



EITI Limited
Annual Report
2003

Whatever the language, leave it to us





Board of Directors



Carolyn Burgess
Chief Executive



Carol Cooper
Managing Director



Graham Jones, Director &
Company Secretary

Management team



Dawn Bowes
Operations Manager



Martin Burgess, IT &
Communications Manager



Bev Williams
Accounts Manager

This Annual Report was approved by the Board of Directors on 11 February 2004.

Telephone interpreting conference calls may be monitored for quality purposes.

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Message from the Chief Executive

In our annual report 2003 we are able to present a healthy set of year-end results for turnover, customer satisfaction and new business. This follows on from our 2002 business review, where we concluded that our pragmatic business plan had ensured we were in a position to build on solid foundations, and our half-year report 2003, in which we recorded strong growth in each of our core businesses for the first six months of the year.

These results enhance EITI's unique position within the interpreting and translation industry. We have maintained our strong commitment to providing a complete range of language services - including telephone interpreting, face to face interpreting and written translation - and the reputation we have built over many years for friendly and professional service continues to be our most significant asset.

We launched a number of groundbreaking projects in 2003, including a series of 'language hotline' services that connect callers directly to an interpreter. The most high profile of these was a project to set up and manage a 12-language helpline service for the charity CancerBACUP.

During the year we increased the scope of many of our existing contracts. For example, Newham Language Shop, the London Borough of Newham's award-winning interpreting and translation service, began using EITI in 2000 to provide a telephone interpreting service to GP practices in the East London and The City Health Action Zone; by the end of 2003, this service was being used by public authorities across the capital.

We undertook a major consultation exercise during 2003 with stakeholders on the provision of patient-centred interpreting and translation within the NHS. The Department of Health has acknowledged that the use of language services by healthcare professionals is not consistent across the country and this will be a key priority for us in the coming year.

In 2004 we will continue to develop our core businesses and maintain a strong focus on healthcare, local government, the police and criminal justice organisations. On behalf of everyone at EITI, I would like to thank all our customers for their ongoing support.



Carolyn Burgess





Operations review

	y/e 31.12.03	y/e 31.12.02
Proportion of total sales	%	%
Telephone interpreting	34	26
Face to face interpreting	51	59
Written translation	15	15

Telephone interpreting

For the sixth consecutive year, telephone interpreting was the fastest growing area of EITI's business in 2003. The company has maintained its successful policy of charging all customers a 'flat rate' of £2.00 per minute for two-way conference calls, with no premium rates, set-up fees or subscription charges. EITI continues to roll out its unique 'language hotline' service to organisations across the UK; this innovative service, which connects callers directly to an interpreter, circumvents the unwieldy process of language identification and enables organisations to develop a far more dynamic relationship with speakers of other languages.

Face to face interpreting

EITI continues to provide a responsive and cost effective face to face interpreting service, which is available throughout most of the UK. Of the 8,509 assignments undertaken in 2003, 34.6% were booked two days in advance or less and 3.7% were booked one hour in advance or less.

Written translation

In addition to being an important business area in its own right, EITI supplies translations as part of an integrated package of telephone, face to face and written services. The company's three largest translation contracts for 2003 were completed in the first half of the year.

Interpreting and translation personnel

As at 31 December 2003, 2,795 interpreters and translators were accredited for work with EITI. During the year, EITI became a registered body with the Criminal Records Bureau, helping the company to identify candidates who may be unsuitable for certain work.



Case study: LB Newham



The London Borough of Newham, which was created in 1965 by combining East Ham and West Ham, is set in the heart of East London. The population is one of the most diverse in

the UK, with over 110 languages being spoken locally. Newham is shown in blue in the above map of London's 33 boroughs.

As part of its communications policy, Newham Council has set out a series of standards relating to the provision of interpreting and translation support. For example, family members and friends should be used only where the customer makes this preference, after being offered the option of professional translation and interpreting support.

Newham Language Shop (NLS) is the council's award-winning interpreting and translation service. In 2000, NLS began using EITI to provide a telephone interpreting service to GP practices within the East London and The City Health Action Zone (HAZ). The objectives of the service were closely related to those of the HAZ: to develop and implement a strategy that cut inequalities and enabled a measurable improvement in the quality of treatment and care.

"EITI has enabled Newham Language Shop to provide GPs and other healthcare professionals with a world-class telephone interpreting service," says the head of NLS, Jaimin Patel. "I think the service provided by EITI has been excellent and is a living example of private and public sector partnerships delivering best value in terms of quality and cost."

Case study: Language hotline services

Three councils in northern England have formed the first wave of public authorities to launch 'language hotline' services.

Enabling members of ethnic minority communities to have full access to social care and other local services is a key priority for local authorities. As part of the new language hotline service, each council is allocated a set of dedicated telephone numbers, each of which corresponds to a particular language. Calls to these numbers, which are advertised locally in each of the languages, are answered by an interpreter and a member of council staff. The service is set up and fully managed by EITI.

