



## The Challenge for Languages

The UK is facing a major challenge in promoting the value of language learning. We are witnessing a decline in the number of students continuing to study languages at all levels at a time when language and intercultural skills are more important than ever before.

- More than a third of employers recruit people for their languages skills but are increasingly forced to recruit overseas to meet this need
- The UK has a shortage of people who can combine language skills with other specialisms
- Only 6% of the world's population speak English as a first language
- 75% of the world's population don't speak any English
- Language and intercultural skills are needed to compete and trade with the rapidly developing economies of Brazil, Russia, India and China
- Young people in the UK are disadvantaged in the open job market if they can only speak English

שלום וברכה JÓ NAPÓT SZIA DIA DUIT BUON GIORNO 안녕하세요 SVEIKI KIA ORA САЙН БАЙНА УУ GODDAG ATTAAM JIRTU? CZEŚĆ OLÁ नमस्ते WINCHIS SALUT! ЗДРАВСТВУЙТЕ LATHA MATH HAYE ;HOLA!

## Benefits of the BLC programme

The Business Language Champions programme helps schools and businesses to work together through languages to equip young people with the international communication and employability skills that they will need for their future careers. It helps schools to:

- Inspire and motivate languages students
- Raise numbers of students taking languages
- 'Sell' languages internally to senior management teams and to parents
- Develop authentic project-based activities
- See languages in action in the workplace
- Raise awareness of the types of jobs that require languages
- Get recognition for business engagement activity locally and nationally
- Access funding through the LinkedUp Award

## Could you be a Business Language Champion?

Here are just a few of the motivating and exciting activities that we can help your school to organise to inspire young language learners:

- Employee visits to schools
- Student and teacher visits to local employers to see languages in action
- Business projects and authentic materials for the curriculum
- Plan a languages project for your students with input from a local business
- Work in collaboration with other subject areas to plan joint international activities

**Read on to find out about other Business Language Champions**

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## Case study

Students from **St Bede's School** in Yorkshire and Humber prepare and hold an exclusive interview in Spanish with a Chilean **Bradford City FC** player and hear from the club's CEO about the relevance of languages in the sports sector.



Since the partnership started in September 2008, of 150 year 9 students 51 have opted to continue Spanish into year 10, making Spanish the school's most popular option choice.

## Case study

**Catalyst Corporate Finance LLP** works with **Ninestiles School** in the West Midlands to help students understand the global nature of British industry.



Students find out about the importance of emerging economies and how languages can help them take advantage of employment opportunities both in the UK and abroad.

The BLC activity helped to raise the profile of languages within the school. The number of Year 10 pupils taking languages increased by 20% and the school also introduced a six-week Japanese taster course.

JAMBO வணக்கம் MERHABA أهلا CHÀO SHW MAE こんにちは MOLO! કેમ છી? BÁWONI? SAWUBONA! TUNGJATJETA مرحبا DOBRY DEN GOEIEDAG ഏറ്റെ TERE HELLO BONJOUR 你好 GUTEN TAG ΓΕΙΑ ΣΟΥ

## Case study

BLC award winning partnership between **British Airways** and **UK schools**.

BA trains teachers to test students for the BA Language Flag Award. The Award is based on the BA language test for employees and is offered in 18 languages, including French, Spanish, German, Punjabi, Gujarati, Urdu and Hindi. Over 9950 students have passed the test since 2004.



*My students really enjoy the Award and the way it brings the workplace to life. It's great to see the sense of pride and achievement they feel when they receive their badges and certificates.*

Grace Dawson, Head of Language Development, Dormers Wells High School

## Get involved

Business Language Champions is a national programme that helps businesses and schools work together to motivate young people to learn languages for work.

For details of your Regional BLC Manager visit [www.cilt.org.uk/blc](http://www.cilt.org.uk/blc) or email [blc@cilt.org.uk](mailto:blc@cilt.org.uk)

CILT's Business Language Champions programme is supported by:



Regional Language Networks  
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