

# Annual Review 2023/24

Institute of Translation  
and Interpreting





# WELCOME TO OUR 2023/24 REVIEW



In June 2023, the Board met for a two-day strategy meeting, led by our newly appointed CEO Sara Robertson, where we agreed the strategic priorities of Professional Development, Advocacy, and Engagement (see below) and also set out to clarify our [Values, Vision and Mission](#) statements.

Behind the scenes, there has been an ongoing governance review, aligning processes and working to ensure that we are always following best practice in these areas.

In the office team, we said goodbye to Ann Brooks and Emmeline Batchelor and welcomed Victoria Hill and Katie Blackman into

the professional development and membership teams, respectively. These two areas are strategic priorities for us – and key to our success as an organisation – so we are delighted that we have a full team once again to help us develop and deliver high-quality learning opportunities and benefits for our members.

In March, following the launch of the Freelance Translator Rates Survey in conjunction with Inbox Translation, we published the first of several reports presenting the data and analysing the results from different perspectives.

The last 12 months have certainly been

busy and seem to have flown by. Thank you for your continued support and commitment, and for being part of the ITI Community. Despite the challenges we face, I am convinced that we are stronger together and I wish you all a successful year ahead!

Nicki Bone  
Chair

## PRIORITY AREAS

### Enhance our learning and skills offer

We have invested in a new Learning Management System (LMS). This will provide us with a platform to deliver our own CPD, plus the chance to enhance our offering by seeking new partnerships and opportunities for collaboration.

### Expand our advocacy programme

Advocacy is increasingly important to raise the profile of the profession and to help counter the challenges we face. We have set up an 'Ambassadors' working group and are gradually involving ITI Networks to help create the materials and identify the human resources needed to launch this initiative.

### Engage with relevant policy topics

Our third strategic priority is Engagement, and we have continued to respond to digital innovation and evolving technologies, and to further develop relationships in the areas of research and public service interpreting.

## OBJECTIVES

- L1** Continue to deliver high-quality professional development opportunities for members
- L2** Commission and implement an ITI Learning Management System
- L3** Prepare for a successful ITI Conference in Edinburgh in June 2024

**A1** Raise the profile of the profession by increasing our external stakeholder engagement

**A2** Promote the value of the translation and interpreting professions to clients and business networks

**P1** Respond to digital innovation (e.g. generative AI)

**P2** Continue to collaborate with sector colleagues (e.g. public service interpreting)

**P3** Publish the outcomes of the research into freelance rates

Look out for each objective code throughout the report to see how it has been achieved.





# MEMBERSHIP



## MEMBERSHIP IN NUMBERS

Members in over **75 countries**

**£99 Affiliate** membership introduced

Affiliate members **up 9%**

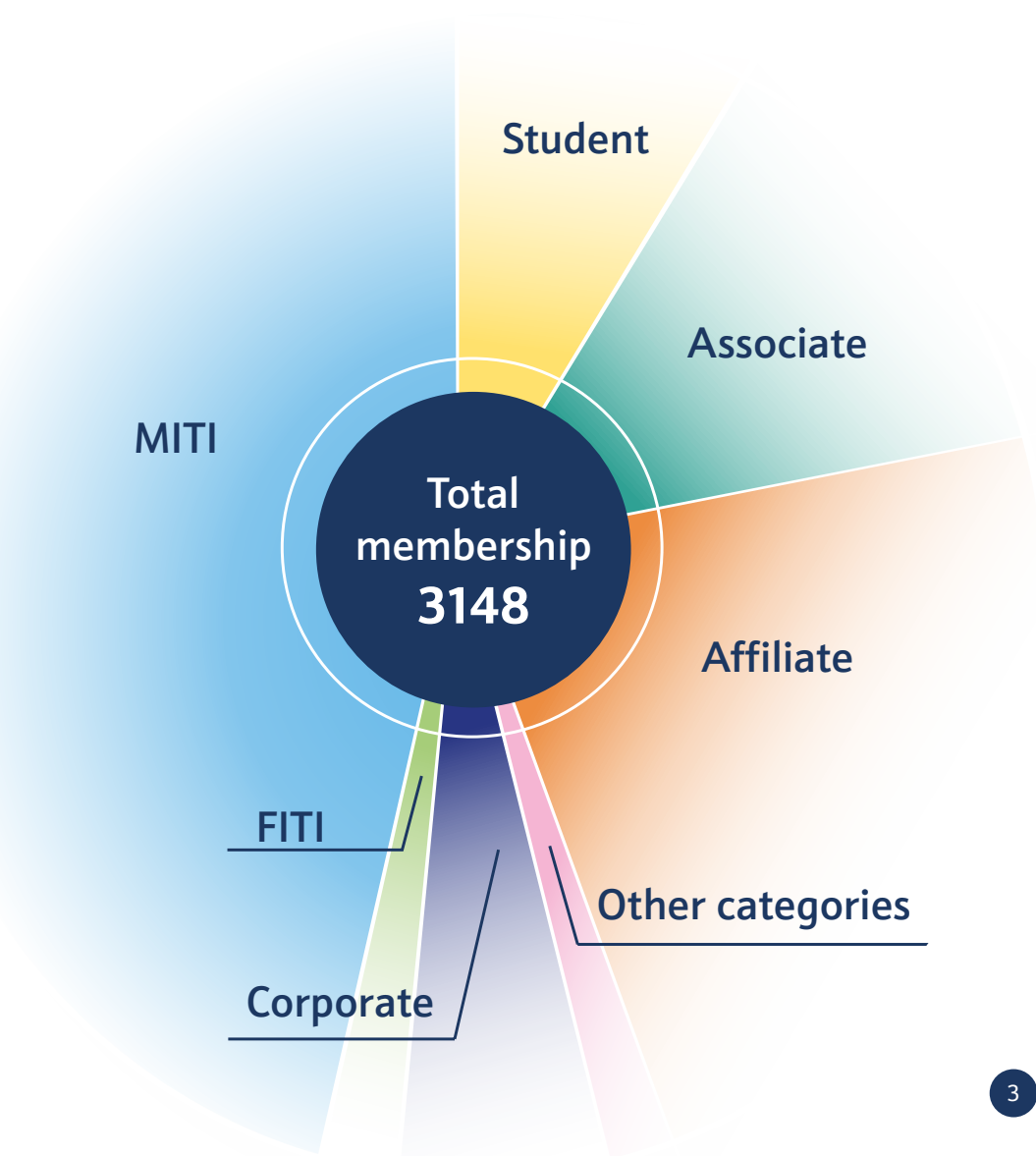
Number rejoining ITI after leaving **increased 43%**

