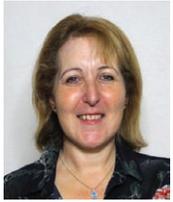




Association of
Translation Companies
DEFINING STANDARDS OF EXCELLENCE

END OF YEAR REPORT 2020



Chair's Greetings

For most of us, 2020 has been a year like no other.

A year full of uncertainty, challenges and difficult decisions. A year full of worry for our livelihoods and families, and for people whose livelihoods and families depend on us.

But 2020 has also been a year when many of us have had time to reflect, and to look back on what we have achieved in our businesses and where we want to go next. It has been a time to take stock, and reinvent and reimagine what our businesses could be.

For me, 2020 has above all been about resilience. I'm proud to be part of an industry capable of evolving and developing, and remaining relevant. I'm proud of the ATC's member companies weathering the storm and looking ahead, not behind. And I'm proud of what we have done at the ATC to support our members and the wider language services industry.

Chair's highlight of the year

When the coronavirus pandemic hit, it was clear to me from very early on that we needed to stay on top of how the crisis was going to affect language service companies in the UK. Together with our CEO Raisa McNab, we sketched the outline and the first questions of what then became our monthly Coronavirus Pulse Survey.

Since this spring, the Pulse Survey has allowed us to track the effects of the pandemic, and to share relevant, timely data and insights with our members, language industry media and the UK Government.

Thank you

The ATC exists for its members, and I want to extend my heartfelt thanks to you for supporting the ATC and our initiatives during this challenging time.

As ever, my sincere thanks also go to the ATC's Council, CEO and Secretariat for their dedication to driving the association forward.

From here, the only way is up. See you in 2021!

Ruth Partington

Chair

EMPOWER Translate



Phil Tennent
Vice Chair



Mark Robinson
Honorary Treasurer



Roy Allkin
Council Member



Mireia San José
Council Member



Bernadette Byrne
Co-opted Council Member



Corinne Smith
Council Member



Christine Weightman
Council Member



Lisa Williams
Council Member



Isabella Moore
Co-opted Council Member



Paul Stewart
Co-opted Council Member



Susan Hoare
Council Member



Gila Dostmohamed
Council Member



Carina Balbo
Council Member



Lindsay Hong
Council Member

ATC Members in Numbers

200

Language Service
Companies and
Industry Partners

41

Associate
Members

22

Members
based overseas

153

Accredited
Members

172

Members based
in the UK



ATC Members



2020-2025 Strategy

The ATC's mission is to act as the UK authority for language service companies. We define standards of excellence for language service companies by promoting quality-driven language services and best practice to create recognition and trust to stakeholders.

STRATEGIC AIMS

SUPPORT

- Support and nurture our members for sustainability and growth

INFLUENCE

- Influence the advancement of language service companies and the language profession

ENGAGEMENT

- Create a network where our members can connect with each other as a professional community
- Forge partnerships with associations and organisations whose vision and goals align with our own

GOVERNANCE

- Become the governing body for language service companies in the UK with regulatory function
- Establish appropriate regulatory practices

VALUES

- Integrity
- Objectivity
- Accountability
- Leadership
- Expertise
- Commitment

CORE ACTIVITIES

- Membership acquisition
- Partnerships and stakeholder engagement
- ISO standards and certification
- Events and networking

INITIATIVES

- Procurement and provision of language services for the public sector
- Brexit
- Business Support
- Research
- Translator and interpreter professions
- Coronavirus Support

Brexit

BREXIT AND BUSINESS

In the middle of a year of stalling Brexit negotiations and continued uncertainty, the ATC has shared news and resources for preparing for the end of the transition period and business from 1 January 2020, filtered through the lens of language service companies' priorities.

In the ATC's Pulse Survey in October 2020, 57% of language service companies were expecting Brexit to have an immediate impact on business in 2021.

The respondents' answers on Brexit challenges painted a picture of changing trade with fears over EU clients' potential reluctance to buy from the UK. The respondents also reported concerns around recruitment, data privacy and banking, among others.

