



Association of
Translation Companies

DEFINING STANDARDS OF EXCELLENCE

The background of the entire page is a photograph of the London skyline, featuring the Shard, the Gheron, and the River Thames. The image is overlaid with large, semi-transparent geometric shapes in red and purple. In the top right corner, there are branches with pink cherry blossoms.

Language Services: The need to invest in the UK's international future: A toolkit for ATC Members

Welcome

Welcome to the ATC's language industry report toolkit

This toolkit is designed to support you with local and national promotion and discussion of the ATC's new report, *Language Services: The need to invest in the UK's international future*, which will be launched on Monday 30 September, to coincide with International Translation Day.

The report is part of the ATC's drive to raise visibility of the language services industry in the UK and is aimed predominantly at our external stakeholders – government, the media, MPs, local businesses, customers – rather than at the industry itself.





The ATC Report Launch

The ATC is launching the report to highlight that language service providers contribute £1.2 billion per annum to the UK economy and will continue to play a crucial role enabling UK businesses' export strategies, while remaining highly significant for multilingual communication within British public services; in a post-Brexit Britain, this will be even more true.

We are calling on you to join us in our visibility drive and make this report your own. We want you to read it and share it with your own external stakeholders, from your local MPs and local media, to your customers and other industry bodies that you may belong to.

The ATC believes passionately that the industry is stronger when we all work together; when every voice is heard both individually and collectively; and when individual businesses make their case for their own circumstances, working alongside the associations they belong to, to be seen as a vibrant, valuable and integral part of the UK economy, both now and in the future.

The report will be sent to key Government and Shadow Cabinet Ministers.

The report will also be sent to national and local journalists with a news release that you will find as part of this toolkit.

You will find a copy of the report with this toolkit. This is embargoed and not for public use until Monday 30 September.

Members action

We encourage you to use the Member Version template of the news release in this toolkit as part of your own PR about the report. This can be put on your own website, sent out to customers and to your own MP and local news outlets.

If you would like any help or support in doing this, please contact us by email **secretary@atc.org.uk** and they will put you in touch with the ATC media team dealing with this launch



International Translation Day (ITD) Monday 30 September

On Monday 30 September, in partnership with the Institute of Translation and Interpreting (ITI), the ATC will be promoting the importance of language services using a series of social media assets and posts to support the launch of its report ***Language Services: The need to invest in the UK's international future***. The ATC is sharing two case studies, one about Translators Without Borders, the other about the Transnational Organised Crime and Translation (TOCAT) project, and the impact that native language speakers have on the success of criminal and terrorist investigations. Both case studies highlight the critical nature of the services we provide, and to engage a broader audience that you can appeal to.

Members action

You have been provided with the hashtags and social media assets in this toolkit. Join your voice to the many celebrating our industry, and make use of them on 30 September 2019. Tweet, retweet and share the ATC's and ITI's own posts to amplify the message on the day.

Already this week, we will be running a teaser campaign to raise awareness about ITD across Twitter and LinkedIn. Please like and retweet this campaign and add your own voice to raise its profile.

You should not use any of the assets provided until 30 September 2019.

The hashtags for social posts will be **#ITD2019 #Languagesmatter** so please add those to any social posts you make on 30 September 2019.