Number of ISO Qualified members **increased 7%**

**60%** of members now signed up to the online Bulletin

**11.5%** of members took up the new 50/50 split payment option

## MEMBERSHIP DISTRIBUTION





# DEVELOPING THE PROFESSION

## ✓ Objective L1



20 workshops delivered  
729 workshop attendees

17 webinars delivered  
2431 webinar attendees



98.5 hours of training delivered

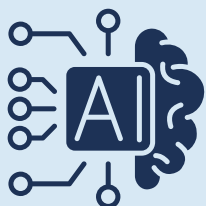


29 event speakers



178 attendees at the in-person *One day in...* events, in Harpenden and in Manchester

## ✓ Objectives L1 and P1



AI training opportunities developed in partnership with the University of Surrey - 420+ attendees across two webinars

## ✓ Objective L2



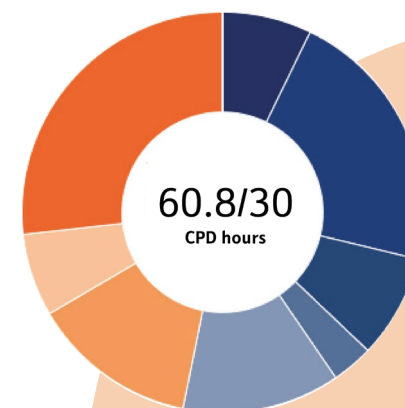
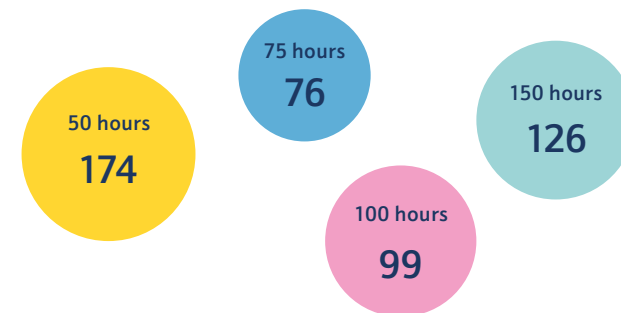
Learning Management System in development. Courses to be launched summer 2024



Members achieving the target of 30 hours of CPD

**910**

51% were awarded one of the new CPD badges for logging over:



CPD roundel enhanced to show amount of time spent on different skills.



# COMMUNICATION AND ENGAGEMENT

## DIGITAL ENGAGEMENT

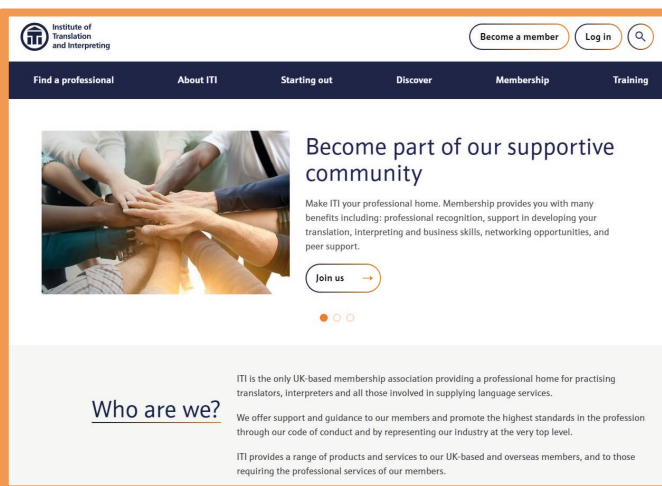
### Website

75k monthly page views

7k monthly searches on directory

18k logins to My ITI

40k views of resources in the Knowledge Hub



100k followers reached in June 2023

7% engagement rate

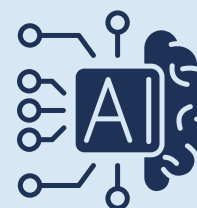


LinkedIn continues to be the key social media channel for ITI.

