

Business Language Champions in the sports' sector

Michelle Brassell

Employer Engagement Adviser, CILT
michelle.brassell@cilt.org.uk

Quick quiz

1. Which European club decided to use its shirt sponsorship to promote a global charity?

A Liverpool FC

B Real Madrid

C FC Barcelona

D PSG

Quick quiz

2. How many countries does InterCampus currently work in through its social programmes?

A 1

B 20

C 100

D 5

3. What percentage of its revenue does UEFA's Fair Play and Social Responsibility Committee donate to football and social responsibility programmes?

A 0.1%

B 20%

C 1%

D 0.7%

Quick quiz

4. What percentage of the UK population can converse in another language?

A 30%

B 5%

C 10%

D 60%

About CILT and its Business Language Champions programme

Overcoming the hurdles for languages through sport

-Bradford City

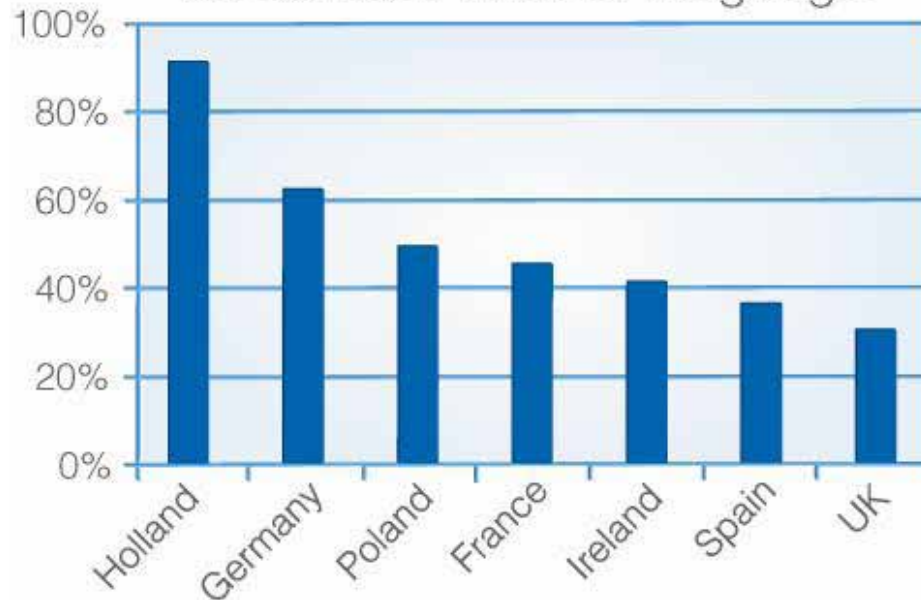
-Widnes Vikings

Why sports clubs engage with languages and education

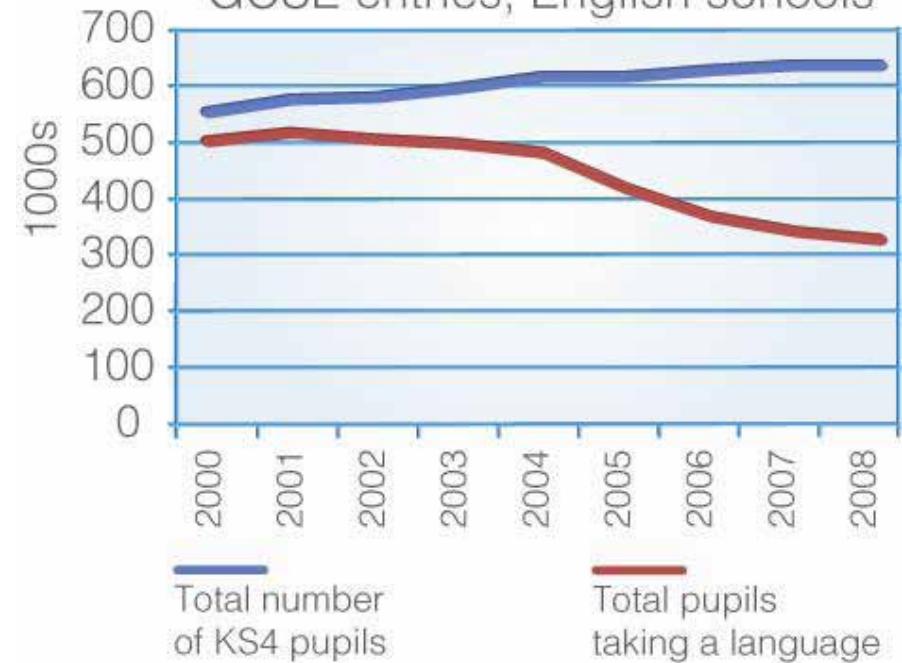
What the impact is

How are we doing?

Proportion of population able to converse in another language



GCSE entries, English schools



What is Business Language Champions?

National UK programme that builds **partnerships between businesses and schools** to help young people realise the **benefits of learning languages**

Impact:

150 employers + 150 schools + 15,000 pupils + 15
business sectors

+ 9 regions + français + español + Deutsch + Nihongo +
Hàny + russkiy yazyk + polszczyzna + Türkçe + Bangla

Case studies



St Bede's, Y&H



Wade Deacon, NW

Using their stadium



“ We hope that we will be able to do more activities with Bradford City next year because it is exciting and **lets us use the words we know in real situations.** ”

Engaging players



Benefits for clubs

Learning languages for international games,
building links with community, building fan base,
PR



Impact on young people

Inspires and motivates, encourages them to take up languages



Impact on language take up

Spanish is the most popular GCSE choice at St Bede's – out of 150 YR9 students, 51 have opted to continue to study Spanish

'students have taken on board the links between languages, the team and their future prospects' Head of MFL

Alternative learning environments