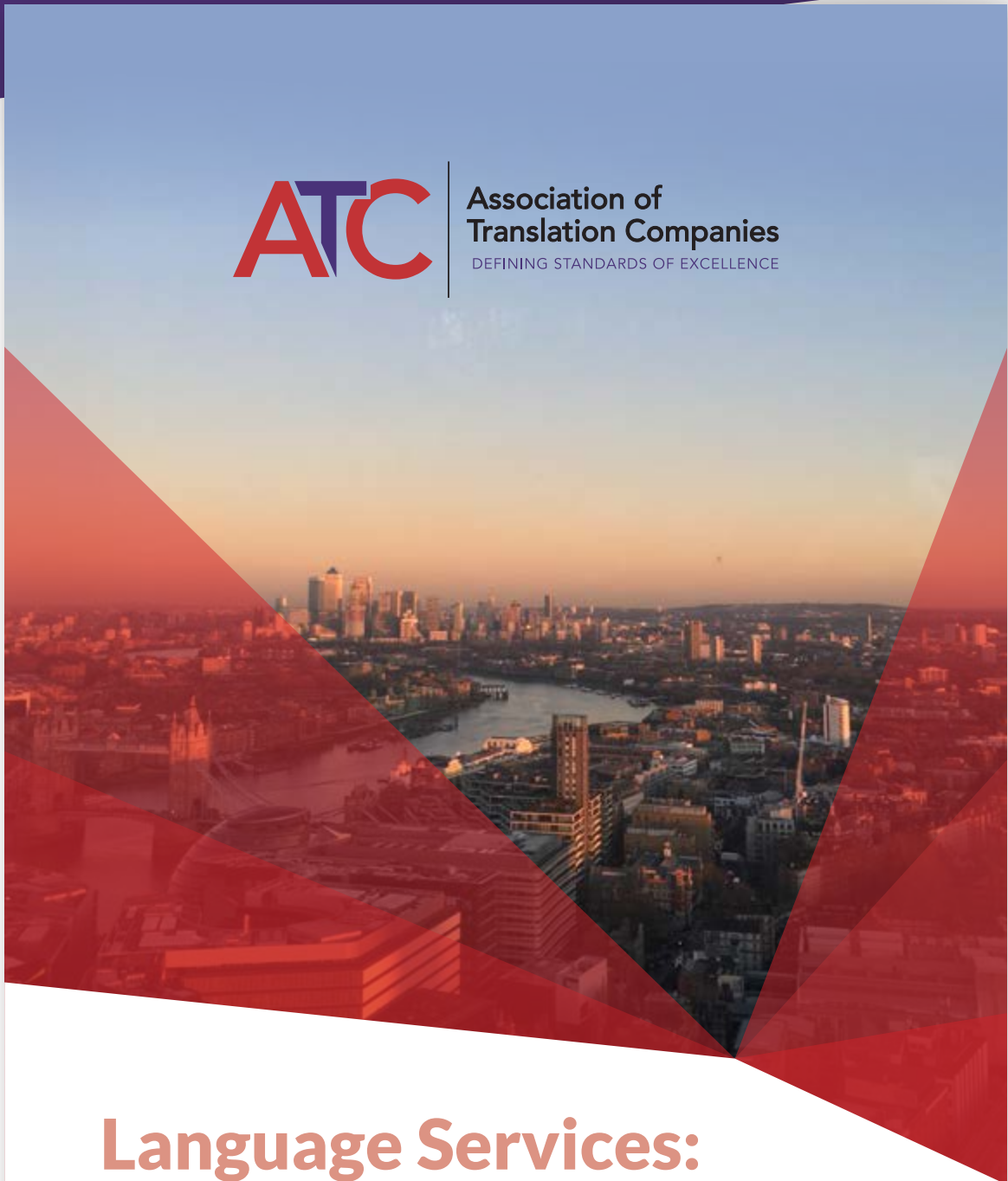


Assets:

The ATC Report



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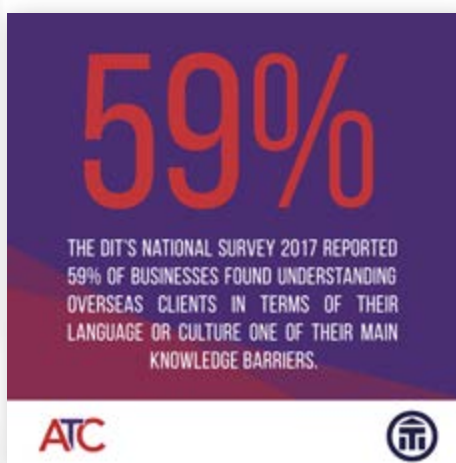


**Language Services:
The need to invest in the
UK's international future**

Assets:

The ATC Report

accompanying social media posts



Assets:

Press Release



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Press release

30 September 2019

Language services critical for UK future economic growth, says ATC

Language services are critical for the future growth of the UK economy, so says an influential report from the Association of Translation Companies (ATC).

The report, *Language Services: The need to invest in the UK's international future*, published today, sets out compelling evidence for the need to place critical language services at the core of the UK's economic vision in order to secure its long-term trading future.

Revenues from the UK's 1,200 language service companies contribute £1.2bn per annum to the UK economy, who employ over 12,000 staff but the added value language service companies generate to the UK's economy through the growth of international trade far surpasses the numerical data..

The overwhelming economic case for language capabilities in business, translation and interpreting shows a clear link to increased global competitiveness. The British Council, in its report *The Languages for the Future*, also argues that in a new era of cooperation with Europe and the rest of the world, investment in upgrading the UK's ability to understand and engage with people internationally is critical.

