



St Giles International – Organisational Profile

The first St Giles College was founded in London in 1955 as an English Language training centre.

We are one of the largest independent international English language training organisations founded in the UK. We are still family-owned, though 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, (now the largest in the Group). He was the Group Commercial & Marketing Director for 15 years and has a CELTA. 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 currently employ an average of around 350 people and a maximum of around 500 during the summer. Our expansion and increase in market share have been notable over the last few years.

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, integrity, high teaching standards and the latest technology.

Whilst our core service is language training, we offer a range of ancillary services including: a wide choice of student accommodation (homestay, residence halls, hotels), social programmes, 24 hour welfare and information, cafeterias and airport transfer. We aim to offer our students not only a language course but a 24 hour experience from the time they arrive in our host nations, to the time they return home.

The St Giles Group now consists of seven large, year-round centres: Brighton, Eastbourne, London Central and London Highgate in the UK; New York (opened in 2011) and San Francisco in the USA; and Vancouver in Canada along with several franchise schools in Brazil. We also run a thriving Summer Camp operation for 'Juniors' aged 10-17 and in 2011 we ran 11 camps in the UK, USA and Canada.

Our individual centres deal with a student population ranging between approximately 100-700 at any one time, with an average course length of about 9 weeks. In 2012 we expect to receive approximately 14,000 students 'through the doors' from around 100 different countries. We have a global network of around 1,000 agents sending us students every year. Most of our year-round students come from Europe, South East Asia and South America, and are typically aged between 18-30, although we deal with ages ranging from as young as 10 to over 70 years.

We also run a successful range of 'Platinum' Business English courses. These are held in special suites of dedicated classrooms within our centres with their own comfortable 'Business Class' lounges which provide complementary services (such

as hot and cold drinks and light snacks, Wi-Fi and internet access). The courses are targeted at business people who demand intensive and tailor-made English language training either on a One-to-One basis or in small groups (maximum 5). There are Platinum centres in our London Central, Brighton, San Francisco, New York and Vancouver schools.

All the St Giles centres in the UK are accredited by the British Council and are members of English UK. The San Francisco centre is a member of the AAIEP - the American Association of Intensive English Language programmes - and is 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. In 2010 approximately 500 teachers graduated from our Cambridge Certificate in English Language Teaching to Adults (CELTA) and Trinity College Certificate in Teaching English to Speakers of Other Languages (Cert TESOL) courses, many of whom went on to teach at St Giles, or other English language schools in native speaking countries or English language schools abroad.

We also host a range of foreign language evening courses in partnership with an organisation known as Cactus. This helps to ensure that our buildings are fully utilised and enhances our local reputation and branding.