

Study UK: Toolkit for Agents



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Helping you to inspire students about a UK education.

The Study UK campaign, delivered by the British Council in partnership with the UK government's GREAT Britain campaign, promotes the UK as a first-choice study destination all over the world.

The toolkit has been created to support every agent who is working with internationally-mobile students and their families. It includes useful resources and the latest information about studying in the UK, and it will help you to influence and inspire students as they make important choices about their education.

By using this toolkit, you will be able to deliver direct, consistent and compelling messages that really capture students' attention. We value your input and support and, together, we want to build greater recognition of the UK and make it the first-choice destination for international students.

The toolkit will be updated regularly, so please check that you have the latest version on the [British Council's Brand Hub](#). And if you have any questions, you can contact us at GREATbrand@britishcouncil.org

Study UK



About the Study UK campaign

Study UK is the only national campaign promoting the UK as a first-choice study destination for international students. It is delivered by the British Council in partnership with the UK government's GREAT campaign.

It promotes the UK's welcoming and inclusive way of life, our exceptional academic standards and a rich, historical culture that inspires more than 500,000 international students to choose UK higher education institutions every year. (HESA, 2022).

Study UK





Helping you to support students at every step

UK graduates are among the most employable in the entire world, with three UK universities ranked in the global top 20 for employability, with a further 14 ranked in the top 100.*

By using this toolkit you'll be able to guide students and answer questions about every step of their higher education journey. Messaging has been designed to be used at five key stages - from the moment candidates first consider studying away from their home country, through to application and preparing to study in the UK.

[You can find the full messaging framework here.](#)

*Top Universities employability rankings, 2021

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Messaging to prospective international students can be used at various stages:

Explore possibilities	Students are considering studying abroad and may be thinking about choosing the UK. They are looking for inspiration about the prospect of studying in the UK but also evidence of why the UK is the best choice for their future.
Filter and finalise	Students are now exploring the practicalities of studying in the UK. They want more information on universities, courses and support in making the right choice for them. They want practical information on processes and costs of study.
Apply and accept	Students are in the process of making applications to their chosen institutions. They're looking for reassurance and support with navigating this process, including advice on the application process for university and scholarships, and advice on writing personal statements. Although the institutions themselves will support students at this stage, Study UK content will still be of benefit to them.
Prepare to live	Students are preparing for their life in the UK. They are looking for information on applying for a visa, searching for accommodation, and preparing for their studies and life in the UK. They may want information about travelling to the UK and what to do on arrival, including their first week in the country.
During your studies	Students are undertaking their studies in the UK and are looking to do their best in coursework and exams. They are looking for ways to make the most of their time in the UK outside of the classroom. They are also thinking ahead to what's next in terms of their career.
After your studies	Initially (0-5 years post-graduation), graduates are making the transition into the world of work, either in the UK (through the Graduate Route or another type of visa) or elsewhere. They are looking for support in ensuring they best represent their UK education experience to future employers and are looking for any advice for the next steps in their chosen career. Later (5+ years post-graduation), they may be reflecting on their UK experience and how it has helped set them on their way to the career they want. They may be looking to share their achievements to help inspire future students to choose the UK.

You can also find all the latest messaging for each stage of the student journey on our website at <https://study-uk.britishcouncil.org/>

The UK is a truly great place to study

The UK is one of the best countries in the world to study in,* and we're grateful for your help in encouraging more students to choose the UK for their university education.

To help you, we've created a showcase presentation to use at student-facing meetings and events. It includes compelling key messages and helpful speaking notes and can be downloaded from the British Council's Brand Hub. Please search for showcase presentation for agents.

This presentation is in English, but you can find links to materials and resources in other languages at the end of this toolkit.

*'Top ten places in the world to study' Educations, 2021.

Study UK



Promotional materials for your activities

We've created a range of Study UK branded materials for you to use in your work. You can download the following print-ready artwork and templates from the collection.

