Summer Peak Travel Campaign – Phase 3

Student arrivals: 10 top tips

Coming to the UK to study this year? Here are Border Force’s top ten tips to make sure you have everything you need for a smooth arrival.

1. Complete your landing card
   If you’re from a country not in the EU or European Economic Area, please complete the landing card given to you during your flight before you arrive at border control.

2. Have your passport ready
   Remove it from any cover, and remember to remove sunglasses and hats before reaching border control.

3. Keep information about the course you’re studying in your hand luggage
   This must be in paper copy (not an electronic copy on a tablet or phone).

4. Keep recent bank statements and details of where you are staying in your hand luggage
   Border Force officers may ask to see this information.

5. Expect Border Force officers to ask simple questions
   Expect Border Force officers to ask simple questions about your stay in the UK when you arrive at passport control.

6. Do not bring any meat or dairy products from outside the European Union (EU)

7. There are also restrictions on the amount of tobacco, alcohol and gifts you can bring to the UK
   If you exceed your duty-free allowance and do not declare them, all of your items could be taken away from you.

8. Why not become a Registered Traveller?
   If you plan on travelling in/out of the UK more than four times this year, why not become a Registered Traveller. Members do not fill in landing cards and are able to access ePassport gates. Find out more here: www.gov.uk/registered-traveller

9. You must declare cash of 10,000 Euros or more
   You must declare cash of 10,000 Euros or more (or the equivalent in another currency) if you are travelling from a country outside the EU.

10. Never give false or misleading information
    Never give false or misleading information (including forged or counterfeit documents).

BFStrategicCommsTeam@homeoffice.gsi.gov.uk

Phase three campaign partner pack for use in August-September 2018
Dear partner,

As we move into the final part of the summer, we would like your help with promoting Border Force’s advice to international students arriving in September.

This partner pack is for phase 3 of the campaign and includes all the details of what we are planning and links for you to download the different promotional materials to use.

**We hope you can support our campaign by:**
- Promoting our Border Force advice on your social media channels
- Updating your relevant web pages with our advice
- Display/using our promotional materials in relevant public places

**Need any help to get involved with the summer campaign?**
Please get in touch with the Border Force Communications team if you need any help to support the campaign: BFStrategicCommsTeam@homeoffice.gsi.gov.uk
Phase 3: International student arrivals (use from late August)

**Purpose:**
Provide UK arrival advice to international students to help improve the customer experience through passport control

**Promotional toolkit includes:**

Toolkit of promotional materials for use online, on social media and in-port which will be delivered by overseas student/educational partners.

**When to use:** September
Suggested social media posts: International student arrivals wc 27 August

**Coming to study in the UK?**
Get through the UK border more smoothly by following these student arrival tips
#studyUK  #fasterUKaccess www.gov.uk/border-force/fastertravel

**Coming to study in the UK?**
Please make sure you have information about the course you are studying ready in your hand luggage when arriving at the UK border. #studyUK #fasterUKaccess www.gov.uk/border-force/fastertravel

**Coming to study in the UK?**
Please make sure you have the correct documents ready in your hand luggage when arriving at the UK border. #studyUK  #fasterUKaccess www.gov.uk/border-force/fastertravel

**Coming to study in the UK?**
If you are from a country outside of the EU/EEA countries please complete a landing card either on your flight or on arrival before you reach passport control  #studyUK #fasterUKaccess www.gov.uk/border-force/fastertravel
Phase 3: International student arrivals use from late August

Translated digital designs for our international student top tips in Chinese
Promoting Registered Traveller to international students

**Key message:** To encourage students who may be travelling between home and the UK to apply for Registered Traveller.

**Why?** Students are likely to meet the eligibility for becoming a Registered Traveller and could benefit from using the UK/EU lanes and/or eGates if they have a chipped passport.

**What can partners do?**
- Create and plan student friendly promotional activity during late August and September and at main holiday dates throughout the year

**Promotional toolkit includes:**
- Download the promotional toolkit
- Show the Registered Traveller Service film
- Promote the online Registered Traveller page
Need any help or have a question?

Please contact the Border Force Communications Team by emailing:
BFStrategicCommsTeam@homeoffice.gsi.gov.uk

Thank you in advance for your support!