



## So long, farewell, auf wiedersehen, adieu!

As our funding is ending, the RLN SW office will be closing at the end of March. Since 2004, the RLN SW has been helping businesses with their language and cultural problems and developing links with education. It has consistently met - and exceeded - its targets (see below).

Our website, with its wealth of advice for exporters, will still be available at: [www.rlnew.com](http://www.rlnew.com). Businesses can visit the site for information about doing business in other

countries, publications to download, details of other related websites and where to get more help.

Other RLNs in the network will still be operating and their contact details, together with those of other useful agencies, are on the website.

It has been a great pleasure to meet and work with so many of you and we wish you all well in the future.



## Our achievements, 2004 - 2009



Target

ACHIEVED

460

*specialist business interviews*

505



1,455

businesses helped by phone and email

4,355



61

events organised

189



110

*presentations made at outside events*

183



2,910

delegates attending events where RLN SW spoke

7,388



65,000

visits were made to our website

177,718

# Business Language Champions

The RLNs nationally, together with Cilt, are tendering to continue engaging employers to promote language learning in schools. We will know if this is successful in May, and a new project would start in July.

Keep watching our website for more news.

## BLC Case Study Warmest of Welcomes

The RLN SW, the Royal Manor Arts College at Portland and the Portland Spa Hotel have been developing initiatives to provide the warmest of welcomes to overseas visitors to the Island and Royal Manor of Portland.

15 year old Year 10 students competed as tour guides, welcoming and greeting overseas guests in French, German and Spanish, whilst teams also produced a leaflet about Portland in these languages.

Younger Year 7-8 students, aged 12 to 13, were challenged to design a "Welcome to Weymouth and Portland" poster in a minimum of three languages.



Students with Marc Warren, RLN SW German volunteer assistant

James Piriou of RLN SW explains: "The aim is to develop closer links between Royal Manor Arts College and local employers and to raise pupil aspirations about local work opportunities where language skills are an advantage, especially with the London 2012 Olympics in mind."

Ray Bulpit, Portland Spa Hotel director said: "The RLN SW's work to raise local awareness of the importance of meeting and greeting people in their own language is really great. We are implementing this in our own staff recruitment and training - and were pleased to support this project."

## Now is the time to say Goodbye

There will be no staff in the regional office, so RLN SW will become virtual.

If you cannot find the information you need on our website - [www.rlinsw.com](http://www.rlinsw.com)

- please contact UKTI for business advice - [www.uktradeinvest.gov.uk/](http://www.uktradeinvest.gov.uk/)

For educational questions contact Cilt - [www.cilt.org.uk/](http://www.cilt.org.uk/)

or RLN YH - [www.rln-yh.com/](http://www.rln-yh.com/)



This year, the RLN SW has been composed of Gwyneth Leonard and Heike Sprunk in the office; supported by consultants who made the business visits:

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Su Beswick - email: [su@beswickmarketing.co.uk](mailto:su@beswickmarketing.co.uk) carried out the PR and media work, and Alison Sherrell & Steve Carreck of Graphic Words - email: [info@graphicwords.com](mailto:info@graphicwords.com) did all the design and print work including these newsletters.

## Forthcoming Events

For details of forthcoming language and culture events in the region, please follow the links from our website to other organisations including UKTI; Business Link; UWE Centre for Intercultural Communications; Cilt and SWRDA. [www.rlinsw.com](http://www.rlinsw.com)

The RLN SW is financially supported by the South West RDA