- Totebag
- Notepad
- Pen

You can also encourage prospective students to sign up for the Study UK newsletter. You can find more information about this on the Study UK website <https://study-uk.britishcouncil.org/>



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Explore possibilities

Students are considering studying abroad and may be thinking about choosing the UK. They are looking for inspiration about the prospect of studying in the UK but also evidence of why the UK is the best choice for their future.

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The Study UK blog

The Study UK blog is the home of real-life, personal stories from current international students and alumni.

Find out how an accountant from China re-trained to be a stunt performer and how an American student found a sense of togetherness and community in Northern Ireland.

Discover how doing an internship in a London-based music company helped a French student start her career within the music industry. And get practical tips on how students can find accommodation before they arrive in the UK.

Read our blog <https://study-uk.britishcouncil.org/blog>

Study UK



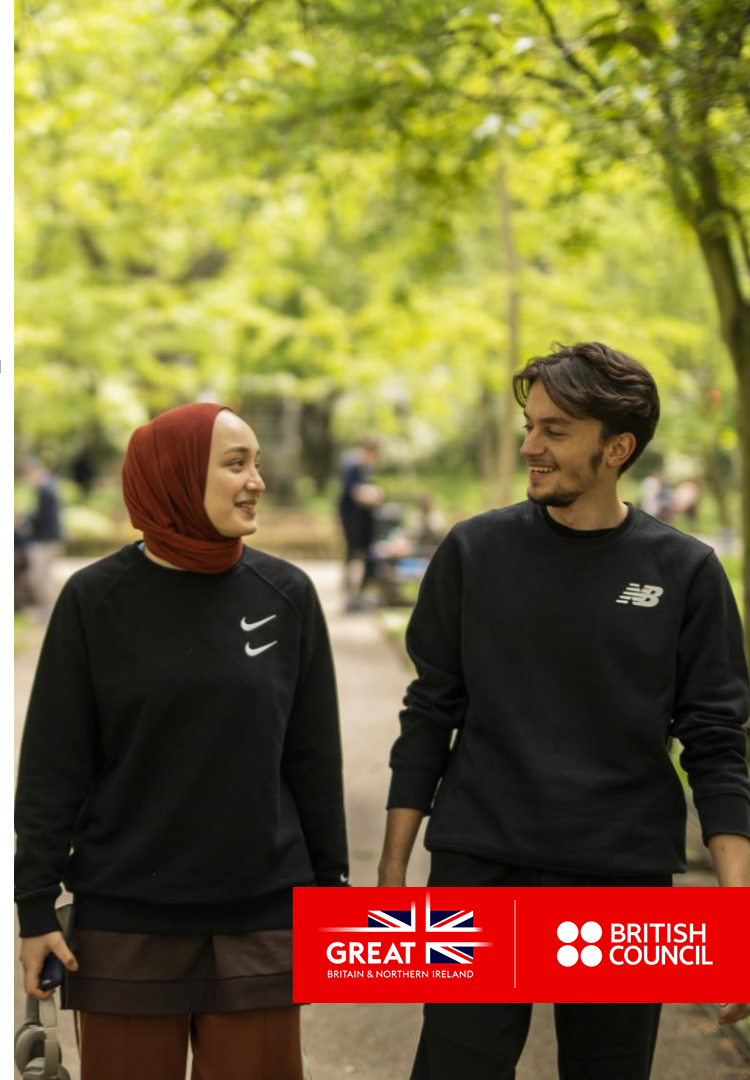
A fascinating country and culture

Students will have a fantastic time in our safe and beautiful country, finding friendships and making memories that will last a lifetime.

A series of features on the [Study UK website and blog](#) will help you to inform students about each of the UK's four nations, and about student life in some of its main cities. We always adding new features and articles - and so far, you can find information on:

England, Northern Ireland, Scotland, Wales, Belfast, Bristol, Glasgow, Manchester, Sheffield and York.

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An exceptional education that leads to a successful career

The majority of international students who have studied in the UK report a significant competitive edge over peers educated in other countries, with over 69 per cent saying they are progressing further, being promoted quicker, and earning more because of the prestigious education they have received.*

To help students understand the opportunities that come with a UK education, we've collected a wide range of stories from those who have already chosen to study here. You can share them with prospective students by following the links on the next page.

