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Introduction

We are pleased to announce that the expansion of eGates AND the withdrawal of landing cards for ALL travellers will start on Monday 20 May 2019 and we would like to ask for your support to promote this across your communications channels on this date.

We are expecting millions more eligible nationals from Australia, Canada, Japan, New Zealand, Singapore, South Korea and the United States of America will be able to use the eGates for faster automated arrival at 15 UK airports and Eurostar rail terminals.

There will still be some travellers who will need to see an officer, this includes:

• families travelling with children under 12,
• those travelling with National Identity Cards and without a biometric passport,
• travellers from the eGate expansion countries who are coming to the UK for short term study, for specific reasons or to do certain types of work.

Preparing for the eGate expansion launch

We need your help to ‘switch’ on all the communications so that all eligible travelers are encouraged to use the eGates from the go live date and students and others are aware of the eligibility.

How you can help

Important partners like you can help us promote the expansion of eGates by speaking to your nationals, staff, students through your own networks. The role you can play in helping us reach more people and communicate these key messages, will help us all to improve students arrival experience.

In this phase 2 eGate partner pack you will have access to all the latest communications advice and content to use on your communication channels.
How to support this campaign

We want to improve the customer arrival experience into the UK which includes making sure that all eligible travellers know that they can use the eGates on their arrival or if they need to see an officer.

In preparation for the launch date of the eGate expansion, please can you:

1. Use the training aids, key messages and FAQ’s to brief staff, senior spokespeople so they are fully informed of what is happening.

2. Update all your digital information on your own channels ready to be published on this date. This should include updating your websites, newsletters, customer emails, SMS, blogs with the correct eGate information.

3. Plan to promote the eGate expansion on your social media channels, either by using our social media toolkit (includes animations and posts) or by sharing our posts. Use our social media FAQ’s if needed.

4. Use the translated information to reach your students (digital animations and posters)

If you have any questions or request for additional assets please contact: portinformation@homeoffice.gov.uk
Key messages - eGate eligibility - who can use eGates

Who can use the eGates:
• From 00.01am on Monday 20 May 2019, nationals of Australia, Canada, Japan, New Zealand, Singapore, South Korea and the United States of America will be able to use the eGates. They will join nationals of the UK, EU, EEA countries who can already use the eGates.
• You need to be 12+ and hold a biometric passport.
• Members of the Registered Traveller service can also use the eGates.

In addition, all non-EEA nationals will no longer need to complete a landing card from this date and time.

Travellers will still need to see an officer if they are:
• Travelling with children under 12 years
• Travelling on their National Identity card (Only EU/EEA nationals can enter the UK on a National ID card)
• Travelling with a passport that doesn’t have a biometric chip
Key messages - International students – who can and can’t use eGates

✓ Longer term students with a visa or a student biometric residence permit to allow you to study, can use the eGates

X Short term students (up to 6 months) should not use the eGates as they need to see an officer for a stamp in their passport.

This stamp gives them the permission needed for their studies.
International students from Australia, Canada, Japan, New Zealand, Singapore, South Korea and the United States of America, who are studying for longer than six months and have a student visa or student biometric residence permit, can use the eGates.

Nationals from Australia, New Zealand, Canada, the USA, Japan, Singapore and South Korea who are intending to rent an entire property from a letting agent or private landlord or intend to rent a room (as a lodger) from a private landlord or a host family for more than three months will need to retain evidence that they travelled to or entered the UK within the last six months.

This evidence has to be presented to the landlord, letting agent or host family with their passport as they may not be able to rent without it. This is because they will not receive a stamp in their passport on arrival.

Acceptable evidence of entry to the UK may include a boarding card, ticket or booking confirmation for travel to the UK within the last six months. Any other documentary evidence which establishes their date of arrival in the UK is also acceptable.

A photocopy, photograph, screenshot or scanned copy of the evidence that includes the travellers name and/or passport number is acceptable.

International students who are processed by an officer may request a stamp in their passport as evidence of their entry but if they use the eGates they will not receive a one.
Key messages: Short term students (less than 6 months)

International students from Australia, Canada, Japan, New Zealand, Singapore, South Korea and the United States of America who are coming to study in the UK for less than six months need to see an officer and get a stamp in their passport unless they have applied for entry clearance before travel.

