

UKVI STUDENT CAMPAIGN

#getreadyforclass partner pack



UK Visas
& Immigration

The logo for Education is Great, featuring a stylized Union Jack flag to the left of the text. The text "EDUCATION IS GREAT" is in a bold, sans-serif font, with "IS" in a smaller font size. Below "GREAT" is a red rectangular box with the word "GREAT" in white. At the bottom, in a smaller font, it says "BRITAIN & NORTHERN IRELAND".

EDUCATION
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BRITAIN & NORTHERN IRELAND

DEAR PARTNER

Thank you for joining our #getreadyforclass campaign.

Every year UK Visas and Immigration (UKVI) receives hundreds of thousands of applications for Tier 4 Student visas from individuals who want to study in the UK. The vast majority of these visas are granted, however some are refused due to errors in the application or the forms accompanying it.

Many students apply for their visa at the last minute, which can sometimes cause delays to their application – especially during our peak period. We also know that students think applying for their visa is complicated, and this is a perception we would like to try and change.

With your help, we can reduce errors, the number of incorrect forms submitted, ensure applications are made in good time and positively change the perceptions of applying for a student visa.

Within this pack you'll find key messages, assets and links for you to use on your communication channels to help us collectively reach as many perspective students as possible. We hope it helps.

Thank you in advance for all your support in reaching out to students and guiding them through the visa application process.

If you have any questions or feedback, please contact us at: ukvistrategiccomms@homeoffice.gsi.gov.uk



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KEY MESSAGES

Priority messaging

- Coming to study in the UK? Make sure you apply as soon as you receive your CAS.
- UKVI's service standard for visa decisions is 15 working days, so apply in good time.
- You can use our Priority Visa service which reduces visa decisions from 15 days to 5 working days.
- Need your visa quickly? You can use our Super Priority Visa service which reduces visa decisions from 15 days to 1 working day.
- The UK student visa application process is straightforward so long as you understand the guidance and provide the correct supporting documents for your application.



Apply for your visa following these three steps:

Check – check what the requirements are, before applying for your visa. You will need to demonstrate that you have a place at an educational institution with a Confirmation of Acceptance for Studies. Check the full list of documents at www.gov.uk/tier-4-general-visa

Apply - You can apply up to 3 months before your course begins and travel up to 30 days before. Apply using Access UK, the Home Office's new and improved online visa application service.

Tailor your application – Need your visa in a hurry? Use our 5 day Priority Visa Service. You can select and pay for this at the end of your application on Access UK. We also provide a service which allows you to keep your passport while your application is processed. You can find out more about these additional services at www.vfsglobal.com.



KEY MESSAGES

Secondary messaging

- Check your start date before applying.
- Don't book travel until you have got your visa.
- Prepare your supporting documents in advance.
- You may need a tuberculosis test. Check and get your tuberculosis certificate before applying.
- You must pay the health surcharge.
- You may need to provide evidence of funds. If so, funds must be in your bank account, or your parent or guardians bank account for at least 28 days.
- Students applying from a list of countries known as Appendix H must still meet the relevant requirements. UKVI reserve the right to request this evidence and will do so for a sample of applications.



FURTHER GUIDANCE

Check

Check what the requirements are before applying for your UK study visa. In your visa application you will need to demonstrate and evidence that you have:

A Confirmation of Acceptance for Studies - This is given to you by your college or University and will show that they have accepted you onto the course. It will tell UKVI what qualifications the university accepted you on, how much your course fees are, the course start date and many other useful details. You cannot apply for a Tier 4 visa without this number included in your application.

Funds to support yourself - You may need to provide supporting documentation to show that you can pay your course fees and living costs, such as bank statements or evidence of a scholarship. Remember funds in a bank account must be held for 28 days before you apply for your visa. Plan how you will evidence your finances well in advance of applying for your visa.

Qualifications – You will need to show that you hold the correct qualifications for your course. You will need to provide all your original educational qualifications as listed in your CAS. These will need to be translated into English.

Check the full list of requirements at www.gov.uk/tier-4-general-visa



FURTHER GUIDANCE

Apply

- Complete your application using our new online application process called Access UK, book your visa appointment at the most convenient time and pay the visa fee and the health surcharge.
- Make sure you have all the necessary supporting documents before you go to your appointment. This includes your passport, supporting documents to evidence your finances and qualifications. Also, make sure you print your application and your appointment confirmation.
- Attend one of our visa application centres, so your fingerprints and photograph can be taken and you can submit your application. A decision will be made within our 15 working day service standard and you will be told when your passport is ready to be collected.
- Once in the UK you will need to collect your Biometric Residence Permit (BRP) within 10 days of arrival, from the location stated on your BRP letter. The BRP will evidence your right to live and work in the UK.



FURTHER GUIDANCE

Tailor your application

- Need a visa quickly? We offer a Priority Service for a fee. You can select this option at the end of your application on Access UK.
- We provide a service which allows you to keep your passport while your application is processed so you can travel elsewhere or apply for another visa. You can find out more about additional services at www.vfsglobal.com.



