55%, Q2 ~70%, Q3 ~55% & Q4 ~56% (of 2019 pre-pandemic student week volume)
- Summer 2022 - first strong rebound seen in junior segment
- Top ranked source markets now largely reflect pre-Covid ones, China and Russia the notable absences
- Market structure and dynamics increasingly resemble pre-pandemic norms (eg. direct v commissionable, individual v group, and adult v junior ratios)



# New student statistics report #1



## English UK membership in 2022: overview

- 329 reporting centres (-10 centres vs 2021)
- 225,641 students (+317.2% vs 2021)
- 973,716 student weeks (+108.1% vs 2021)

Source: English UK, 2022: year-on-year comparison is based on data from centres reporting in both 2021 and 2022 (n=316)



# New student statistics report #2



## Juniors in 2022

- Student numbers: 49% of all students were juniors
- Student weeks: 23% proportion of student weeks spent by juniors

Source: English UK, 2022 (n=329)





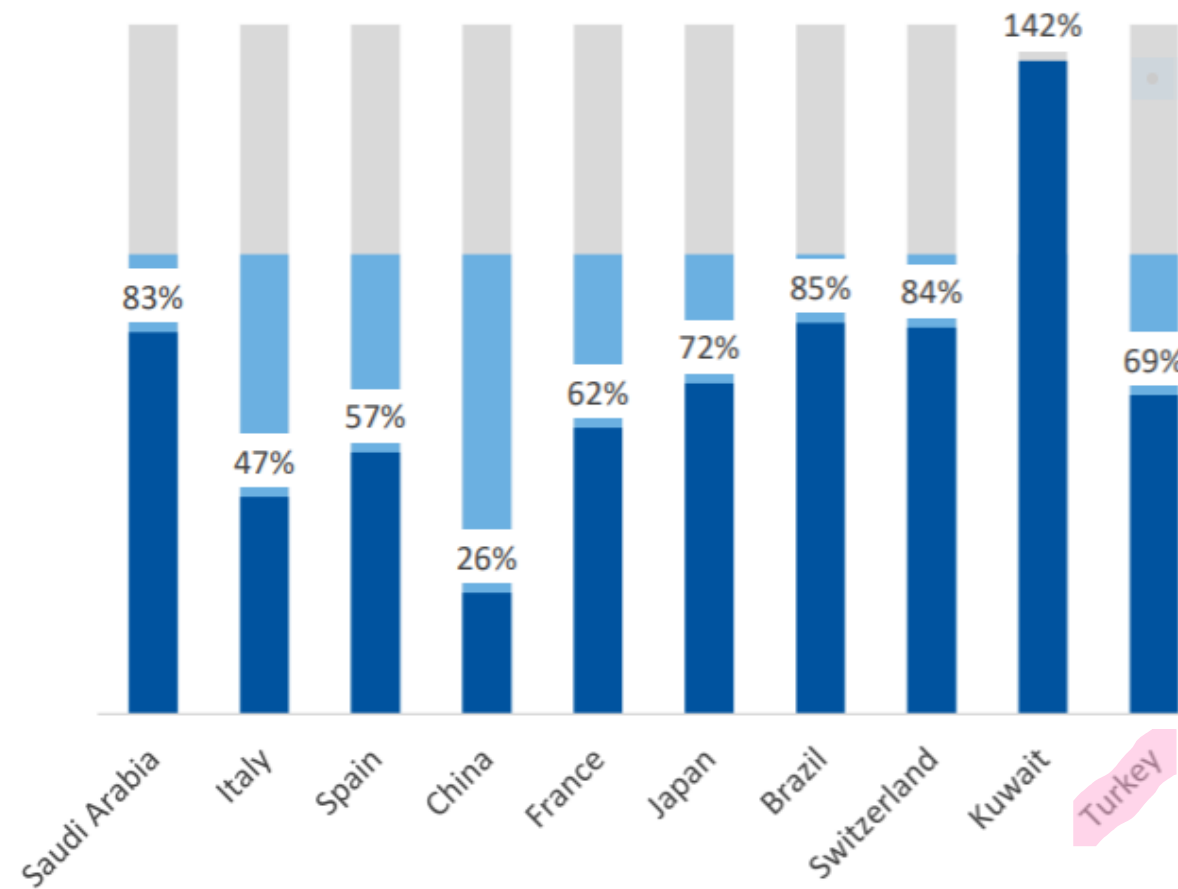
# New student statistics report #2

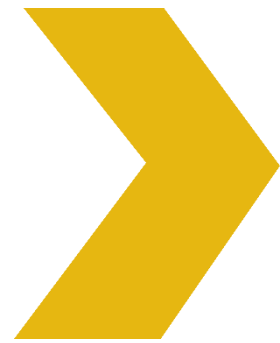
## Overall top markets in 2022

	Country	Student weeks 2022 overall	Share (weeks)	Student numbers 2022 overall	Share (numbers)	Average length of stay overall
1.	Saudi Arabia	142,088	14.6%	13,360	5.9%	10.6
2.	Italy	108,890	11.2%	48,986	21.7%	2.2
3.	Spain	57,515	5.9%	21,165	9.4%	2.7
4.	China	52,074	5.3%	5,999	2.7%	8.7
5.	France	48,900	5.0%	17,060	7.6%	2.9
6.	Japan	47,934	4.9%	5,796	2.6%	8.3
7.	Brazil	45,643	4.7%	10,581	4.7%	4.3
8.	Switzerland	45,178	4.6%	10,114	4.5%	4.5
9.	Kuwait	39,948	4.1%	3,399	1.5%	11.8
10.	Turkey	39,935	4.1%	6,096	2.7%	6.6

# New student statistics report #3

## Top 10 source markets and their recovery levels (2019 v 2022)





# Applying for a visa, avoiding refusals



# Key visa changes post 2020



## Visitor route allows study up to six months

- Short-term study (English language) visa is ONLY for English language courses between 6 and 11 months in length
- Student Visa for longer or non-ELT programmes
- EEA nationals need to apply for a visa if spending more than 6 months in the UK





# Standard Visitor Visa route



- Study is allowed for up to 6 months
- Any course(s), any accredited provider(s) but must be completed within 6 months
- No prior course booking required for visa application
- No work rights – up to 30 days of volunteering allowed
- No set amount needed but must demonstrate funds are available
- Visa cost 100GBP for visa nationals
- Long-term visa holders: should not intend to study for more than 6 months per visit



# Short term student visa (ELT)



- For students aged at least 16
- Study for 6 to 11 months
- Cannot change course/ provider - study only on the course and with the provider named on the application form