These travellers will require a specific grant of leave, which has to be given by an officer (in the form of a stamp).

Without this passport stamp these individuals will be unable to do the activities they are coming to the UK to do.

Please make sure that this information is updated for your students.
Key messages: Permitted Paid Engagements

Those coming to the UK to carry out Permitted Paid Engagements (including academic, professors, guests speakers or people coming to conduct a PhD viva as an external examiner) from Australia, Canada, Japan, New Zealand, Singapore, South Korea and the United States of America will need to see an officer and get a stamp in their passport.

These travellers will require a specific grant of leave, which has to be given by an officer (in the form of a stamp). Without this passport stamp these individuals will be unable to do the activities they are coming to the UK to do.
What are eGates?
eGates are an automated self service option that eligible travellers can use at passport control at 15 ports and Eurostar terminals. They are a quicker way to cross the border. The eGates use facial recognition technology to check your identity against the photo in your passport.

How many ports have eGates?
There are 15 ports with eGates which includes Birmingham, East Midlands, London City, Luton, Stansted, Heathrow, Edinburgh, Glasgow, Manchester, Newcastle, Bristol, Cardiff and Gatwick Airport as well as Eurostar terminals in Brussels-Midi/Zuid and Paris Gare du Nord.

Who can use eGates?
Citizens of the UK, EU, EEA countries (Norway, Iceland, Liechtenstein, Switzerland), Australia, Canada, Japan, New Zealand, Singapore, South Korea and the United States of America if they are aged 12+ and hold a biometric passport. (12-17 year olds must be accompanied by an adult. Registered Traveller Service members can also use the eGates.

Who can't use the eGates?
Travellers will still need to see an officer if they are travelling with children under 12 years, or using a National Identity card or with a passport that does not have a biometric chip. Travellers coming to the UK for short term study, specific types of work or reasons (if they are from Australia, Canada, Japan, New Zealand, Singapore, South Korea and the United States of America) should not use the eGates as they need to see an officer on arrival to receive a stamp in their passport.

For specific information about those travellers who need to see an officer to receive a passport stamp on arrival, please use the links below:
Nationals of Australia, Canada, Japan, New Zealand, Singapore, South Korea or the United States of America will no longer need a passport stamp except if they are coming to the UK for a specific reason, including:

- coming for short term study of up to 6 months;
- have a Tier 5 sport & Arts Certificate of Sponsorship;
- due to carry out Permitted Paid Engagements;
- a family member of an EEA national seeking to join them permanently in the UK.

Do international travellers need to complete a landing card?
As part of the eGate expansion we can also confirm that the withdrawal of landing cards for all non-EEA passengers, across all routes, will also occur from Monday 20 May 2019.

For further details on faster travel advice visit: www.gov.uk/border-force/fastertravel
Digital promotional materials

Please get in touch if you need alternative formats or translations.
Updating online advice- eGate and exceptions

Please [download the eGate expansion online toolkit](#) which provides you with online content, animations and information to update your website.

What needs to be updated:

- UK arrival advice needs to be updated to promote eGate eligibility and exceptions around [international long term students, short term students](#) and [Permitted Paid Engagements](#).
- Any information on landing cards as nationals of these seven countries no longer need to complete or present a landing card.
- Please use the wording provided in the toolkit and link to short term student information on this page [https://www.gov.uk/check-uk-visa](https://www.gov.uk/check-uk-visa) and ask students to search by country.
- Please update any information about the Registered Traveller Service (RTS). Travellers from Australia, Canada, Japan, New Zealand, Singapore, South Korea and the USA are no longer eligible to apply for RTS. The service will continue for 33 countries.

**eGate animations toolkit**

We have animations which explain who can use eGates and how to use them. These are useful to use online and social media.
Digital promotional materials

We have created a range of digital products to support the expansion of eGates. These can be used on your website, in-flight entertainment, digital screens in ports, on social media channels, or included in e-newsletters and emails that you send to your customers as you see fit. Please let us know if there’s anything else you require.

