QUIC: FAQs

Frequently asked questions

1. What is QUIC?

QUIC – the Quarterly Intelligence Cohort – is an optional statistics group open to all English UK member centres on a rolling annual basis.

Normally, four times a year, QUIC participants submit detailed student data and benefit from comprehensive, robust and timely statistical reports produced by our expert insight partner, Bonard. A user-friendly PDF report is accompanied by aggregate data in Excel format.

Bonard ensures the reporting is based upon a representative sample expertly calculated to international research standards. This means that the data shows the true picture of the UK's English Language Teaching (ELT) market.

In any year, provided enough members across all types of provider join QUIC, Bonard can drill down into the data to produce comparative analysis by provider type and by location*. This means each member centre can see how their performance rates relative to other similar institutions, in addition to the wider UK ELT industry.

2. How quickly do QUIC participants receive the statistical reports?

Bonard process data within three weeks of the submission deadline thanks to their dedicated team of research experts. This will allow us to circulate reports quickly, within a maximum of eight weeks of the end of the referenced time period, supporting QUIC members in their time-critical business decisions.

3. What data do I have to provide and how?

QUIC participants receive a standardised Excel spreadsheet designed by Bonard that they populate with their data. They record student weeks by source market (nationality), age group (juniors and adults), course type (various adult and junior course options), whether their booking was direct or commissionable and by booking type (group or individual).

Many of the most common booking software/school management systems allow members to quickly extract this data at the touch of a button via customisable reports. While the submission of accurate data will be the responsibility of each individual member, English UK will offer support and advice along the way.

Email statistics@englishuk.com to request a sample Excel submission form and the detailed submission guidelines.

* Like all data collection schemes, the quality of the data relies on the number and breadth of participants – the more members, the more reliable the data and the deeper the comparative analysis. If, like us, you see the value of robust data, do encourage as many of your colleagues across the membership to join as possible.

4. Does English UK charge for this service?

We understand the importance of robust data to our members directly and the value good data brings to our ability to best represent, promote and lobby for you.

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We have therefore made the provision of sophisticated market intelligence a priority and now outsource the data sanitisation, validation and analysis to expert analysts. Bonard have a great deal of experience in the ELT sector, extensive research expertise and can produce higher quality reports in a short time frame.

Outsourcing incurs a cost which is normally carried by QUIC participants as they are the main beneficiaries. However, given the challenges (financially and logistically) facing the sector in 2020, we are running a variant of the normal scheme. English UK is covering the cost of outsourcing work for this year.

5. I represent a further education college, is QUIC useful for me?

We know there is a lack of market intelligence available for FE colleges with respect to their ELT activities. QUIC will go some way towards plugging this gap and we are keen to actively recruit FE members to ensure the analysis is as useful as possible to you*. The Excel format pivot tables provide granular intelligence on sector (private v state) and region.

6. I represent a university language centre, is QUIC useful for me?

QUIC offers in depth market analysis of value to all types of member centres. University language centres will be able to benchmark their performance against other similar centres and against the wider UK ELT sector*. The Excel format pivot tables provide granular intelligence on sector (private v state) and region.

7. I am interested in statistics on junior programmes, is QUIC useful for me?

Yes. Junior course providers can benchmark their performance against other similar centres and against the wider UK ELT sector*.

QUIC is the only data scheme where seasonal multi-centres submit for each teaching-premise location, providing a true picture of the regional distribution of student weeks. In the annual report all multi-centre student weeks are allocated to the HQ's location.

Crucially, the speedy turnaround means in a normal year QUIC participants receive in-depth statistical data and analysis of the peak summer period, quarter three, by mid-October: i.e. in time for you to adjust your plans for the marketing season, if necessary.

English UK members who do not contribute to the QUIC data only have access to a publicly available, top-lines executive summary which does not include any detailed statistical analysis of individual source markets or course types. For any meaningful intelligence on the peak summer period, for example, they would have to wait until May of the following year when they receive the annual statistics report (based on the annual submission of data received from all member centres).