BREXIT AND IMMIGRATION

Throughout 2020, the ATC has provided in-depth analyses on the impact of the UK's new post-Brexit immigration scheme for language service companies.

We have actively campaigned to secure the industry's continued access to the linguistic skills of translators, interpreters and multilingual staff, and our objective is to ensure that the routes to these skilled roles remain accessible post-Brexit.

In a landmark moment for our immigration lobby, the Migration Advisory Committee, an independent body advising the UK Government on immigration, recommended the inclusion of interpreters on the Shortage Occupation List. Unfortunately, the recommendations have not yet been upheld by the Government due to the continued global pandemic.

[READ MORE ABOUT NEW IMMIGRATION SYSTEM](#)



Coronavirus Support

Coronavirus has changed the way we live, work, and do business. Throughout 2020, the ATC has supported its members and the wider language services industry in the crisis by providing timely, relevant and accurate information and guidance on how to manage the challenges our businesses have faced at this critical time:

- Monthly information bulletins
- Access to financial support from the UK Government
- Guidance for employers from ATC Partner Croner
- Public sector interpreters established as key workers

PULSE SURVEYS

The ATC's monthly Coronavirus Pulse Survey has tracked the effects of the pandemic on the UK's language service companies, and the financial support measures accessed by them.

In April 2020, the impact of the pandemic was deep and immediate. Three quarters of companies reported an unexpected decrease in business, with nearly half of those companies experiencing a decrease in turnover of 50-90%.

During the summer months, there was a slow but noticeable improvement in business conditions, and the September 2020 Pulse Survey confirmed anecdotal evidence from SME language service companies in the UK: a large majority was seeing signs of recovery.

UK language service companies' business landscape continues to evolve, and it's clear that the experience of the pandemic's effects is very different from one company to another. In the October 2020 Pulse Survey, exactly half of the respondents reported being back to business as usual, or business not having been affected by the pandemic.

Throughout the pandemic, the ATC has liaised closely with the Department for Business, Energy and Industrial Strategy, ensuring that the language services industry's unique considerations are heard.



effect
The extent of the Coronavirus business effect on UK language service companies is sobering.

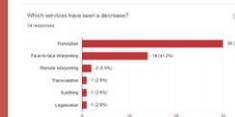
Over three quarters of the survey's 44 respondents experienced an unanticipated change in turnover in the past month, compared to what they had budgeted for before the pandemic.

Out of the 77% feeling the coronavirus effect,

- 50% have seen a decrease in turnover of 10-25%
- 32% have seen a decrease in turnover of 50-75%
- 12% have seen a crippling decrease in turnover of 90%.

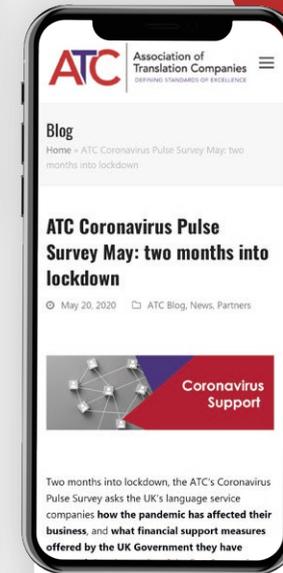


Both translation and face-to-face interpreting have seen a significant decrease. Out of the respondents feeling the coronavirus effect, 88% reported a decrease in translation services, and 41% in face-to-face interpreting.



Unsurprisingly, the range of verticals and sectors affected is wide. Between 6 and 10 respondents reported a decrease in turnover in the following verticals:

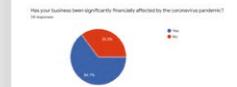
- legal
- personal documentation (certificates etc.)
- advertising and marketing
- business and management
- public sector
- technical
- energy and engineering
- finance
- fast-moving consumer goods & lifestyle



ATC Coronavirus Pulse Survey May: two months into lockdown
May 20, 2020

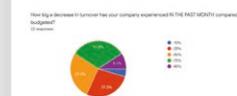
Two months into lockdown, the ATC's Coronavirus Pulse Survey asks the UK's language service companies **how the pandemic has affected their business, and what financial support measures offered by the UK Government they have**

The May survey reveals that 65% of UK language service company respondents' businesses have now been significantly financially affected by the coronavirus pandemic.



