

## St Giles International - Company Profile

### Background

The first St Giles College was founded in central London in 1955 by Paul and Diana Lindsay as an English Language training centre. We have now become a very successful medium-sized business and currently employ an estimated average of around 320 people, and a maximum of around 370 during the summer. Our 2017 turnover exceeded £20m British Pounds Sterling (approximately US \$27m).

In 2014, St Giles International UK was awarded a "Centres of Excellence" certificate by the EL Gazette (the industry journal). St Giles was also shortlisted as a "Best Chain School 2015" by the Study Travel Magazine Star Awards Scheme. In 2014, St Giles International was listed in the Sunday Times HSBC International Track 200 as one of Britain's fastest growing overseas sales exporters. In 2015 St Giles International was given a (UK) Queen's Award for Enterprise for achieving 6 years of growth (2009-2014).

We are one of the best known, largest and most successful privately owned international English language training organisations founded in the UK - probably in the top five of the (roughly) 1,000 British organisations. Though our main product/service is teaching, we are a business, competing in a highly competitive industry, which produces around £2bn pounds sterling in exports to the UK per year. We are still a family-owned business (which is quite unusual for our size). This represents a key selling point for many of our agents, who like to see consistent long-term leadership, so that they know who they are dealing with.

However, most of our senior (non-directorship) management team are not family members. The CEO is a member of the founding family and opened our London Central school in 1987, the largest in the Group. He was also Group Marketing Director for 15 years. He was a founding Director of English UK – the National Association for Accredited English language centres in the UK, covering around 450 British Council Accredited schools in Britain.

We have a very proud reputation within the industry for our quality and professionalism. This comes from our belief in serving the students and agents who send us students – they are our customers, and they expect from us friendliness, flexibility, efficiency, reliability, high teaching standards and the latest technology *and* appreciation as individuals.

Whilst our core service is language training, we offer a range of services including a wide choice of accommodation (homestay, residence hall, etc.), student insurance, social programmes, 24-hour welfare and information (including student visa support), cafeterias and airport transfer. We offer our students a 24-hour experience from the time they arrive in our host nations, to the time they return home.

### St Giles Today

The St Giles Group now comprises eight medium-large, year-round centres: Brighton, Eastbourne, London Central and London Highgate in the UK; New York and San Francisco in the USA; and Vancouver in Canada, along with several franchise schools in Brazil. In June 2017, we acquired the New School of English in Cambridge, which became the eighth year-round centre within the group. The school was refurbished and restructured in the autumn of 2017, and was relaunched under the brand 'St Giles International Cambridge' from the beginning of 2018.

Our individual centres deal with a student population ranging from approximately 100-700, with an average course length of about 9 weeks. Each year we expect to receive around 14,000 students 'through the doors' from approximately 100 different countries. Most of our year-round students come from Europe, North East Asia and South America, and are typically aged between 18 and 30.

We also run a thriving Summer course operation, with residential camps for 'Juniors' aged 7-18 years in the UK, USA and Canada, and courses for family groups with children at 4 locations in the UK and USA. In recent years, we have successfully expanded our range of "Family Courses", where parents and children can study in separate classes but in the same location, with a packaged programme of afternoon activities and weekly full-day excursions. The ages we deal with across all courses thus range from as young as 7 to over 70 years

We also run a successful range of select Business English courses under our 'Platinum Courses' brand. These are held in special suites of classrooms within five of our year-round centres with their own comfortable and dedicated 'Business Class' lounges providing complimentary services (such as hot and cold drinks and snacks, wireless connection and use of computers). The courses are designed for business people or professionals who want intensive and tailor-made English training either One-to-One or in small groups (max. 5) in a more select setting and for a more mature clientele.

We are a seasonal business, loosely related to the travel industry with a 'high season' in July/August and a 'trough' in the winter. However, one of our successes has been our ability to maintain a fairly high operational capacity even during the low points of the year.

### **Professional Status and Accreditation**

All the St Giles centres in the UK are accredited by the **British Council** and are members of **English UK**.

- St Giles Brighton and London Central are approved by the **Independent Schools Inspectorate**, who reported that both schools 'exceeded expectations' following their 2016 inspection.
- St Giles London Central and St Giles Eastbourne are also members of **EAQUALS**.
- The New York City and San Francisco centres are members of **English USA** – the American Association of Intensive English Language programmes - accredited by the CEA.
- The Vancouver centre is a member of **Languages Canada**.

In addition to teaching English to foreign students and business people, the St Giles Group also provides teacher-training courses in English as a foreign language (CELTA courses). We also host a range of foreign language evening courses in partnership with an organisation Language known as Cactus. This helps to ensure that our buildings are fully utilised and enhances our local reputation and branding locally.

St Giles aims to deliver high quality courses in a learner-centred environment at competitive prices. Our mission is twofold:

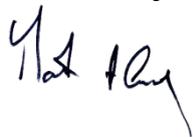
- *to provide high quality courses for international students and trainee teachers in a positive and inclusive learner-centred environment*
- *to focus on the students' real and practical aspirations*
- *to offer a range of student support services*
- *to enable our students to enjoy their courses to the full*

We have an active Quality Management Project (QMP see 2.1 below) which runs regular checks on student satisfaction, professional standards and feedback from our staff. This data is used to ensure we maintain high standards across our group. In 2015, 97% of students surveyed said they would recommend St Giles, and 96% felt they had improved their English at St Giles. Our latest student Exit Questionnaires showed an average rating of 4.41/5 for teaching quality, 4.49/5 for quality of administration and 4.55/5 for staff friendliness.

Our long-term strategy has been based on steady, organic growth, and on investing in our business without the need for external financing. By growing consistently and gradually over many years, we have been able to maintain our brand's integrity without compromising quality.

Welcome to St Giles International

**Mark Lindsay, Managing Director**



May 2018