



languageiseverything

Annual report 2010



We're Language is Everything, welcome to our annual report. In a nutshell, our core services are:

- Telephone interpreting
- Face to face interpreting
- Written translation

Please go to www.languageiseverything.com to have a look at our latest blog postings and testimonials

From: Victoria Darrell, Lincolnshire Partnership NHS Foundation Trust
Sent: 04 February 2010 09:25

From: Melanie Lockie, Hillingdon Council
Sent: 14 January 2010 10:12
To: Sarah Newbitt, Language is Everything
Subject: Re: Job Ref: U66963

From: Anita Wainwright, Towne Lifting & Testing
Sent: 03 November 2009 09:25

From: Ingrid Schultz, CNWL NHS Foundation Trust
Sent: 10 March 2010 09:41
To: Tanith Reay, Language is Everything
Subject: RE: Confirmation

Thanks so much ... you really are super duper people there
fix this !!!

Best regards

Ingrid

Ingrid Schultz
Consultant Psychiatrist The Court

From: Richard Pickering, CFS Europe
Sent: 18 November 2009 22:03
To: Dawn Bowes, Language is Everything
Subject: RE: Hindi

Hi Dawn

You are an absolute star. Image attached for sanity check.

I know I have been saying this all day, but it is honestly such a pleasure
a company that delivers such a phenomenal service. I work with many
helping them to deliver great service and can honestly say that there has
out there to date who hold a feather to you. My hugest thanks to every
people!) who have made this happen.

I am confident that

"Language is Everything have recently provided us with an excellent service
which has allowed us to enter the Japanese market with confidence and
credibility."
Colin Smith, Export Industrial Sales Manager, CPL Products

From: Sarah Moran, Westminster City Council
Sent: 08 December 2009 16:54
To: Dawn Bowes, Language is Everything
Subject: Lynda Wilton

Dear Ms Bowes,

I would like to express my thanks to you and your team for the wonderful service
you provide.

I would especially like to thank Lynda Wilton. I have dealt with her twice this year
when I had to hire a BSL interpreter and I have found her to be efficient, friendly and
helpful. I spend a huge percentage of my working life chasing people for jobs to be
completed and emails to be at least acknowledged or answered and I find her 'can do'
attitude really refreshing.

She always does what she says she will and follows through in a timely fashion.
Lynda was given short notice by me to organise an interpreter, (such is the nature of
the Citizenship ceremonies here at the Register Office), and once again, she delivered
the goods!

Thank you for such an efficient and helpful service with a real 'can do' attitude!

In regards,

"Language is Everything are more than just a translation service. Their advice
on cultural issues was valuable when addressing challenges around our
European customer service offer."
Paul Ness, Export Director, Arco

A message from our chairman

Why are we called Language is Everything? Because language *is* everything. It underpins nearly everything we do in life — even before we're born.

According to a paper* published at the end of last year, we begin to pick up elements of what will become our mother tongue while we're still in the womb. Researchers analysed the cries of 60 newborn babies when they were three to five days old. Half the babies were born into French-speaking families, the other half into German-speaking families.

The French newborns tended to cry with a rising melody: their cries began at a low pitch and then moved higher. The cries of the German babies tended to be the other way round, from a high to low pitch. The fascinating thing is that these low-to-high and high-to-low patterns correspond to the patterns used by fluent speakers of French and German.

Much work remains to be done on exactly how and when we acquire language. There is also lots of work to do on how we deal with language — and, in particular, language barriers — later on in life.

Later this year, we'll be presenting a paper at the sixth Critical Link International Conference, which takes place at Aston University in Birmingham from 26th to 30th July. Critical Link was founded in Canada in 1992, and it focuses on public service interpreting in the social, legal and healthcare sectors. Its conferences, which have been held every three years since 1995, have become a key event for bringing together academics, interpreting practitioners, employers, trainers, policy makers, service providers and service recipients.

The theme of this year's conference is *Interpreting in a Changing Landscape*: it aims to explore the political, legal, human rights, trans-national, economic, socio-cultural and sociolinguistic aspects of public service

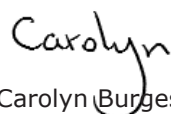
interpreting.

We'll be presenting our paper in partnership with Central and North West London (CNWL) NHS Foundation Trust, one of the largest specialist NHS mental health trusts in England. Together, we'll be looking at the role that public service professionals can play in the training of interpreters.

CNWL serves one of the most linguistically diverse catchment areas in the world, with more than 150 languages spoken in the borough of Westminster alone. We supply the Trust with an interpreting, translation and British Sign Language service that aims to (a) provide skilled and experienced linguists that healthcare professionals can trust, and (b) achieve huge time savings for CNWL staff through fast and reliable procedures. We have created an online interpreter booking form that can be completed in seconds, and our fill rate — across all languages, including short-notice bookings — is 99.3%.