Compared to April, the first month of lockdown in the UK, the extent of the coronavirus business effect seems to be deepening:

- 32% have seen a decrease in turnover of 10-25% (compared to 50% in April)
- 59% have seen a decrease in turnover of 50-70% (compared to 32% in April)
- 9% have seen a decrease in turnover of 90% (compared to 12% in April)



Shielding contributors
On the other hand, over 35% of respondents replied that their business had not been significantly affected by the pandemic.

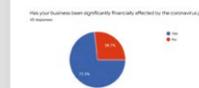


ATC Coronavirus Pulse Survey June: A Positive Outlook
June 17, 2020

The third ATC Coronavirus Pulse Survey continues to chart the pandemic's effect on UK's language service companies, but also looks ahead to the degree of positivity

lockdown measures are lifted across Europe

In the June survey, we again see clear evidence of the pandemic having an effect on more companies, with 73% significantly financially affected compared to 65% in May.



However, the decrease on turnover compared to April seems to be less significant.

Events & Networking



ATC NETWORKING DAY WITH GOOGLE DIGITAL GARAGE

In February 2020, we came together for an exciting day of networking and training with the with the Google Digital Garage at the University of Portsmouth, learned about digital marketing strategies, and matched MA translation students with prospective employers.



LANGUAGE INDUSTRY AWARDS

The ATC's Language Industry Awards celebrate the operational excellence of ATC member companies of all sizes and the language industry professionals who support them.

In 2020, [#atcawards2020](#) went online and culminated on a proper Scottish knees-up in December 2020. Congratulations to this year's winners!

[READ MORE](#)

LANGUAGE INDUSTRY SUMMIT

The ATC's annual conference, the Language Industry Summit, typically takes place in September. In 2020, we took the tough decisions of first rescheduling it to March 2021, and then cancelling it until further notice due to the coronavirus pandemic.

ATC Certification Stamp

The ATC's Certification Stamp is awarded to Accredited ATC Member companies. The stamp may be used to certify translations, typically those submitted to public sector or other authorities.

Examples of translations requiring certification can include civil record certificates (birth, marriage, death certificates), diplomas and transcripts, company registration documents or documentation used in legal proceedings. Translations certified by an ATC Member company are accepted by most UK public service authorities.

Translations certified with the ATC's Certification Stamp signal to the recipient that the translation has been carried out by an Accredited Member of the Association of Translation Companies, a company who has passed the association's strict membership vetting process, with checks on financial stability, quality management processes, client and supplier references and holds suitable professional indemnity insurance.



NEW IN 2020: UPDATED GUIDELINES

The ATC's usage guidelines for the Certification Stamp have been reviewed and updated.

NEW IN 2020: CLIENT GUIDE

The ATC has produced a Client Guide to Certifying Translations, which Accredited Members may freely use to inform and advise their clients on the certification process.

[READ MORE](#)

Public Sector

The [ATC's Public Sector Manifesto](#) set out our objectives towards sustainable development within the procurement and provision of language services in the UK's public sector.

In the past year, the ATC's activities have focused on building the foundations for constructive relationships and opening up channels of communication with stakeholders from the wider language services industry ecosystem.

We have:

- Facilitated a ground-breaking round table discussion with stakeholders from the entire ecosystem, including several commissioning bodies and organisations and associations representing translators and interpreters;
- Founded a platform for ATC member companies to engage in meaningful collaboration, irrespective of size or position in the market, working towards a shared objective of developing the language services ecosystem within the UK's public services;
- Drafted and launched the ATC Public Sector Manifesto in collaboration with ATC member companies, to overwhelmingly positive reception from stakeholders;
- Forged positive, open channels of communication with organisations and associations representing translators and interpreters: ITI, CIOL, NRPSI and NRCPD;
- Actively contributed and involved ATC member companies in market engagement with commissioning bodies: Crown Commercial Services and National Police Framework;
- Informed members of the ATC's public sector involvement and tender opportunities; and
- Established the ATC as a credible, active stakeholder within the ecosystem.