- Course can be extended – eg. from 7 months to visa end date (11 months)
- No work rights - up to 30 days of volunteering allowed
- Visa cost 200GBP
- International health surcharge payable at point of application – 470GBP
- 90 day entry visa issued and BRP to be collected after arrival



# Applying for a visa #1



**Caseworkers will assess whether the student genuinely intends to visit/ study in the UK by looking at:**

- Age, nationality and education history
- Current level of English/ evidence of (previous) study (in home country)
- Previous immigration history, including visits to the UK and other countries: is there evidence the student has complied with immigration rules?
- Duration of previous visits especially if there were any extensions of stay
- What were the reasons given for the number and duration of the visits?



# Applying for a visa #2



## **Financial circumstances of the applicant and family members (if relevant)**

- How much money is available; how were the funds acquired?
- Who is paying for the course; are there other dependants?

## **Personal and economic circumstances in the home country**

- Is the student working or in education?
- Do they have a stable income/ property in their name?
- Do they have dependants?





# Avoiding a visa refusal #1



## Students must:

- Provide as much information as possible about the reasons for doing the course now and in the UK (e.g. list any previous English language study or job opportunities if relevant)
- Explain why they have chosen not to study in their home country even if it would be cheaper
- Provide financial documents which are thorough: income should match payslips; additional evidence for recent deposits; avoid business accounts
- Submit their own personal bank statements, even if sponsored by their employer
- Provide the course confirmation letter
- Provide study or job opportunities (if relevant)



# Avoiding a visa refusal #2



## How you can help:

- Read and follow the caseworker guidance
- Find out more about the student's reasons for studying
- Check the student's current level of English (you can ask the receiving school to do this)
- Ensure your partner school includes the following information on their course confirmation letter:
  - ✓ Course start and end date; not just the number of weeks of study
  - ✓ Any holiday the student intends to take during the course
  - ✓ Student's current level of English and the target level upon completion of the course
  - ✓ Total cost of the course and amount paid to date (NB: no need for fees to be paid in full)



Challenges  
remain, but we're  
on the up.





**Thank you**

Any questions?

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