

# Quality English

## Hand picked from the best English language schools

### United Kingdom

- Anglolang Academy of English, Scarborough
- BEET Language Centre, Bournemouth
- Cambridge Academy of English Churchill House, Ramsgate
- Eastbourne School of English
- Eckersley Oxford
- English Language Centre, Brighton and Hove
- Excel English, London
- Frances King School of English, London
- Hampstead School of English, London
- Lake School of English, Oxford
- London School of English, London
- Melton College, York
- Wimbledon School of English, London

### Ireland

- Cork English College
- The Linguaviva Centre, Dublin

### New Zealand

- Auckland English Academy
- Languages International, Auckland and Christchurch
- Rotorua English Language Academy (RELA)

### Canada

- Access International English Language Centre, Toronto
- Modus Language Institute, Vancouver
- Vancouver English Centre

### South Africa

- Interlink School of Languages, Cape Town

### Poland

- York School, Krakow

### Bosnia

- Soros School, Sarajevo

Agents can be sure of

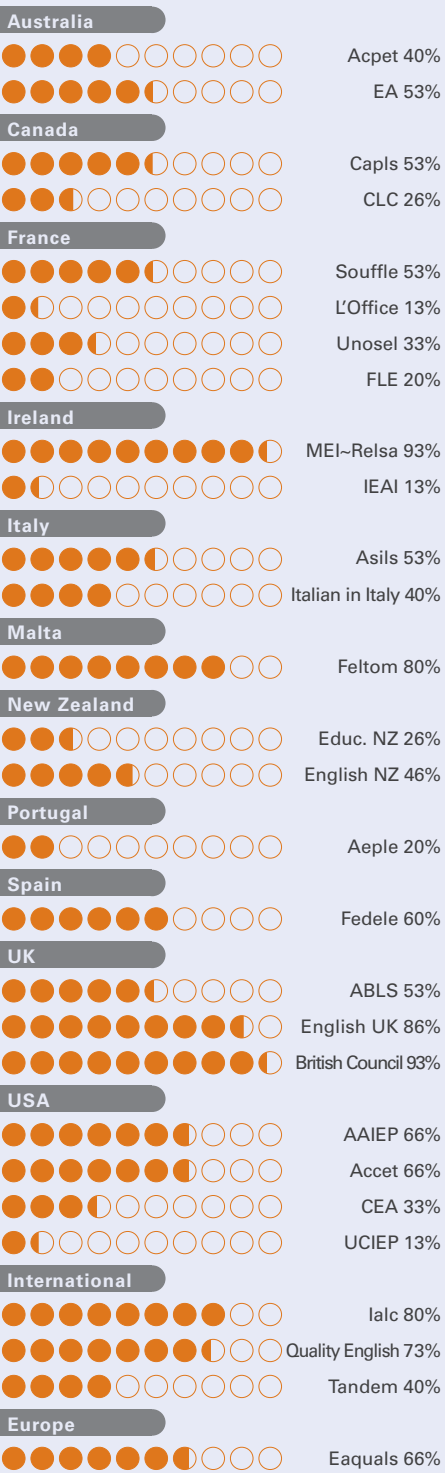
- a fast and flexible response
- a strong partnership with the decision-makers
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### Percentage of agents who recognised each of the following organisations



**Italian agents named a range of language programmes they work with, including:** in Australia: Travellers Contact Point, Sydney, NSW; University of New South Wales, Sydney, NSW; in Ireland: ATC Language & Leisure, Dublin; Atlantic Language, Galway, CES, Dublin; Home School of English, Dublin; IH Dublin, Dublin; Language Centre of Ireland, Dublin; Limerick Language Centre, Limerick; Morehampton Language Institute, Dublin; Pace Language Institute, Bray; in Malta: ESE, Gzira; in Spain: Colegio Delibes, Salamanca; in the UK: Basi Paterson, Edinburgh; British Study Centre, London; Central School of English, London; EAC, Edinburgh; ELG, Bristol; Frances King School of English, London; Oxford English Centre, Oxford; Hampstead School of English, London; IH-Welsh Group, various; IH Newcastle, Newcastle; Live Language, Glasgow; London House School of English, Westgate-on-Sea; Parkland International, Reading; Pilgrims, Canterbury; Severnside Academy, Shrewsbury; St Michael's, Tenbury; Victoria School of English, London; in the USA: Academic Adventures in America, Summit, NJ; University of California San Diego, San Diego, CA; UCLA, Los Angeles, CA; Worldwide: Sprachcaffe, St Giles; Study Group.