SOCIAL MEDIA ASSETS

We have created a range of different assets, including top tips and gifs available for use on Twitter, Facebook and Instagram. We have generic global assets as well as some that are country specific. These are designed to provide students with advice and guidance when applying for their Tier 4 student visa.

This pack contains some examples, all of which can be downloaded from the GREAT brand library (links at the back of the pack).

We ask that you please use the hashtag #getreadyforclass so we are able to track activity. We ask that you also direct students to the Tier 4 visa guidance page on gov.uk using this link <https://goo.gl/Rdfuv3> as this will also help us track activity.

This link is included in the social media copy we have prepared for you on the next page. Feel free just to copy and paste this in when sharing assets. We have prepared this for you convenience but appreciate you may also want to include messages and hashtags of your own. If this is the case, please let us know so we can make sure any additional messaging is in line with the campaign.



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SOCIAL MEDIA COPY

- Applying for a UK study visa? Make sure you apply as soon as you receive your CAS. Read the full guidance here - <https://goo.gl/Rdfuv3> #getreadyforclass #StudyUK
- Applying for a UK study visa? UKVI's service standard for visa decisions is 15 working days, so apply in good time. Read UKVI's guidance here - <https://goo.gl/Rdfuv3> #getreadyforclass #StudyUK
- Applying for a UK study visa? Prepare all of your supporting documents in advance. Read the guidance here - <https://goo.gl/Rdfuv3> #getreadyforclass #StudyUK
- Applying for a UK study visa? Apply using Access UK, the Home Office's new and improved online visa application service. Find out more - <https://goo.gl/Rdfuv3> #getreadyforclass #StudyUK
- Applying for a UK study visa? Check all of the documentary requirements before you apply. Read the guidance here - <https://goo.gl/Rdfuv3> #getreadyforclass #StudyUK



ASSETS



Applying for a **UK student visa?**

UK Visas & Immigration

Apply as soon as you receive your Confirmation of Acceptance for Studies.

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Applying for a **UK student visa?**

UK Visas & Immigration

Prepare your supporting documents in advance.

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Applying for a **UK student visa?**

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Check your start date before applying.

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Applying for a **UK student visa?**

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You must pay the health surcharge.

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ASSETS



Applying for a
UK student visa?

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Funds must be in a bank account
for at least 28 days.

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Try our Priority Service.

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Applying for a
UK student visa?

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Submit original documents
with translations if needed.

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Applying for a
UK student visa?

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Prepare your supporting
documents in advance.

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ASSETS



Applying for a UK student visa?

UK Visas & Immigration

Our standard processing time is 15 working days.

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UK Visas & Immigration

Applying for a UK study visa?



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UK Visas & Immigration

Want to study in the UK?
Find out more about your study visa.



Applying for a UK student visa?

UK Visas & Immigration

Our standard processing time is 15 working days.

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UK Visas & Immigration

Thinking about studying in the UK?

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UK Visas & Immigration

Want to study in the UK?
Find out more about your study visa.

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UK Visas & Immigration

Applying for a UK study visa takes 3 simple steps.

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Applying for a UK student visa?
Our standard processing time is 15 working days.

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UK Visas & Immigration

Applying for a UK student visa?
Our standard processing time is 15 working days.

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Applying for a UK student visa?
Our standard processing time is 15 working days.



UK Visas & Immigration



ASSETS – both available in video

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EDUCATION IS GREAT

UK STUDENT VISA CHECKLIST

You will need the following when you apply for your visa:

- Your current passport.
- A valid, unused Certificate of Acceptance for Studies (CAS) reference number.
- Evidence you can fund your first year of fees and up to 9 months of living costs.
- Proof of your relationship with your parent or legal guardian if the funds for your course are held in their name.
- All original education certificates.
- An Academic Technology Approval Scheme (ATAS) certificate. Your university or college will let you know if this is needed.
- Translations of supporting documents that are not in English.
- A Tuberculosis test certificate.

UK Visas & Immigration

EDUCATION IS GREAT

HOW TO APPLY FOR A STUDENT VISA

- 1 Check the requirements before applying**

You will need:

 - A Confirmation of Acceptance for Studies (CAS) reference number from your university or college.
 - Evidence you can pay for your course and living costs.
 - Original education certificates.
- 2 Apply for your student visa**

Apply, pay and book your visa appointment online.

Your fingerprints will be taken at the VAC and you may need to sit a video interview.

Submit your application at the Visa Application Centre (VAC) along with your supporting documents.
- 3 Tailor your application**

Need a visa quickly?
Use our Priority Service.



ASSETS

These are just examples of some of our campaign assets. Please follow the links below for the full range.

- [Top tips China](#)
- [Top tips India](#)
- [Top tips Africa](#)
- [Top tips Gulf](#)
- [Application guidance gif](#)
- [Application guidance checklist](#)
- [Study in the UK gifs Facebook](#)
- [Study in the UK gifs Twitter](#)
- [Study in the UK gifs Instagram](#)
- [Study in the UK statics](#) (Facebook, Twitter and Instagram)



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Thank you

Thank you.
Please do get in touch if you have any questions.

ukvistrategiccomms@homeoffice.gsi.gov.uk



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