20% further increase in followers by April 2024

## CONSULTATION WITH MEMBERS

### Objective P1



2 open meetings held on generative AI

AI action plan developed and communicated to members

AI working group established

### Objectives L1 and L2



Recognising that the evolving marketplace means members might need to acquire new skills, we undertook a CPD survey to better understand members' ongoing development needs

### Plus...

- Code of conduct survey
- 2 Chat with the Chief Executive sessions
- Student discussion – What will the future look like?
- Ethics discussion



# NETWORKS NEWS



Membership across all Networks - 2550



12 Networks work with local Universities



25 Universities/colleges visited

16 Geographic

Total number of Networks  
**41**

11 Language

12 Subject

2 Support



French Network celebrates its 35th birthday



Yorkshire Translators & Interpreters Saltaire summer walk



East Anglia Network Christmas 2023



North West Translators' Network Christmas 2023



Western Regional Group members' day

**ONE NEW SUBJECT NETWORK LAUNCHED**



Marketing



# ADVOCATING FOR THE PROFESSION

## ✓ Objective A1 - CEO increasing ITI's visibility:



Attended Going Global



Participated in panel discussions at APTIS, in Belfast, and at Memcom conference



Interviewed on two podcasts



Represented ITI at University Council for Languages' annual seminar, and at the APPG for modern languages



Memcom conference



APTIS conference

## ✓ Objective A2



Ambassadors working group set up to explore ways to raise the profile of the profession



Collaborated with FIT on *Guidelines on the use of translations by cultural institutions*



Letters sent to the Universities of Kent and Aberdeen expressing concerns over plans to close modern language courses. Both universities rowed back on closures

## ✓ Objective P2



As part of Professional Interpreters for Justice (PI4)), a white paper was published with recommendations for tackling the immediate issues facing procurement and provision of language services for the public sector



# LOOKING FORWARD



The Board and staff of ITI are committed to supporting the translation and interpreting professions in the coming year.

In professional development, we have ambitious plans to deliver a dynamic Continuing Professional Development (CPD) programme, offering a range of training opportunities to enhance members' skills and knowledge. The focus of this work will be the launch of our on-demand e-learning platform, which will offer a range of courses, including topics such as business and digital skills. Following the success of our collaboration with the Centre for Translation Studies we also plan to seek out new partnerships to increase the range of development opportunities available to members.

Advocacy remains a key priority and we will expand our efforts to raise the profile of the

profession through targeted business outreach activities, guided by our Ambassadors working group. We will conduct a comprehensive website review to ensure our online presence effectively conveys the value and importance of professional translation and interpreting services and we will continue to create marketing resources to support our members' personal outreach activities.

On policy, we remain committed to working with other stakeholders to champion language learning, and to collaborating on public service interpreting policy. We also hope to strengthen our relationships with academics and research institutions to drive evidence-based practices and contribute to the advancement of our profession. This will include the development of a robust Code of Ethics to guide members in upholding the highest standards of professional practice.

Through these strategic initiatives, ITI reaffirms its commitment to its mission: to provide a supportive professional home for language practitioners; uphold the highest standards of conduct; and champion the value of our profession to the wider world. Together, we will strive to elevate the status of the translation and interpreting profession and foster a thriving community of translation and interpreting professionals.

Sara Robertson  
Chief Executive

**PRIORITY AREAS**

**Professional development**

**Advocacy**

**Engagement**

**OBJECTIVES**

Deliver an engaging CPD programme

Deliver a successful ITI Conference

Launch and develop the Learning Management System

Seek out new training partnerships and collaborations

Raise the profile of the profession through business outreach activities

Improve communication with the public (website review)

Utilise ITI Fellows more effectively (Ambassadors project)

Respond to digital innovation and evolving technologies

Continue collaborating on public service interpreting policy

Continue to develop research relationships e.g. universities

Develop a Code of Ethics



# ABOUT US

The Institute of Translation and Interpreting (ITI) is the only UK-based independent professional membership association for practising translators, interpreters and all those involved in the language services sector.

Founded in 1986, we now have over 3,000 members, both in the UK and internationally.

Our vision is to contribute to a world where every word is understood, and where language is never a barrier. We achieve this through supporting and developing skilled professional translators and interpreters, and promoting the value of their expertise.

We also seek to promote the needs of the profession and to raise awareness in the business community, and in society more broadly, of the value of professional translation and interpreting.

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Registered in England and Wales No. 2166933



The financial report is issued separately from this document. Annual reviews and financial reports are available on the ITI website.



Published July 2024