"We know that the language barrier prevents many people from using local services and getting involved with their local community," said Councillor Ian Croft, Leader of Lincolnshire County Council, which launched the service in November 2003. "We believe that this new interpreting service will help us break down this barrier."

The three councils that have launched the service, together with the languages covered by each, are as follows.

East Riding of Yorkshire Council

Albanian, Arabic, Bengali, Cantonese, French, Kurdish Sorani, Pashtu, Spanish, Turkish, Urdu

Lincolnshire County Council

Arabic, Bengali, Cantonese, Farsi, Mandarin, Polish, Portuguese, Turkish

Mansfield District Council

Bengali, Cantonese, Gujarati, Hindi, Mandarin, Punjabi, Urdu



UK population by ethnic group, April 2001

Source: Census, April 2001, Office for National Statistics

Published on 13 February 2003

	Count	%
White	54,153,898	92.1
Mixed	677,117	1.2
Asian or Asian British		
Indian	1,053,411	1.8
Pakistani	747,285	1.3
Bangladeshi	283,063	0.5
Other Asian	247,664	0.4
Black or Black British		
Black Caribbean	565,876	1.0
Black African	485,277	0.8
Black Other	97,585	0.2
Chinese	247,403	0.4
Other	230,615	0.4
<i>All minority ethnic population</i>	<i>4,635,296</i>	<i>7.9</i>
All population	58,789,194	100.0

In Great Britain the minority ethnic population grew by 53% between 1991 and 2001, from 3.0 million in 1991 to 4.6 million in 2001. (Ethnic group data were not collected on the Northern Ireland census in 1991.)

Reference: UK population

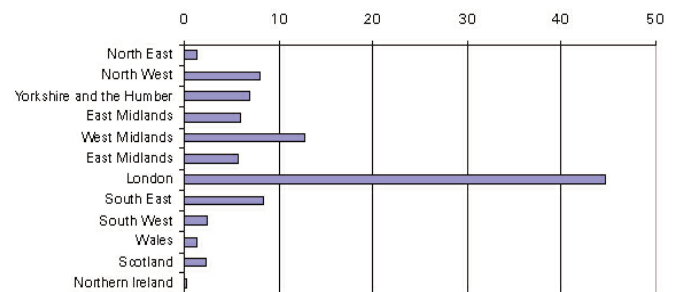
Ethnic group data from the 2001 census were published during 2003.

Regional distribution of the minority ethnic population, April 2001, UK, Percentages

Source: Census 2001, Office for National Statistics

Published on 13 February 2003

All minority ethnic groups	
North East	1.29
North West	8.07
Yorkshire and the Humber	6.98
East Midlands	5.86
West Midlands	12.79
East	5.68
London	44.63
South East	8.45
South West	2.44
Wales	1.33
Scotland	2.19
Northern Ireland	0.27



Reference: EITI's top 10 languages

Rank	2003	2002	1992
1)	Turkish	Arabic	French
2)	Arabic	Turkish	Farsi
3)	Bengali	Albanian	Spanish
4)	Somali	Farsi	Arabic
5)	Kurdish	Kurdish	Polish
6)	Portuguese	Portuguese	Bengali
7)	Albanian	Bengali	Lingala
8)	Farsi	Somali	Twi
9)	French	French	Serbo-Croat
10)	Spanish	Spanish	Tigrinian

EITI's top 10 languages are based on the number of requests received from UK public authorities for face to face or telephone interpreters. Shown above are the rankings for 2003, 2002 and 1992, which was the first year of EITI's operations. A monthly version of the top 10 is published on EITI's web site.

The 2003 top 10 is largely unchanged from 2002, with Turkish and Arabic continuing to fill the top two positions. Bengali and Somali have both moved up four places, to third and fourth respectively, while Albanian and Farsi have moved down four places to seventh and eighth.

Five languages from the 1992 top 10 are included in the list for 2003: Arabic, Bengali, Farsi, French and Spanish.





Case study: CancerBACUP

CancerBACUP's mission is to give cancer patients and their families the up-to-date information, practical advice and support they need to reduce the fear and uncertainty of cancer. It is the only national charity that specialises in providing information on all types of cancer and is part of the Department of Health Coalition for Cancer Information, which aims to ensure cancer information is of a high standard and widely accessible.

In July 2003 the charity launched 12 language hotlines for speakers of other languages. These freephone helplines, which were officially launched in central London by Bollywood legend Sayeed Jaffrey and former *EastEnders* star Judi Shekoni, made CancerBACUP the first UK charity to provide a national telephone service for members of ethnic minority communities.

Calls to the helplines, which are being promoted throughout the UK, are answered by a CancerBACUP nurse and an EITI interpreter. The 12 languages covered by the service are Arabic, Bengali, Cantonese, French, Greek, Gujarati, Hindi, Polish, Punjabi, Turkish, Urdu and Vietnamese.