Moving beyond the public sector, in this annual report we present two case studies, one from the private sector and one from the third sector. The first of these looks at how we helped Jim Bell Coaches, the official passenger forwarding agent for P&O Ferries, target new customers in Europe. The second looks at our telephone interpreting work with Macmillan Cancer Support, one of the biggest and most influential charities in the UK.

On behalf of everyone at Language is Everything, I'd like to say a big thank you to all our customers and linguists.



Carolyn Burgess
Chairman, Language is Everything

* *Newborns' Cry Melody Is Shaped by Their Native Language*. Current Biology, Volume 19, Issue 23 (15th December 2009)

Case study: Jim Bell Coaches

"Reliability is the main thing for us," says Jim Bell Junior, the managing director of Jim Bell Coaches. "We have to do what we say on the tin. You can't have 200 people stuck on a quayside somewhere without any transport."

Jim Bell Coaches began operating a minibus and coach service from Hull in 1989. Today the company has a fleet of around 20 vehicles and is the official passenger forwarding agent for P&O Ferries.

When we called him in April to talk about this case study, Mr Bell had just spent the weekend hastily organising a 1200-mile overland trip to northern Spain. "The North Atlantic Fishing company had a trawling crew stuck in the UK," he says, referring to the volcanic ash from Iceland that had closed down airports across Europe. "The ferries were fully booked, but P&O were brilliant and just squeezed us on. We always find a way somehow!"

Until last year, Mr Bell admits that he had never really thought about working with a translation company. The turning point came when his company won the contract with P&O. The *Hull Daily Mail* takes up the story:

Coach firm geared to European clients

Jim Bell Coaches is going international with the help of World Trade Centre Hull & Humber partner Language is Everything.

The firm is working with the translation and interpreting specialist to develop an overseas customer base and enhance the experience of thousands of European ferry customers that arrive in the city every year.

Following a contract win in January to transfer P&O Ferries passengers to destinations in Yorkshire and Lincolnshire, the company is targeting new customers in Europe, particularly the Netherlands. In an agreement through World Trade Centre Hull & Humber, Jim Bell Coaches now has Dutch, along with French and German, on its web

site.

Language is Everything has also provided a selection of supporting material, including meet-and-greet cards and multilingual brochures available in ferry terminals.

Managing director Jim Bell Junior said the company, now in its 20th year, was already gaining from its investment in language services.

He said: "We have won corporate work with Honda Europe, as well as seeing an increase in business from P&O customers, who can now book online in their own language."

Language is Everything selected a team of six translators for this project (two for each language), all of whom were specialists in marketing and PR. Even the most innocuous word — such as the link labelled 'company' on the home page — needed careful thought.

"The literal translation of 'company' in French is *société*," explains Nicolas Meyer-Turkson, a French linguist who has worked with us since 2000. "There is also *à propos de nous*, which is 'about us', or *présentation*, which means 'introduction'. But quite often French web sites use the name of the company itself.

"In this case, I thought that translating the link as 'Jim Bell' was the best option. It's a lot more personal, and it seemed to be a much better fit with the company."

Mr Bell thinks that the web site translation has been the key to his overseas success. "Even when people can speak English — and, let's face it, there are lots of Dutch and Belgian people who speak excellent English — being able to read about us in their own language gives people confidence," he says. "It shows we're reputable, it shows we're reliable."

With a growing customer base, an expanding fleet and even a new radio advert ("Give Jim a bell"), the focus for Jim Bell Coaches remains reliability and doing what it says on the tin. In whichever language that might be...

Case study: Macmillan Cancer Support

"This has been literally a life saver. I didn't understand why my doctors were recommending my treatment and was going to refuse to have it as it sounded so frightening. But when you talked to me and took the time to explain so carefully, I was really reassured and understood why the treatment is so important."

A PERSON AFFECTED BY CANCER

"I took a call from a Chinese lady today via the main helpline. She had received a letter from her GP about cervical screening but couldn't understand what the words meant. I contacted an interpreter who was able to translate the words 'cervical' and 'smear' for her. It was wonderful to hear the penny drop on the other end of the phone as this lady finally understood why she had been invited to attend her GP's surgery. She was so grateful."

A CANCER SUPPORT SPECIALIST

One in three people will get cancer. The ambition of Macmillan Cancer Support is to reach and improve the lives of everyone affected by cancer. "We want to be able to reach every single person who is diagnosed with cancer," the charity says, "and to be there for them at every stage of their cancer journey, no matter who they are, what part of the country they live in, or what type of cancer they have. We help improve people's lives by offering practical, medical, emotional and financial support, and by campaigning for better cancer care."

Language is Everything became Macmillan's telephone interpreting supplier in 2009. For the previous six years we had worked with Cancerbackup, a cancer information charity. With the goal of answering "any question on any cancer, in your language", we set up three-way conference calls between non-English-speaking patients, Cancerbackup nurses and our own interpreters (see page 8 of our 2003

annual report).

In 2008 Cancerbackup merged with Macmillan, a move that furthered the aims of both charities by ensuring that people could get faster and enhanced access to high-quality information. We entered into a procurement exercise with the merged organisation, and were awarded the telephone interpreting contract the following year.