**Thank you to the following agencies for taking part in our survey:** Accademia Britannica IH, Across the World, Ageo Väggi, ALCE, ALP, Corsi di Inglese, Auriga Servizi, Coming, I Centri, Indirizzo Inghilterra, International Know How, MB Scambi Culturali, Prolingue, STI Travels, Today International, WEP.

# France Feedback

This year's Feedback survey on France showed greater interest among students for short-term French language courses geared towards those learning the language for pleasure only. Significant changes among the top nationalities were also in evidence.

## France feedback at a glance

Total number of students: female 85, male 40	<b>125</b>
Average age in years:	<b>30.4</b>
Average length of programme in weeks:	<b>8.5</b>
Average number of students in class:	<b>9</b>
Average number of hours of language tuition per week:	<b>20</b>
% of students who found their course through an agent:	<b>24</b>
% of students who booked through an agent or adviser:	<b>34</b>
% of students who had been on another lang. programme:	<b>37</b>
% of students who would recommend their school:	<b>95</b>

### Student nationality

A number of nationality trends stand out in this year's Feedback survey of France, notably the continued decline of students from Asia in French classrooms. This is a trend that was picked up in last year's survey, when the proportion of Asian students decreased by 13 percentage points, from 31 per cent to 18 per cent (see *Language Travel Magazine*, June 2005, pages 16-17). According to our survey results this year, this decline has continued – Asians now make up just 13 per cent of respondents. Another observation that deserves comment is the almost total absence

of Italian students this year, despite the fact that they made up the largest single nationality (13 per cent of respondents) last year. Reasons for such changes in the nationality mix are difficult to pin down but comments from schools in our recent Market Report on France indicate that enrolments from some nationalities have been negatively affected by media scenes of French student demonstrations, as well as a more general trend away from learning French in France (see *Language Travel Magazine*, August 2006, page 27).

### Student motivation

The average length of stay for students

in our survey was 8.5 weeks this year – a large decrease compared with the 17.5 weeks recorded last year. This trend is perhaps a reflection on the declining numbers of Asian students. This year, just 10 per cent of students indicated that they were intending to go on to further studies in France after completing their course, compared with 26 per cent last year. In contrast, the percentage of students learning French for pleasure increased from 21 per cent previously to a high 39 per cent.

### Student enrolment

Agent use among students learning French in France is relatively



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**Mandarin 美和 HOUSE 和**

low compared to other markets, with just 24 per cent of respondents indicating that they had found out about their course through an agent, compared to 41 per cent of respondents studying in Germany, for example (see *Language Travel Magazine*, October 2006, pages 16-17). Agent usage among our US respondents, the most dominant single nationality this year, was particularly low overall with just 20 per cent of US students saying that they had booked their course through an agency, compared with 83 per cent of Swiss students and 50 per cent of Japanese students.

### Standard of the schools

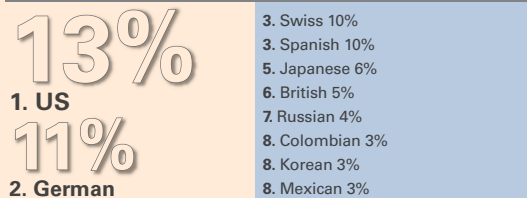
With an average class size of just nine and 37 individual nationalities surveyed overall, a majority of 54 students agreed that there were neither too many students in their class nor too many students of their own or another nationality. Those who thought there were too many students of their own nationality were Swiss, German and Spanish. Overall, 95 per cent of students said that they would recommend their school to others, 2.5 per cent said that they would not and 2.5 per cent did not reply.

### Living in France

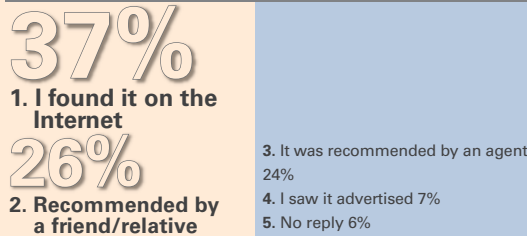
Only four per cent of students found it very easy to practise their French with local people, although a further 54 per cent said that it was quite easy. When it came to the cost of living, 46 per cent of students found France to be more expensive than their home countries, while 20 per cent thought it was cheaper than at home and 32 per cent thought it was the same.