Joanne Rule, CancerBACUP's Chief Executive, has issued a call for the service to become part of mainstream NHS activity. "We know that in the UK today there are more than a million people, particularly among older generations, who speak very little English or none at all," she said. "Others may simply prefer to receive information and support in a language other than English. We believe this service is a major step forward."

The new service, which is being provided in partnership with EITI, has been welcomed by cancer campaigners. Isaac Dweben, the founder and Chief Executive of the support service Cancer Black Care, said, "This is an incredibly exciting development in the provision of vital cancer information for the UK's black and ethnic communities. We will be recommending the service - not only because of the language barriers it will help overcome - but also because of the charity's commitment to providing information relevant to the wide range of religions and cultures living in Britain today."





Customer service review

Half-year ended 31.12.03

	STRONGLY AGREE	AGREE	SLIGHTLY AGREE	SLIGHTLY DISAGREE	DISAGREE	STRONGLY DISAGREE
	%	%	%	%	%	%
A.	68	32	0	0	0	0
B.	71	26	3	0	0	0
C.	74	26	0	0	0	0
D.	71	26	3	0	0	0

- A. Everyone I spoke to at EITI was straightforward, knowledgeable and friendly.
- B. The people at EITI understood my requirements and were able to fulfil them.
- C. All of the information given to me by EITI was accurate and reliable.
- D. Overall, using EITI's service was a simple and hassle-free process.

EITI measures customer satisfaction using a standard feedback form. A new form was introduced in August 2003, which asked customers how strongly they agreed or disagreed with statements about EITI. A total of 365 forms were sent to customers during the second half of the year; the results are shown above.

Customer satisfaction results for the first six months of the year were published in EITI's half-year report 2003.

A brief history of EITI

The company was formed in 1992 by Fardis Nejad, the former Chairman of the London Interpreting Project and a trustee of the human rights charity The Medical Foundation.

EITI, which was originally called Essential Interpreters and Translators International, was based in Slough until 2001, when it relocated all its operations to Howden, a small market town in East Yorkshire.

Later that year, the company completed the construction of a purpose-built operations centre; the new building was officially opened by the Rt Hon David Davis MP, the then Chairman of the House of Commons Public Accounts Committee.

Today, EITI provides services to more than 500 organisations throughout the UK, including hospital trusts, primary care trusts, mental health trusts, police forces, local authorities and a wide range of businesses, law firms and charities.

EITI Limited was incorporated in 1997.

Below: EITI's operations centre in Howden, East Yorkshire.





Information in other languages

The following telephone numbers and e-mail addresses may be used for contacting EITI in a language other than English.

العربية + 44 1430 457401
arabic@eiti.com

廣東話 + 44 1430 457402
cantonese@eiti.com

國語 + 44 1430 457403
mandarin@eiti.com

français + 44 1430 457404
french@eiti.com

Deutsch + 44 1430 457405
german@eiti.com

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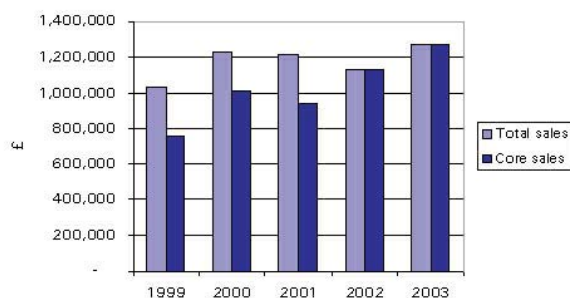
Further financial information may be obtained from Andy Pratt at Whitmarsh Sterland Chartered Accountants.

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Financial summary

Turnover



The chart on the left shows EITI's turnover for each of the last five years. 'Core sales' do not include two special interpreting and translation projects undertaken for the computer-based testing company Sylvan Prometric and the UK Home Office.



	y/e 31.12.03	y/e 31.12.02
	£	£
Balance sheet		
Fixed assets		
Intangible assets	3,600	4,200
Tangible assets	184,065	201,666
Current assets		
Debtors	102,100	179,866
Cash at bank	44,776	923
Creditors	153,604	304,555
Net current liabilities	(6,728)	(123,766)
Total assets less current liabilities	180,937	82,100
Provisions	1,066	-
	179,871	82,100
Capital and reserves	179,871	82,100

POSTSCRIPT

Thousands of the world's languages are vanishing at an alarming rate.

90% of them are expected to disappear within the current generation.

A simple model of language competition has been developed that explains historical data on the decline of endangered languages.

The model predicts that two languages cannot coexist stably - one will eventually drive the other to extinction.

Quechua, for example, still has many speakers in Huanuco, Peru, but its low status is driving a rapid shift to Spanish.

This leads to an unfortunate situation in which a child cannot communicate with his or her grandparents.

Abrams, D. M. & Strogatz, S. H. Modelling the dynamics of language death. Nature 424, 900 (21.08.2003)