<table>
<thead>
<tr>
<th>Type</th>
<th>Purpose</th>
<th>Download link to use</th>
</tr>
</thead>
<tbody>
<tr>
<td>Photos of eGates</td>
<td>Use the images online, in emails</td>
<td>eGate photo album</td>
</tr>
<tr>
<td>Online content</td>
<td>Use to update any online text on websites</td>
<td>Online content album</td>
</tr>
<tr>
<td>Animations</td>
<td>Play on public TV screens, in flight, online</td>
<td>Animations for use on screens</td>
</tr>
<tr>
<td></td>
<td>Three types of animations of varying length are available including:</td>
<td>Translated version can be made available including:</td>
</tr>
<tr>
<td></td>
<td>1. eGate eligibility and how to use them</td>
<td>Japanese translated eGate animation</td>
</tr>
<tr>
<td></td>
<td>2. How to use eGates – 1.30 second clip</td>
<td>Korean eGate animation</td>
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<tr>
<td></td>
<td>3. How to use eGates – 30 second clip</td>
<td></td>
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<tr>
<td>eGate social media toolkit</td>
<td>To promote through social media channels and respond to eGate related queries</td>
<td>Download the animations and social media posts here</td>
</tr>
<tr>
<td>Icons, flags and arrows</td>
<td>You may find the icons used in our promotional materials useful</td>
<td>For flags, For Icons, For arrows</td>
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</table>
Social media toolkit for use from Monday 20 May 2019

<table>
<thead>
<tr>
<th>Social media assets available</th>
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</thead>
<tbody>
<tr>
<td><img src="image1.png" alt="Image" /> <img src="image2.png" alt="Image" /> <img src="image3.png" alt="Image" /> <img src="image4.png" alt="Image" /></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Country specific animations</th>
</tr>
</thead>
<tbody>
<tr>
<td>These are different animations available for use to target citizens / customers from Australia, Canada, Japan, New Zealand, Singapore, South Korea and the United States of America. An ‘all eligible’ asset is also available which includes UK/EU/EEA and the seven new countries.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Travelling to the UK animations</th>
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</thead>
<tbody>
<tr>
<td>There are two different animations which explain all of the nationalities who can use the eGates.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Short-term student specific animation</th>
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</thead>
<tbody>
<tr>
<td>An animation which explains that short term students from these seven countries need to see an officer and get a stamp upon arrival</td>
</tr>
</tbody>
</table>

Download the animations and social media posts here

What is available:
- Range of eGate animations tailored to each of the seven countries
- General eGate animations which explain eligibility
- Student specific animation
- Social Media suggested posts
- Social media FAQs
Using digital products

Please always use the corresponding message and call to action with each asset from Monday 20 May 2019.

Stakeholder email updates and e-newsletters
- Use your existing stakeholder/business distribution lists and e-newsletters to cascade the digital products, encouraging stakeholders to share the products through their own channels.

• Websites
  - You can embed the digital products on your websites and intranet pages.

• Social media channels
  - Please post the assets on your social media channels with the corresponding text provided
  - The call to action should direct audiences to [www.gov.uk/border-force/fastertravel](http://www.gov.uk/border-force/fastertravel)
  - All posts should include the hash tags: #useegates #fastertravel #egateuser
  - Thumbnails are included in the table for your reference

Should you require further assets, please use the contact details included at the end of the pack.
Translated eGates promotional materials

**Download the translated eGate animations**
available in the following languages:
Japanese, Korean, Malay and Mandarin

**Other translated information:**
We have a range of translated information which explains the eGate exceptions and who needs to see an officer on arrival into a UK port. This information should be used in advance of travel and can be displayed or used to update online content.

- English toolkit
- Chinese toolkit
- Japanese toolkit
- Malay toolkit
- Korean toolkit
- Tamil toolkit
- French toolkit
- eGate animations in Japanese and Korean

**Use information tailored by country:**
We have also created information tailored for each of the seven countries.

Please download the toolkit which includes country specific information.
Feedback and contact us

We are committed to making this toolkit as useful as possible to support you in communicating with your students and those travelling for a Permitted Paid Engagement about the eGate expansion.

If you have any additional questions that are not answered in this toolkit, please get in touch. We will endeavour to answer your questions and to circulate answers to FAQs in updated versions of this toolkit.

Feedback

We would welcome any feedback on:

• How useful you are finding the toolkit and the communication products.
• How it can be improved.
• Whether you would find additional products helpful.
• Whether you would find additional support helpful, for example attendance at key forums or events you are hosting or attending.
• How you are using these communications resources, so we can ensure we are reaching our audiences.

You can contact us at: portinformation@homeoffice.gov.uk