



# A GUIDE FOR PROMOTING MODERN LANGUAGES

The importance for career development – a business  
perspective

For School Governors



# INTRODUCTION

The importance of languages for the economy of this country is well documented and you will find key information about this in the [Governors' Audit Tool](#). Therefore, the promotion of languages to our pupils and parents by schools, senior managers, and governing bodies is of prime importance. The governing body can play a key role in this.

The governing body along with the headteacher has a role and a responsibility to ensure that the pupils have access to a broad and relevant curriculum and that they receive an education that prepares them for the future. This is even more important now, as secondary schools prepare for the New Curriculum. It is vital that languages are embedded in the delivery of this and are not lost.

Pupils and parents need to be made aware of the relevance and importance of studying a language. Discussions with leading businesses is a key way of doing this.

## **British Council, British Council (2017) - Key messages on language skills:**

*"Other languages are needed not only for success in the global economy but to build trust, deepen international influence and cultural relationships, and to keep our country safe."*

*"The capacity of our country's population to engage internationally will be central to strengthening successful economic, political, cultural and people-to-people relationships in Europe and globally in years to come."*



# **SUPPORTING YOUR MODERN LANGUAGE DEPARTMENT TO PROMOTE LANGUAGES – SOME SUGGESTIONS TO ASSIST YOU**

The following suggestions will assist the governing body in supporting languages:

## **1. Raise awareness of the importance of languages in the world of work within the Governing Body – in partnership with businesses:**

Do this by contacting Routes into Languages Cymru:  
([info@routesintolanguagescymru.co.uk](mailto:info@routesintolanguagescymru.co.uk))

a. To organise a short presentation (online) by one of the following companies regarding the importance of languages:

- **Capital Law**
- **Ruth Lee**
- **The Royal Mint**
- **Lara Davies-Jones - Talent Hub Manager at EMPOWER translate, a one-of-a-kind market research localisation agency**
- **Wolfestone**

Or

b. To use the video delivered by companies on the importance of languages at the beginning of a governors' meeting to raise awareness and to encourage a dialogue.

**This can be followed by a discussion about the way forward:**

- Use the Governors Toolkit and Good Practice Guide to determine the 'health' of languages in your school and to prepare for the New Curriculum.
- Appoint a Link Governor for languages to liaise with the Modern Languages Department and to discuss business links to promote languages.

## **2. Consider existing business links that exist in the Governing Body and elsewhere:**

- The Link Governor for the Modern Languages Department can ascertain the business links that governors have and whether languages are used as part of the day-to-day work in those companies.
- These can be shared and discussed with the Modern Languages Department.





### **3. Ask Senior managers to:**

- Ask staff in your school if they have 'personal' links to businesses and in addition, external links via their department/subject.
- Ask parents if they are able to assist in the development of languages by providing business links or by any other means e.g. providing conversation sessions.

### **4. Consider how you can take part in a promotional event delivered by the Modern Languages Department:**

The Modern Languages Department will be considering some of the following when organising events:

- which the year group to involve and why
  - Year 7 to instil the importance of languages and culture and to show relevance
  - Year 8 prior to their GCSE option choices
  - Year 10 prior to their A Level option choices
- the number of pupils involved
- business sector preferences (e.g. hospitality, manufacturing, science, etc.)
- details of local businesses
- types of activities and promotional events (possibly online at the current time):
  - a short video/zoom call with a business person with a follow-up activity linked to the New Curriculum
  - a short video clip of a local business person outlining the importance of languages followed by a classroom discussion and activity
  - an online event delivered by a business in partnership with the teacher
  - an online event delivered by SeeScience which promotes both sciences and languages
  - a carousel of speakers, online, to talk about a variety of employment opportunities where languages are important

### **5. Consider other ways in which you can assist the Modern Languages Department and the pupils studying languages in your school e.g.**

- holding language conversational lessons with pupils if you speak another language
- governors and parents with language skills to act as role models for language learning
- helping to create partnerships abroad
- delivering a session on a topic that would inspire pupils to continue with languages e.g. Languages and the Olympic Games, Languages and Tourism.

# PROFILES OF PARTICIPATING BUSINESSES

## Capital Law

**Capital Law is a leading provider of commercial legal services to businesses throughout the UK, Europe and beyond and is based in Cardiff and London. Many lawyers have joined the company from some of the most prestigious law firms in the country, whilst others have grown up with it. They work with domestic clients, but they also lead international transactions for UK and overseas-based clients.**

**Some of the key areas that the firm cover are:**

- **banking and finance**
- **business crime and investigations**
- **commercial**
- **employment**
- **environmental**
- **insurance**
- **financial services**
- **recovery and insolvency**
- **equality and diversity**

**Employees regularly use their language skills in their job, advising foreign clients in their own language, corresponding with lawyers in other countries and drafting bilingual documents.**





# PROFILES OF PARTICIPATING BUSINESSES

## **Lara Davies-Jones**

**Lara Davies-Jones is a Talent Hub Manager who works at EMPOWER Translate a one-of-a-kind market research localisation agency.**

**Lara is responsible for managing and nurturing their external team of linguists/linguist partners, and ensuring they meet the linguistic requirements of the business.**

**Language learning and their application have been instrumental to her professional and personal achievements.**

## **Wolfestone**

**Wolfestone is a professional translation agency based in the UK and offers language services in marketing, medical, IT, finance, legal, and more. Their team of expert linguists and experienced project managers work with all industries, in over 220 languages.**

**Wolfestone is in the top five fastest-growing translation companies in the UK and the biggest translation company in Wales; achieving customer satisfaction of 99.15% in 2019.**

**‘From international marketing materials to business-critical documents, whitepapers and manuals; it is always essential to communicate in the correct language, tone and voice.’**

# PROFILES OF PARTICIPATING BUSINESSES

## The Royal Mint

The Royal Mint (RM) has a history spanning more than 1,100 years. It's the world's leading export mint, making more than 3.3 billion coins and blanks and medals for an average of 60 countries every year. The RM site, based in Llantrisant (South Wales), is also one of the largest and most technically advanced minting facility in the world. Though its first responsibility is to make and distribute United Kingdom coins as well as to supply blanks and official medals, RM provides a wide range of goods and services, including:

- collector and numismatic services
- gifts and celebratory products
- investment opportunities (including precious metal bars and digital investment)
- discovery and education (including its award-winning Royal Mint Experience centre), and
- sustainability (including the extraction of precious metals from electronic waste).





# PROFILES OF PARTICIPATING BUSINESSES

## Ruth Lee

**Ruth Lee is a world-leading provider of lifelike manikins and training aids to rescue training experts worldwide:**

- **Fire & Rescue Services**
- **Police Service**
- **Paramedics**
- **Ministry of Defence**
- **Airports**
- **National Lifeboat Institutions & Coastguards**
- **Offshore operators**
- **A multitude of International Search & Rescue organisations.**

**They have been manufacturing rescue training manikins for a quarter of a century and specialise in making training as realistic as it can be. They are recognised today as the clear market leader within the UK and Europe. They sell to more than 50 countries and around 70% of their products are exported. The company recently won the Queen's Award for Enterprise-International Trade.**

**Some employees of this company are able to communicate with their major international clients in their own language, which is so important, according to their CEO. Candidates with language skills would always be preferred for new roles, especially in sales and marketing.**







**For further information contact  
Routes into Languages Cymru**

**Website: [www.routesintolanguagescymru.co.uk](http://www.routesintolanguagescymru.co.uk)**

**Email: [info@routesintolanguagescymru.co.uk](mailto:info@routesintolanguagescymru.co.uk)**

**Twitter: @RoutesCymru**