



Border Force

# eGate expansion launch pack

Overseas pack for planning purposes - May 2019

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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 00.01am 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.

**How you can help**

- Important partners like you can help us promote the expansion of eGates by speaking to your nationals/ staff/stakeholders through your own networks. The role you can play in helping us reach more people and encourage them to use the eGates will help us all to improve the customer 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.

# Please support the expansion of eGates ready for launch – Monday 20 May 2019

**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 **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 customers (digital animations and posters)

**If you have any questions or request for additional assets please contact:**

**[portinformation@homeoffice.gov.uk](mailto:portinformation@homeoffice.gov.uk)**

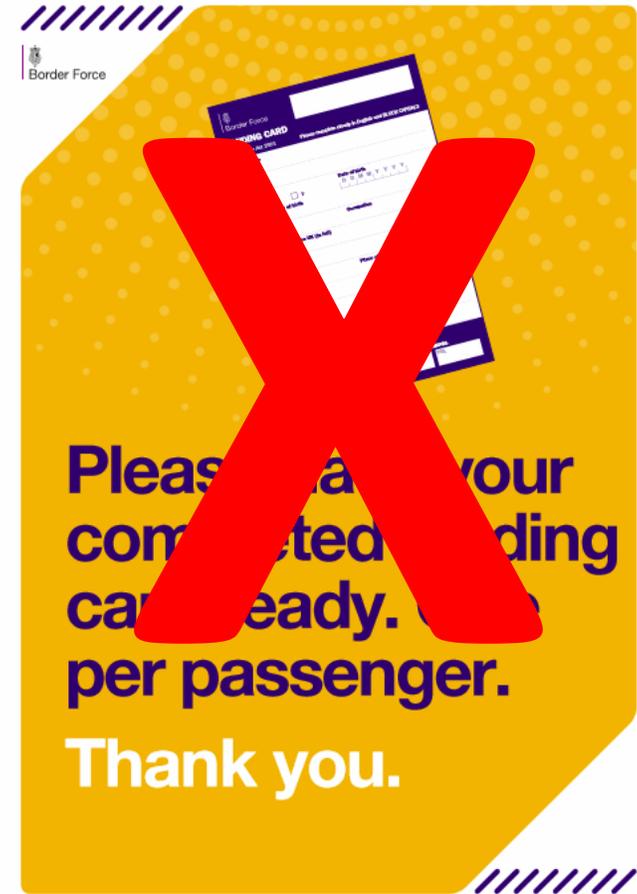
**eGate expansion  
coming soon...**

# Landing cards are no longer required for ALL travellers

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.

**Please make arrangements to:**

- ✓ Brief staff of the removal of landing cards for ALL travellers
- ✓ Update any reference on your communications channels such as online, in customer emails and on apps



# Key messages for the eGate expansion

These are the key messages of our campaign that are crucial to communicate. These can be used by spokespeople when talking to stakeholders and customers; in newsletters; on your website or social media channels; or as passenger announcements.

## **Who can use eGates:**

- Citizens of the UK, EU, EEA countries (Norway, Iceland, Liechtenstein, Switzerland), and nationals of Australia, Canada, Japan, New Zealand, Singapore, South Korea and the United States of America who are 12+ and hold a biometric passport.
- Or members of the Registered Traveller service

## **Travellers will still need to see an officer if they are:**

- Travelling with children under 12 years
- Travelling on their National Identity card or with a passport that does not have a biometric chip
- A national of Australia, Canada, Japan, New Zealand, Singapore, South Korea and the United States of America and coming to the UK for short term study (under six months) and specific types of work or reasons

## **Landing cards**

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.

## **Important visitor information**

Nationals of Australia, Canada, Japan, New Zealand, Singapore, South Korea and the USA are granted entry into the UK as a visitor for up to six months. As a condition of this entry into the UK these visitors cannot work, study and have no recourse to public funds.

# eGates FAQ and links for further information

## 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 264 eGates at 15 air and rail terminals 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), and nationals of 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 are also use the eGates.

## Who needs to see an officer?

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 creative and sport 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](http://www.gov.uk/border-force/fastertravel)

**eGate expansion  
coming soon...**

# 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.



Type	Purpose	Download link to use
Photos of eGates	Use the images online, in emails	<a href="#">eGate photo album</a>
Online content	Use to update any online text on websites	<a href="#">Online content album</a>
Animations	<p>Play on public TV screens, in flight, online</p> <p>Three types of animations of varying length are available including:</p> <ol style="list-style-type: none"> <li>1. eGate eligibility and how to use them</li> <li>2. How to use eGates – 1.30 second clip</li> <li>3. How to use eGates – 30 second clip</li> </ol>	<p><a href="#">Animations for use on screens</a></p> <p>Translated version can be made available including:</p> <p><a href="#">Japanese translated eGate animation</a></p> <p><a href="#">Korean eGate animation</a></p>
eGate social media toolkit	To promote through social media channels and respond to customer feedback about eGate related queries	<a href="#">Download the animations and social media posts here</a>
Icons, flags and arrows	You may find the icons used in our promotional materials useful	<p><a href="#">For flags</a></p> <p><a href="#">For Icons</a></p> <p><a href="#">For arrows</a></p>

# Social media toolkit for use from Monday 20 May 2019

## Social media assets available



### Country specific animations

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.

### Travelling to the UK animation

There are two different animations which explains all of the nationalities who can use the eGates.

[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
- Social Media suggested posts
- Social media FAQs

eGate expansion coming soon...

# 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.

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coming soon...

# Feedback and contact us

We are committed to making this toolkit as useful as possible to support you in communicating with your stakeholders and customers 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](mailto:portinformation@homeoffice.gov.uk)