Like all data collection schemes, the quality of the data relies on the number and breadth of participants – the more members, the more reliable the data and the deeper the comparative analysis. If like us you see the value of robust data, do encourage as many of your colleagues across the membership to join as possible.

8. What about statistics on specific course types and/or benchmarking booking sources?

As a QUIC member, you are asked to submit data broken down by the most common adult and junior course types. The data also needs to be broken down into juniors versus adults; booking source (commissionable or non-commissionable) and booking type (individual or group).

This level of detail means that for any given market you are able to see in the whether students are predominantly over or under 18 years of age, their buying process (via an agency or direct) and preferred course types. You can use the report and Excel pivot tables to compare your own experience to the UK industry standard, benchmark your performance against other similar centres and help you to identify market opportunities to exploit.

9. Will QUIC allow me to benchmark against in other major competitor destinations?

English UK is the first association to collate this level of data on a quarterly basis. English Australia introduced a less detailed variant of this scheme for their members in 2020. Therefore, because this level of data does not exist for any other destination, reference to competitor markets and global comparison is not currently possible.

10. What is the difference between the full QUIC report and the executive summary?

Normally, each quarter, the full report is available only to QUIC participants; a top-lines only executive summary is publicly available with no restriction. The former includes far more detail than the latter.

The executive summary provides headline figures only. It identifies sector-wide trends and includes top-line figures that give a useful overview of the sector to all English UK members and the wider public. It assists English UK with our international promotion and advocacy goals. However, the executive summary does not include any detailed statistical analysis of individual source markets or sub-sectors.

The full 40+ page PDF quarterly report includes an evaluation of all source markets, market by market programme type, age and buying process information plus regional comparisons and historical (quarter-to-quarter) analysis. It utilises infographics, analysis and clear commentary for ease of reading.

QUIC participants also receive aggregated data in Excel format. This includes pivot table features for granular UK sub-sector (private vs. state sector) data analysis. help QUIC members to identify market opportunities and make tactical adjustments to their marketing plans accordingly.

Things are a little different for 2020 but we will revert to producing both a report and executive summary in 2021.

11. What happens if I fail to return my data on time?

Receiving timely statistical reports is a key benefit for the QUIC group, the deadlines for submission are therefore strict and late submissions will be penalised.

If your data is later than the submission deadline, you will be expelled from the group. Re-joining QUIC is at discretion of English UK.

12. What happens if I want to leave QUIC?

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If you want to leave the group, you may do so at the end of the calendar year in December. You would need to notify us by email. Whatever the date of withdrawal, no financial refunds (full or partial) will be made. If you leave part way through the year you will not receive any remaining QUIC reports for that year.

13. If I don't join QUIC now, will I be excluded from joining in future years?

No. Each year from January to March English UK members will be invited to join QUIC on a rolling basis. But the more members that join now, the more robust the data and the deeper the comparative analysis can be*.

14. I joined English UK after the quarter one submission period; can I join QUIC now?

QUIC is open to new participants on a rolling basis every year from January to March.

15. What is the difference between QUIC and the former Core Group?

QUIC is an enhanced and more sophisticated version of the Quarterly Marketing Statistics Scheme (aka the Core Group). The Core Group scheme ended in early 2017.

While the Core Group provided valuable insight into UK ELT, source markets and aggregated data for benchmarking, this value was limited by our lack of high-level analysis skills. In-house we are unable to process the data to ensure a representative sample; and do not have the expertise to drill down into the figures to offer comparative analysis.

By outsourcing to specialists, the sanitisation, validation and analysis we are now able to provide is of a far higher quality. Bonard follows robust research techniques, ensuring reports are based on a representative sample of the UK ELT sector and therefore improving their quality. They are also able to process analysis and reports more quickly.

16. What about data protection?

Bonard is an affiliate member of the United Nations World Tourism Organisation and a member of ESOMAR. As such, the organisation complies with an international research code of conduct and follows strict data protection protocol.

17. Other questions?
For more information, please email Roz McGill, market development manager, on roz@englishuk.com or visit www.englishuk.com/quic

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