



Hayle win top European Award for Languages



Hayle students meet the Ambassador at the British Embassy in Madrid.

using local materials that would sell well in Spain. Teams of students then pitched their ideas in English and Spanish via a video link to commercial staff at the British Embassy.

The 2008 winning student team at Hayle recently returned from a memorable competition prize trip to Spain. They visited

the British Embassy in Madrid where they met the British Ambassador, Mrs Denise Holt and UKTI representatives.

John Topham, director of the school's language college said: "Hayle School is thrilled and excited to get this fantastic recognition for our approach to developing the language skills of our pupils. Thanks go to businesses who shared their export experiences with the competing teams and staff from UKTI, Cornwall Education Business Partnership and RLN SW who helped to make it work."

Gwyneth Leonard, RLN SW manager, said: "This is a well deserved accolade for Hayle Community College which has shown real innovation in combining a business challenge with languages to make language learning exciting and a career path opportunity."

Find out more about the European Award for Languages at www.cilt.org.uk/eal/

Hayle Community School, one of RLN SW's Business Language Champions (BLC) has won a coveted European Award for Languages. This month, teachers from the School in Cornwall travelled to London to receive the award from Sir Trevor McDonald, in recognition of the school's "outstanding" Passport to Export language initiative.

The judges commented, "We were particularly struck by the commitment and conviction of everyone involved." Presenting the award, Sir Trevor said, "This winner was one of my favourites."

A specialist language and business enterprise college, Hayle is the only school in the South West region and one of only six secondary schools in the UK to win one of these prestigious awards. The college has been recognised for its creativity in improving the quality of language teaching, motivating students and making best use of available resources. The Award is a European wide initiative supported by the European Commission and CILT, the National Centre for Languages.

Over the last three years, the school has developed imaginative ways of making learning languages relevant for students by involving the local business community and working with UK Trade & Investment (UKTI), Cornwall Education Business Partnership (EBP) and the RLN SW.

The European Award for Languages has been given for the UKTI sponsored "Passport to Export" initiative which the School organised with the Cornwall EBP. The competition combines a business challenge with languages for Year 10 students who are asked to design a product



Staff and students from Hayle Community School with UKTI's commercial staff at the British Embassy in Madrid.

RLN SW spreading the message



Speakers and organisers at the Singapore and Malaysia event.

The joint RLN SW / UKTI "Doing business in Singapore and Malaysia" event - organised by the RLN SW West of England Hub at UWE - was a great success, and very well attended. Meanwhile, at the UKTI's "Explore Export" event at Exeter University, RLN SW ran a workshop on Japanese business culture, attended by manager Gwyneth Leonard. UKTI are organising a **market visit to Singapore and Malaysia** from 11th -18th October - for more information, visit the [events page](#) of our website.

In brief...

- China surpasses US in internet users - there are now more than 220 million Chinese internet users (17 percent of the population), with the US trailing slightly behind at 216 million (71 percent). Since the internet's penetration in China is still relatively low, huge growth is expected.
- The Ministry of Defence has been approved as an official exam board. It will start by offering GCSE Survival French, covering important military skills such as translating warning signs and conducting interviews with key witnesses.

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Globalisation & the SW

Over the last year, there has been a south west debate about globalisation, particularly looking at competitiveness threats and opportunities for the region. Through a partnership between the SWRDA, UKTI and HSBC, the debate has involved and influenced a wide range of public and private sector participants.

The debate has shown that doing nothing is not an option. Positive, proactive engagement can bring strong wins in terms of increased output and jobs in high value added technologies, production and services. Lack of action, will mean loss of earning capacity, slower jobs growth and less well-being and wealth creation. Awareness of the global challenge, and action by relevant partners to address it, will be central to SW business development in the years ahead.



The report is available for download on the [South West Debates](#) website.

Forthcoming Events

EUROPEAN DAY OF LANGUAGES

Friday 26th September

Now is the time to start planning your events to mark the 8th annual European Day of Languages. You can find out more about this Council of Europe initiative, and a range of resources to help you plan an event at <http://www.cilt.org.uk/edl/index.htm>

Thurs 28 August 2008

Opportunity Arabia 5

Telford Hall, Great George Street, London
 One day seminar on Saudi Arabia organised by The Middle East Association.

Mon 1 September 2008

Trade Mission to Azerbaijan

One day high level trade mission, organised by The Middle East Association.

China Clinics

Covering all aspects of UK companies' activities in China, organised by the China-Britain Business Council.

Weds 24 September - Taunton, Somerset
 Thurs 25 September - Swindon
 Thurs 23 October - Poole, Dorset
 Thurs 27 November - Bath
 Thurs 15 January 2009 - Taunton, Somerset

For full details of these and other events, visit the Events page on our RLN SW website: www.rlnsw.com/Events/