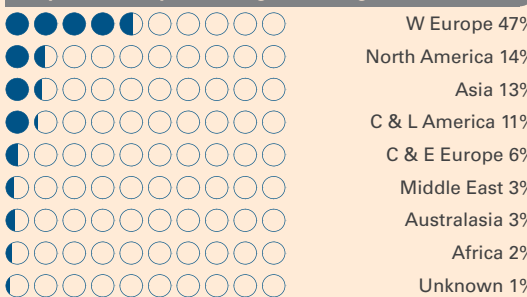
### Top nationalities



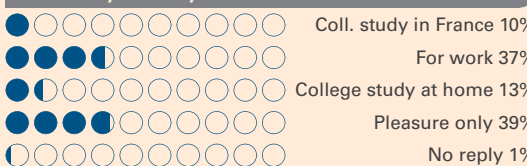
### How did you find your programme?



### Respondents by world region of origin



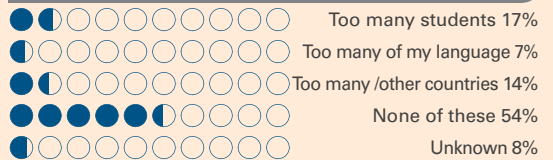
### How will you use your French in the future?



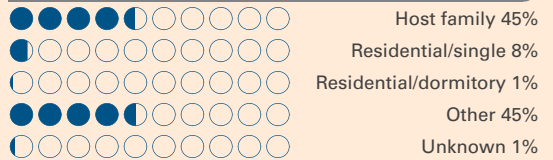
### Thank you to the following schools for participating in our survey:

Académie de Langues France Méditerranée, Perpignan; Alliance Française, Marseille; BLS Ecole de Français, Bordeaux; Cavilam, Vichy; IULCF, Ecole de Français d'Aquitaine, Bordeaux; Ecole de Langue Française Pour Etrangers, Paris; Ecole Suisse Internationale, Paris; Eurocentres, Amboise; Eurocentres, La Rochelle; Institut Catholique de Toulouse, Toulouse; Institute de Français Langue Etrangere, Collonges-sous-Saleve; Institute de Touraine, Tours; Institut Français de Chambéry, Chambéry; International House, Nice; IS Aix en Provence, Aix en Provence; Langue Onze, Toulouse; Odyssea, Institut Européen de Français, Montpellier; Université d'Avignon CUEFA, Avignon; Université de Poitiers, Poitiers; Carel, Royan.

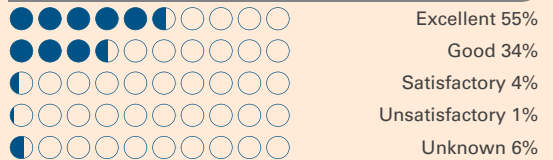
### In my class there are...



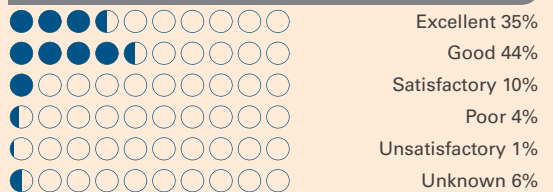
### What is your accommodation while in France?



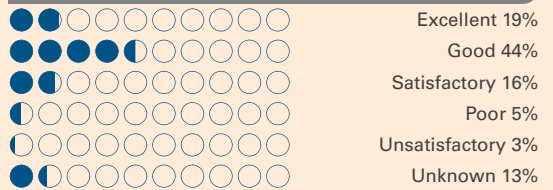
### Standard of the teaching



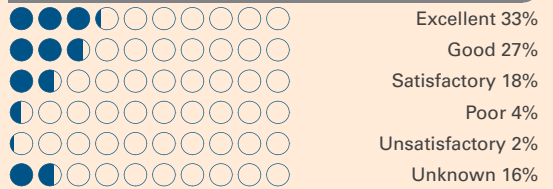
### Standard of your academic programme



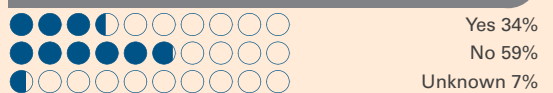
### Standard of your social programme



### Standard of your accommodation



### Did you book your course through an agent or an educational adviser?



### Before looking for your course, did you know where you wanted to study?



### City/town



### School