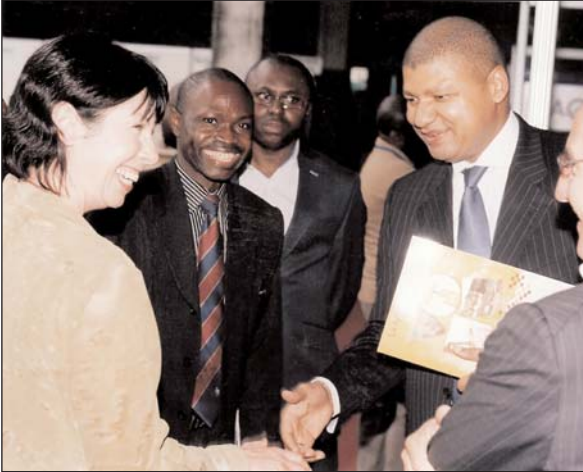
What kinds of enquiries do callers use the telephone interpreting service for? "As with all our calls the range and variability is marked," notes Stuart Danskin, Macmillan's senior cancer information nurse specialist. He ranks the most common subjects of enquiry as follows:

1. Emotional support
2. Requests for publications
3. Primary site* specific information
4. Chemotherapy
5. Clarification of medical information
6. Other specific side effects
7. Diet and nutrition
8. Symptom control
9. Warning symptoms
10. Introduction to the service

Margaret Storer, one of Macmillan's cancer information and support officers, gives a powerful example of the difference an interpreter can make. "I received a call from an angry, volatile man who was threatening to commit suicide," she says. "During two long and difficult calls the interpreter remained calm and patient throughout. I was impressed by the ease with which she engaged him in conversation and the way in which she worked with me to defuse the situation, to ascertain what help the caller needed and to persuade him to seek support from a local organisation."

* The primary site is the part of the body where a cancer begins. The most common primary sites that telephone interpreting calls relate to are: breast; prostate; colon/bowel; lung; uterus; non-Hodgkin's lymphoma; ovary; and bladder

Photo highlights



Carolyn Burgess, our chairman, made two trips to **Abidjan, Côte d'Ivoire**, in 2009. Her agenda included international trade and the development of the UK's business links with francophone Africa. The above photo shows Carolyn meeting Jean-Louis Billon, the president of the Côte d'Ivoire Chamber of Commerce.

In May, we won the prestigious **Chairman's Award** for enhancing the economy of the East

Riding of Yorkshire. The photo on the right shows Hannah Brigham, our trainee manager, receiving the award from the Chairman of East Riding of Yorkshire Council. Nominations for the award came from members of the public and council employees.



One of the highlights of Business Week 2009 was **The Language is Everything Challenge**. Our panel of three contestants — Tim Sanders, a bestselling American author; Fay Edwards, a broadcaster; and Jessica Goulden, a language student — each received 20 minutes of professional coaching in a brand new language from one of our linguists. They then attempted to complete a telephone task without using any English. The photo below shows Coco Zhao, one of our Mandarin linguists, with Tim, who successfully telephoned a branch of McDonald's in Beijing to find out what time it closed.



Financial summary

In what was a tough year for businesses across the UK and beyond, we maintained our levels of sales and profitability during 2009. This was a result of our continued focus on (a) solid and dependable customer service, and (b) high quality, highly bespoke language and cultural services.

At the same time, we were able to make a number of significant long-term investments in the company. One of these was our decision to

become the principal corporate sponsor of Business Week 2009, a five-day regional festival of enterprise-related seminars, talks and workshops. As well as giving us an exciting platform from which to spread our message, this was partly an investment in the local community: Business Week pulls together organisations from across the private and public sectors, and one of its aims is to help put the Hull & Humber region 'on the map'.

	y/e 31.12.09	y/e 31.12.08
Profit & loss account	£	£
Turnover	1,589,268	1,546,473
Cost of sales	842,544	782,034
Gross profit	746,724	764,439
Administrative expenses	554,317	572,366
Operating profit	192,407	192,073
Balance sheet	£	£
Fixed assets		
<i>Intangible assets</i>	-	600
<i>Tangible assets</i>	165,547	186,431
Current assets		
<i>Debtors</i>	146,640	199,622
<i>Cash at bank</i>	34,330	35,754
Creditors	172,147	217,934
Net current assets	8,823	17,442
Total assets less current liabilities	174,370	204,473
Capital and reserves		
<i>Share capital</i>	80,276	80,276
<i>Profit & loss account</i>	94,094	124,197
Shareholders' funds	174,370	204,473

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Cover photo: the Red Arrows fly over the World Trade Centre Hull & Humber to mark the start of the Clipper 09-10 Round the World Yacht Race on 13th September 2009. Language is Everything is the interpreting and translation partner of the World Trade Centre



Proud to be a partner of Business Week 2010 — www.bizweek.biz