The ATC's report highlights the Department of International Trade's 2017 survey, which reports one of the main knowledge barriers for export by 59% of respondents in the £500k+ sector was understanding overseas clients in terms of their language or culture.

The report goes on to share the Institute of Director's findings that 30% of respondents were trading with over 11 markets, with 18% concerned about the language barrier and/or unfamiliarity with informal or cultural business practices abroad.

In many cases UK companies are trading with a high dependence on language support, something 52% of SMEs in the British Academy's project, *Born Global*, agreed would be helpful to extend business opportunities in the future. The ATC itself is funding further PhD research on the role of languages in the internationalisation of UK SMEs and how languages impact and facilitate SME growth through exports, due to be completed in 2020. What is clear is that language services companies play a pivotal role in facilitating UK companies export to countries and markets where trading in English simply isn't an option.

Raisa McNab, the ATC's CEO stated, "Language services are critical for international trade as British exporters need a wide range of translation and interpreting services to bring their products and services to foreign markets successfully, essential for the UK's competitiveness globally. To ensure UK businesses' and the public sector's continued access to qualified and competent professionals, translators and interpreters must be granted a preferential status in a future immigration system. For example, salary thresholds for translators and interpreters within the future immigration system must be set at the level of the current SOC classification, instead of at an unattainable blanket level of £30,000.

"According to the British Council, the ability to function in more than one language is increasingly being seen not just as enabling a basic transaction, but as a crucial component of a set of skills, attributes and

Assets:

Member Press Release

[YOUR LOGO HERE]



Press release

30 September 2019

Language services critical for UK future economic growth, says [YOUR ORGANISATION]

[YOUR TOWN's] [YOUR COMPANY] is supporting the findings of an influential report from the Association of Translation Companies (ATC) which highlights the importance of language services to the future growth of the UK and local economies.

The report, *Language Services: The need to invest in the UK's international future*, published today, sets out compelling evidence for the need to place critical language services at the core of the UK's economic vision in order to secure its long-term trading future.

Revenues from the UK's 1,200 language service companies contribute £1.2bn per annum to the UK economy, who employ over 12,000 staff but the added value language service companies generate to the UK's economy through the growth of international trade far surpasses the numerical data..

The overwhelming economic case for language capabilities in business, translation and interpreting shows a clear link to increased global competitiveness. The British Council, in its report *The Languages for the Future*, also argues that in a new era of cooperation with Europe and the rest of the world, investment in upgrading the UK's ability to understand and engage with people internationally is critical.

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In [YOUR TOWN], [YOUR COMPANY] employs [XX] staff and is a significant contributor to the local economy.

[NAME], [POSITION], [COMPANY], said: "Language services are critical for Britain and we need a wide range of translation and interpreting services. We're joining the ATC in its call to get the support from government we all need to ensure we can support trade and communities not just at national level but also right here in [TOWN]."

Assets:

Letter to Home Secretary



Association of
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The Rt Hon Priti Patel MP
House of Commons
London SW1A 0AA

DATE September 2019

Dear Ms Patel,

I am writing to you to request a meeting to discuss the urgent need for support of the UK's language services sector, which holds the key to securing the UK's long-term global trading future.

Language service companies play a pivotal role in facilitating UK companies' export strategies in countries and markets where trading in English simply isn't an option. They will continue to play that essential role, while remaining highly significant for multilingual communication within British public services. In a post-Brexit Britain, this will be even more true.

Equally, in our linguistically and culturally diverse society, translation and interpreting services underpin the fair and equitable treatment of speakers of more than 300 different languages in public services provision.

By its very nature, the language services industry needs mother tongue speakers of a wide range of different languages to provide the highest quality translation and interpreting services, with linguists recruited from outside the UK.

To ensure UK businesses' and the public sector's continued access to these qualified and competent professionals, translators and interpreters must be granted a preferential status in a future immigration system. For example, salary thresholds for translators and interpreters within the future immigration system must be set at the level of the current SOC classification, instead at an unattainable blanket level of £30,000.

Two thirds of UK language service companies have already experienced difficulties recruiting suitable workers for translator and interpreter roles, and expect their recruitment challenges to accelerate post-Brexit. Without preferential treatment for linguists recruited from outside of the UK, there is a clear risk of UK-language service providers being unable to fulfil the needs of the British economy and public sector.

In addition to industry, the UK's 1,200 language service companies, which contribute £1.2bn to the economy, also ensure the justice system, police and National Health Service, among all other civil services, have access to the information they need, when they need it, and in whichever language they require. Consequently, skilled and competent professional translators and interpreters all across the country are essential for the satisfactory completion of complex, challenging and sensitive assignments.