UK Language Services Pricing Study

97 survey respondents

5% outside the UK

65% rest of the UK

28% Greater London

by Nimdzi Insights

The 2020 UK Language Services Pricing Study is a comprehensive take on language services in the UK and the price points and trends for translation, interpreting and machine-translation post-editing.

The Survey was produced by Nimdzi Insights in collaboration with the ATC, and shared exclusively with ATC member companies.

Two thirds of the companies surveyed:

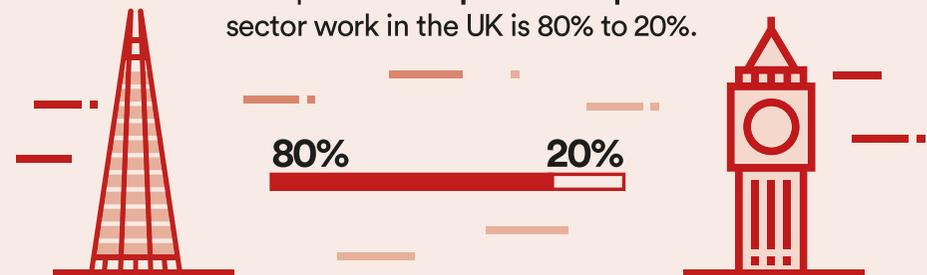


were **small businesses** with up to 9 employees



had revenues **below £1 million**

The split between **private** and **public** sector work in the UK is 80% to 20%.



ISO Certification Service

The ATC's ISO Certification Service provides auditing and certification services and training on ISO standards to language service companies worldwide.

In 2020, the Certification Service expanded to cover ISO 27001 for information security management, ISO 14001 for environmental management, and ISO 22301 for business continuity.

ISO 20771 for legal translation made waves in industry news. The ATC is at the forefront of language industry standards development, and is working with stakeholders to include ISO 20771 in its service offering in early 2021.

The administration of the Certification Service was transferred to specialist ISO consultancy company Assent Risk Management in October 2020. From April 2021, the Certification Service will operate under a new, standalone limited company, jointly owned by the ATC and Assent.

Assent and the ATC will continue to develop the Certification Service jointly, combining deep ISO and compliance expertise with language services industry insights, and exciting new eLearning opportunities.

At the heart of the service, as ever, lies our mission to provide industry-expert certification that makes sense to language service companies.

[GET IN TOUCH](#)

[OUR CLIENTS](#)

ATC ISO LIBRARY

ATC Member companies have access to the ATC's ISO Library, a repository of published ISO standards relevant for language service companies. Log in to the Members Area on the ATC website to access the Library.

[LOG IN](#)



Assent

ISO 18587

Machine translation post-editing

Requirements for the process of full, human post-editing of machine translation output and post-editors' competences.

ISO 17100

Translation services

Requirements for the core processes, resources and other aspects necessary for the delivery of a quality translation service.

ISO 14001

Environmental management

Requirements for an environmental management system that helps organisations enhance their environmental performance.

ISO 18841

Interpreting services

Basic requirements for the provision of interpreting services and recommendations of good practice.

ISO 27001

Information security management

Requirements for an information security management system helping organisations keep information assets secure.

ISO 20228

Legal interpreting

Basic principles and practices of legal interpreting services and competences of legal interpreters.

ISO 9001

Quality management

Requirements for a quality management system for organisations of any size.

ISO 22301

Business continuity

Requirements for a business continuity management system to prepare for, respond to and recover from disruptions.



Member & Partner Categories

The ATC is the voice for companies operating in the UK's language service industry. Working to define standards of excellence, ATC membership is recognised as the mark of quality-managed translation services.

Joining the ATC gives members access to outstanding member benefits, a network of forward-thinking language professionals, and the opportunity to influence the direction of the language industry as a whole.

In 2020, the ATC's new Associate Member category increased our impact and widened our reach across the UK's language services industry. During the year, over 40 language service companies in the UK and overseas joined the ATC as Associate Members.