*International Graduate Outcomes, Universities UK International, 2019.

Study UK



Home country	University	Course/Subject	Story
Ghana	University of Warwick	Master's in International Business	Odoso shares how a GREAT Scholarship is helping her to achieve her goals.
Germany	Sheffield Hallam University	PhD with the Sports Engineering Group	Find out how Daniel integrated his passion for ice hockey into his PhD research project.
Nigeria	University of Bradford	Master's in Social Work	Momoh returned to education in a bit to change his career. He shares how his lecturers motivated, mentored and guided him to achieve academic excellence.
China	University of Glasgow	Master's in Economics and Politics	Sigi shares how she has made lifelong friendships in the UK and how she has grown in independence.
India	University of East Anglia	Master's in Cyber Security	Riya shares how she felt supported and looked after by her university during the pandemic.
Israel	University of Manchester	PhD in Atmospheric Sciences	Leonid is on a mission to protect the natural world. He explains how his UK education helped him break into an extremely competitive field.
India	University of Glasgow	Master's in Urban Transport	A UK degree gave Shravani access to interesting projects and a full-time internship which prepared her for her world-changing career.
Indonesia	University of Coventry	MBA	Praised by Indonesia's Commission on Human Rights, Andress explains how his pioneering work was directly influenced by his time studying in the UK.



A unique head start with the UK's Graduate Route

The UK's Graduate Route allows international students to apply to stay in the UK and work, or look for work, upon graduation.

It's a wonderful opportunity for international students, and those who have successfully completed an undergraduate or master's degree will be able to apply to stay in the UK for up to two years. PhD graduates will be able to apply to stay for up to three years.

To help you share information about the Graduate Route easily and effectively, we have created a specific toolkit, containing Study UK and UK Visas and Immigration co-branded assets.

It also contains examples of promotional copy as well as a range of branded social media assets that you can share.

[You can download it from the British Council's Brand Hub here.](#)

Study UK



‘I’m on my way’

Study UK’s ‘I’m on my way’ campaign inspires future students with a series of short films where international students who are currently studying here talk about their lives in the UK, and how their education has set them on their way to a better future.

These films can be found on the [Brand Hub](#) and you can use the copy on the next page to post them on your social media channels.

Study UK



Film	Copy for social media
'Hero' movie for the 'I'm on my way' campaign.	Thinking about studying in the UK? Watch the stories of real international students currently studying here, to find out how studying in the UK has set them on their way to a better future.
Boluwatife	Studying in the UK has inspired Boluwatife to think big about her future, and what might be possible in her career. Watch her story to find out more.
Daniel	Studying in the UK has given PhD student Daniel access to some of the world's greatest research – and researchers. Watch his story to learn more.
Deena	Deena is studying performing arts in the UK and it's a place that she now thinks of as her second home. Watch her story to find out more.
Momoh	Like many international students in the UK, Momoh has had a chance to gain-real life experience while he studies. Watch his story to learn more.
Nathan	It's not unusual for international students, like Nathan, to receive job offers before they've even finished their studies. Watch his story to learn more.
Panja	Studying in the UK has given Panja the chance to become more independent in a safe and supportive country. Watch his story to learn more.
Siqi	Siqi is a massive fan of Shakespeare and James Bond, and she loves everything that student life in the UK has to offer. Watch her story to find out more.
Yash	Like many international students, studying in the UK has allowed Yash to learn more, be more confident, and to improve his employability prospects. Watch his story to learn more.
Thaïs	The style of teaching in the UK really appealed to Thaïs. Find out how a UK education has helped her to feel inspired, learn more and to think differently about her future.



Helping you to support and reassure parents

While students will want to know more about studying here, their parents will have their own concerns and questions about being an international student at a UK university.

To help you answer questions and successfully reassure families, we have created a special Study UK guide, specifically for parents that you can download [here](#) from the Brand Hub.