You may also be aware that within the Police Service, recent research on the effects of transnational organised crime has revealed how an increasingly diverse linguistic landscape is forcing police officers to investigate and combat these crime networks whose members communicate across multiple languages.

Assets:

Letter to Your MP



Association of
Translation Companies
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The Rt Hon [FIRST NAME] [SURNAME] MP
House of Commons
London SW1A 0AA
[or constituency address]

DATE September 2019

Dear [salutation] [surname],

I am writing to you to request a meeting to discuss the urgent need for support of the UK's language services sector, which holds the key to securing the UK's long-term global trading future.

Language service companies play a pivotal role in facilitating UK companies' export strategies in countries and markets where trading in English simply isn't an option. They will continue to play that essential role, while remaining highly significant for multilingual communication within British public services. In a post-Brexit Britain, this will be even more true.

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Assets:

Social Media Posts

with accompanying notes for members

Spread the word - social media posts and case studies that strengthen the presence of our incredible industry

Please find enclosed a series of social media posts that link to four case studies that demonstrate just a few of the many situations and crucial areas in which translation services are imperative. The purpose of these posts is to raise awareness of the language services industry and can be used on Twitter, LinkedIn and Facebook. All LinkedIn posts may also be used on Facebook if this is your preferred channel.

The Association of Translation Companies (ATC) and the Institute of Translation and Interpreting (ITI) have collaborated to provide a range of case studies highlighting the valuable work translators and interpreters do.

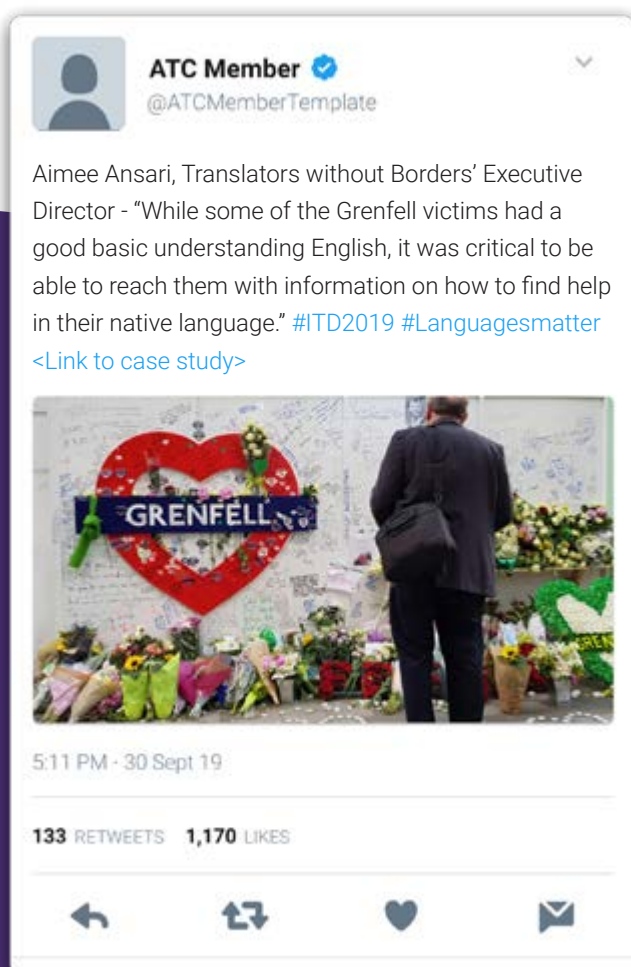
<https://atc.org.uk/the-international-language-of-love/>

<https://atc.org.uk/the-challenge-of-bringing-graphic-novels-to-a-global-audience/>

<https://atc.org.uk/overcoming-language-barriers-to-help-vulnerable-people-in-the-uk-and-worldwide/>

<https://atc.org.uk/stepping-up-the-fight-against-globalised-crime-through-translation/>

These links can be shortened and included in each post to increase the reach of the information. We have included the **#ITD2019** tag for use in the build up to and during International Translation Day. We would suggest selecting two or three to post on the 30/9 and then one per day in the build up and two days after. However, if your channel has a strong following, it may be worth considering posting more on International Translation Day itself.



Sample Twitter Posts





ATC 

#ITD2019



ATC 

#ITD2019



ATC 

#ITD2019



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#ITD2019



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