The ATC's Accredited Member category retained its prestige and benefits of full membership, including sole use of the ATC Certification Stamp and the right to run for Council.

Accredited Member

Accredited Members have undergone the ATC's rigorous background checks for financial and operational viability and quality management practices, including:

- Two years of financial accounts
- Trading Terms & Conditions
- Professional Indemnity Insurance
- Professional references
- Quality management processes

Membership Fees

Latest Annual Turnover	Fee
Up to £150,000	£350 + VAT
£150,001 - £500,000	£550 + VAT
£500,001 - £1,500,000	£750 + VAT
More than £1,500,000	£1,000 + VAT

[JOIN NOW →](#)

Associate Member

Associate Members form an integral part of the ATC's community of quality-minded language service companies.

Associate Members demonstrate commitment to fair business practices through compliance to the ATC's Code of Professional Conduct.

Membership Fees

Latest Annual Turnover	Fee
Up to £150,000	£350 + VAT
£150,001 - £500,000	£550 + VAT
£500,001 - £1,500,000	£750 + VAT
More than £1,500,000	£1,000 + VAT

[JOIN NOW →](#)

Technology Partner

The ATC's Technology Partners provide state-of-the-art technical solutions for the language services industry.

Associate Partner

The ATC's Associate Partners offer outstanding services and solutions for the language services industry.

ATC's Code of Professional Conduct

The ATC's Code of Professional Conduct supports members in maintaining professional standards. It outlines our values for integrity, professionalism, accountability and fairness, and sets out general rules for professional conduct for all members.

It is intended to reassure clients, suppliers and other stakeholders that language services provided by our members are conducted in a professional and ethical manner.

[READ MORE →](#)

Associate Partners

The ATC's Technology and Associate Partners provide outstanding services and solutions for the language services industry.

CURRENCY MATTERS

Currency Matters

Currency Matters provides a professional foreign exchange and overseas payments facility, with a higher level of currency analysis and service. We offer a market leading online platform and a first class service. Currency Matters offers a personal and informed foreign currency exchange facility with a global reach and experience that our clients rely on to enhance their business. We will save you money through commission free transactions and better exchange rates.



Assent

Assent is a progressive Risk and Resilience Consultancy built for the digital age. Assent's expert team delivers impartial consultancy and auditing services across multiple disciplines including: information security, cyber security, environmental sustainability, health & safety, quality management and business improvement. More than just 'box ticking', the Assent team works in collaboration with yours to build bespoke management systems, supported by technology and other products, that return real business benefits.



Digital Lorators

Lorators develops intelligent training and eLearning solutions. Via their online training and learning management systems, Lorators provides high quality, low cost, accessible online training to help businesses with compliance, quality management, risk management, information security management and ISO certification.



GM Voices

GM Voices is a full-service voice-over production company that partners with corporate translation teams and localization service providers to help them enhance their service offering to include turnkey voice and multimedia solutions. Established in 1985, GM Voices offers a roster of more than 1,000 voice actors worldwide in over 100 languages, assisting localization professionals with all types of video adaptation services, including dubbing, subtitling, post-production, and other A/V effects.

Technology Partners



Miton

MITON's mission is to enable customers to focus on their applications – and lead the technology to use. We are a leading technical software development company that has been developing computer telephony products for over 20 years, with our installations found worldwide. We specialise in the development and deployment of advance Linux based computer telephony systems and services. Technology moves fast – we have the people who can keep up with it.



SDL

SDL's services in Localization, NMT, Content Management and Translation Productivity and Management enable its customers to engage global end-users through the power of content. We support the biggest community of translation professionals in the industry with our translation productivity software, SDL Trados Studio, SDL MultiTerm and SDL Trados GroupShare.



OOONA

OOONA develops professional management and production tools for the localization industry. The company's flagship product is OOONA Manager, a cloud-based system for managing translation, subtitling and captioning workflows in a user-centric approach, with full visibility over the localization workflow and integration with financial tools. OOONA Cloud offers a complete, secure, high-performing scalable solution, OOONA Edu is a cloud-based platform specifically designed for subtitling and captioning training, and OOONA Pool puts LSPs in touch with professional audiovisual translators



LBS Suite

Language Business Solutions provides management solutions to language business and translation companies.

