

The Regional Language Network

Ruth Linden
Language Skills Manager
The Regional Language Network
Yorkshire & The Humber



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What do these have in common?

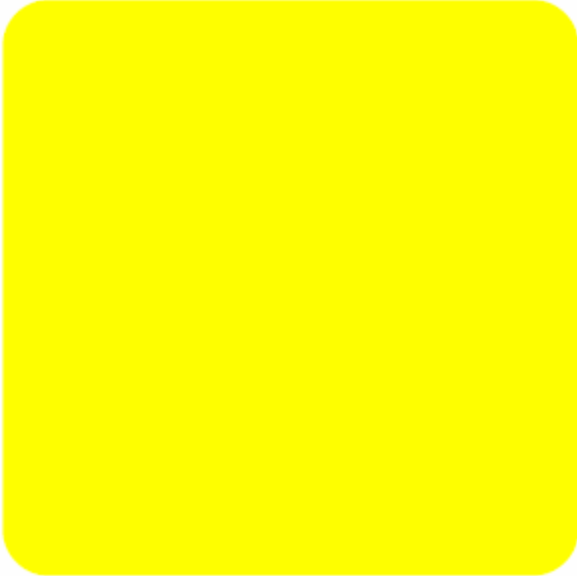
- Having a mobile phone contract with O2
- Shopping at Zara
- Shopping at Mango
- Having an account with Abbey National



**‘English is not
enough’**



English is not enough



94% of the world's population does not speak English as their first language

60% of UK trade is with non-English speaking countries

Over 300 languages are spoken in London alone

EU enlargement means greater need for new languages and contact with new markets

Customers addressed in their mother tongue are three times more likely to buy

A little language can make a lot of difference

UK businesses need people with language skills

- from basic to native speaker ability
- from switchboard to the boardroom

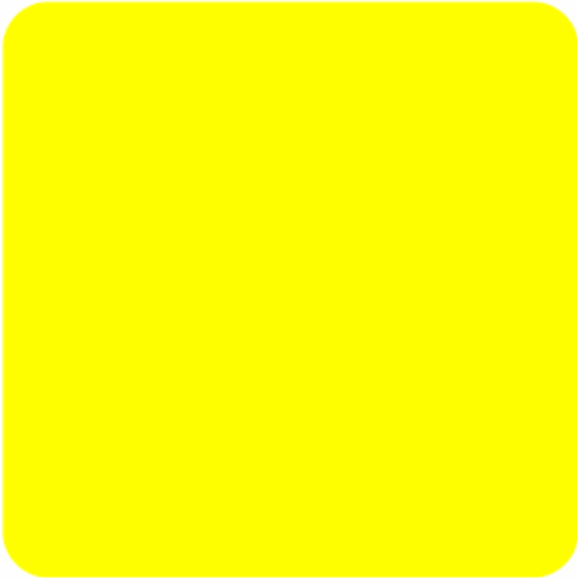
Importance of cultural understanding

Basic phrases can break the ice

Refresh or learn a new language throughout life

- evening classes, self-study
- time abroad, at home
- university language centres

Languages improve the quality of your life



Salary uplift for using languages at work

Improved employability

Additional grants for those training to teach languages

Opportunities to travel and see the world

Opportunities for promotion and new responsibilities

Develop other skills, e.g.

- improved communication skills
- proofreading and summarising
- independence, mental agility



Jobs with languages

- PROSPECTS web / 'Using Your Languages':

Charities / transport / science / media, e.g. journalists / leisure & tourism / engineering / finance / law / information work / business / government / public sector (police, health, council) / teaching / interpreting / translating



Types of job with languages

- Customer service - 1,637
- IT - 1,130
- Accountancy, banking and finance - 985
- Sales - 896
- Marketing - 352
- Secretarial and administration - 323
- Translating and interpreting - 114



Tourism facts



Which languages?

- German - 1,340
- French - 938
- Spanish - 507
- Polish - 111
- Russian - 98
- Arabic – 47
- Mandarin – 43
- Lithuanian – 15
- Panjabi – 7
- Urdu – 6



Jobs in Yorkshire Feb 08

- www.toplanguagejobs.co.uk (24)
- www.eurolondon.com (8)
- www.multilingualvacancies.com (27)
- www.reed.co.uk/multilingual (23 x French; 25 German; Urdu x 1; Panjabi (4: £14K - £65K!); Portuguese (2: £18K - £75K!!))
- £12.5K - £29.5K
- range of languages (Dutch, Flemish, French, German, Spanish, Italian, Russian, Swedish, Slovak, Danish, English, Portuguese)

NB: some with car!



Nice to meet you!



Richard Hunt,
Commercial Administrator;
AESSEAL Ltd, Rotherham



Claire Shepley,
Renewable Energy
Specialist,
Gaz de France, Leeds



Nice to meet you!



Ian Burn,
Marketing Manager,
Camira Fabrics, Mirfield, WY



Val Artley,
Sales & Marketing Director,
Vacansoleil UK Ltd, Hull



Nice to meet you!



Kirsty McDowall,
PA to Chief Executive,
Gaz de France, Leeds



Paul Stark,
Export Sales Manager,
Marshalls plc, Huddersfield



RLN YH
0114 2257 0579
ruth.linden@rln-yh.com

www.rln-yh.com

www.thebusinessoflanguage.org.uk



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