LBS Suite is a CRM and ERP solution specifically designed for translation agencies. It combines a translation management system with sophisticated sales, accounting and business analysis features in a customisable package. LBS Suite is a piece of software, but also a team of people dedicated to supporting you, and a service dedicated to improving your processes.

Collaborations

The ATC actively collaborates with stakeholders in the language services industry, and here are some of our 2020 highlights.

ENGAGEMENT WITH BEIS

The Department for Business, Energy & Industrial Strategy is responsible for delivering the UK Government's Industrial Strategy. BEIS is a ministerial department for the UK Government, supported by 41 agencies and public bodies.

During the course of 2020, the ATC has liaised closely with BEIS' Business Services Department, feeding the results of the monthly Coronavirus Pulse Survey and the concerns of the language services industry to the department.

[READ MORE](#)

COLLABORATIVE MA PROJECTS

The ATC's Collaborative MA Project Partnership Programme is a ground-breaking collaboration programme established with key UK university partners: **Universities of Bath, Leeds, Manchester, Middlesex, Portsmouth, Surrey and Westminster.**

The programme expands on the ATC's existing engagement with the academic community, initiating and supporting Master's Dissertation projects that address questions relevant for the language services industry, set by the ATC.

[READ MORE](#)

BUILDING BRIDGES SURVEY

A new survey from the **Chartered Institute of Linguists**, produced in association with the ATC, charts the relationships between language professionals and language service providers.

The survey allows us to gain a better understanding of the working relationship between individual translators and interpreters and language service companies, and to explore areas for improvement to benefit the sector as a whole.

[READ MORE](#)

GDPR AND DATA IN TRANSLATION

Two years since its implementation, GDPR was in the news again with the European Court of Justice having ruled that the Privacy Shield is invalid as a basis for transferring personal data between the EU and the US.

New guidance funded by the **EUATC** and jointly produced with the ATC aims to provide language industry-specific guidance and resources for managing personal data in translation for transfers outside of the EU and EEA countries by the end of 2020.

[READ MORE](#)

NATIONAL REGISTERS AT YOUR SERVICE

The UK's national registers, **NPRSI** for public service interpreters, **NRPST** for public service translators, and **NRCPD** for communications professionals working with d/Deaf and deafblind people, allow you to access thousands of qualified, experienced and vetted interpreters, translators and communication professionals free of charge.

The directors of NPRSI/NRPST and NRCPD joined the ATC's CEO for a discussion on the purpose and value of independent regulators, and how to make the most out of their national registers.

[READ MORE](#)

ISO 20771 FOR LEGAL TRANSLATION

The ATC's webinar on ISO 20771 for legal translation explored the background, requirements and application of this newly published standard in the UK context.

Promotion by the **Institute of Translation and Interpreting** attracted a large audience of freelance translators, and led to further collaboration by way of an ITI member survey on attitudes towards the standard.

[READ MORE](#)

2021 Resilience



CEO's Notes

As I sat down to write this, I realised that my notes from a year ago termed 2020 as a Year of Consolidation.

It has been nothing of the sort, of course, but a year of turbulence and sharp moves.

Echoing Ruth's greetings at the beginning of this End of the Year report, I too have keenly felt the challenges our member companies have faced, and celebrated signs of recovery with them.

The language services industry is not going anywhere. We are more relevant, and more visible than ever. In the UK, language services underpin fair and equitable treatment of people speaking over 300 languages, and facilitate UK businesses' import and export activities in a changing global landscape.

The resilience of language service companies is the key to not just surviving, but thriving. As an agile industry, we are not tied to one sector or market, but work with all of them. We move where there is a need for people to communicate and do business.

At the ATC, we will continue to look out for our members, and to drive forward our initiatives and projects. We will expand our reach and work together with members, partners and stakeholders, for the benefit of the entire language services industry.

Raisa McNab

Chief Executive Officer