Study UK



Filter and finalise

Students are now exploring the practicalities of studying in the UK. They want more information on universities, courses and support in making the right choice for them. They want practical information on processes and costs of study.



A chance to study diverse and fascinating subjects

We know that international students appreciate the range of study options that are available in the UK, and you can show them that our universities have one of the most diverse subject offerings in the world – with over 50,000 undergraduate courses available. (UCAS 2021).

Flexibility is built into the majority of these courses and many UK universities allow students to choose from different subject ‘modules’, so they can build a course programme that suits them, specialising as the course develops for a perfectly tailored experience. It means that, no matter what students are passionate about, the UK is a fantastic place to pursue any academic or career interest.

Study UK



Subject content

We have compiled a number of interesting and impactful factsheets and videos, which explain each subject and the degree courses on offer.

We have content on the following subjects:
Accountancy, Agriculture, AI and Robotics, Architecture, Art and Design, Business, Computer science, Creative Arts, Cyber security, Engineering, Environmental engineering, Gaming, Hospitality, Law, Marketing, Medicine, Nursing, Political Science, Psychology, Science and Technology, Sociology and Sport.

[In this collection](#) you will find subject fact sheets, and square (1:1) and landscape (16:9) videos. The square versions are good to use on social media (Facebook) while the landscape versions should be used at events or websites.

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A great investment in students' futures

International graduates know that a UK degree is a valuable and transformative investment and studying here is good value for money – with average costs here being lower than in both the USA and Australia.

Additionally, UK graduates are amongst the most employable in the world,* which means a student's investment is more likely to result in a rewarding and successful career.

Still, investing a considerable sum in your education is an important decision. You can find a range of helpful information around [money and budgeting on our website](#), which can be shared with students.

In addition, we have created a map, which shows the differences in living costs across the UK, and which you can download from the collection [here](#).

We've also created a short animation about money and budgeting, as well as a printable flyer, which can be [downloaded](#) from the British Council's Brand Hub.

*Global Employability Rankings 2021, Times Higher Education.

Study UK



Applying to UK universities

Every year, over 500,000 undergraduates and postgraduates choose the UK over other countries, and students here will meet people from all backgrounds, and from all walks of life.*

To help you to explain the UK's university application process, we have created a guide, outlining the steps students should take which you can find on our website.

We've also created some short films which help students to apply for specific types of courses. You can [download them](#) and share them with students. We have created films to help students to apply:

- for an undergraduate degree
- for a postgraduate degree
- at a conservatoire
- for an MBA
- for a degree in medicine.

Study UK

*Universities UK International, 2020. (HESA, 2022)



Applying to UK universities through Clearing

Some international students may not be aware of Clearing, and that they can still apply to university in the UK even if they have declined (or not been offered) a place. To help you explain this, we have created a [short and informative animated film](#) which explains the process.

Applicants can use Clearing if:

- they're applying after 30 June
- they didn't receive any offers (or none they wanted to accept)
- they didn't meet the conditions of their offers
- they've declined a university place that was already offered.

You should encourage applicants to:

- ask for advice and see what courses are available by using the search tool on UCAS and check entry requirements
- consider different subjects
- talk to the universities they are interested in
- take a virtual tour
- attend a virtual open day.

Study UK

For more information on Clearing in the UK, students can also visit the UCAS website.



Scholarships and financial support

GREAT Scholarships

GREAT Scholarships are offered to international students from 14 countries and across a variety of subjects. Students from **Bangladesh, China, Egypt, Ghana, India, Indonesia, Kenya Malaysia, Mexico, Nigeria, Pakistan, Thailand, Turkey and Vietnam** are eligible to apply.

Each scholarship is worth a minimum of £10,000 towards tuition fees, for a one-year taught postgraduate course. Our aim is to significantly increase the number of opportunities for students, by promoting a world-class university education to an international audience and reinforcing the message that the UK continues to welcome the brightest and best international students.

We have created a briefing presentation, explaining GREAT scholarship options, which you can [download here](#).

Scholarships and financial support

GREAT Scholarships for justice and law

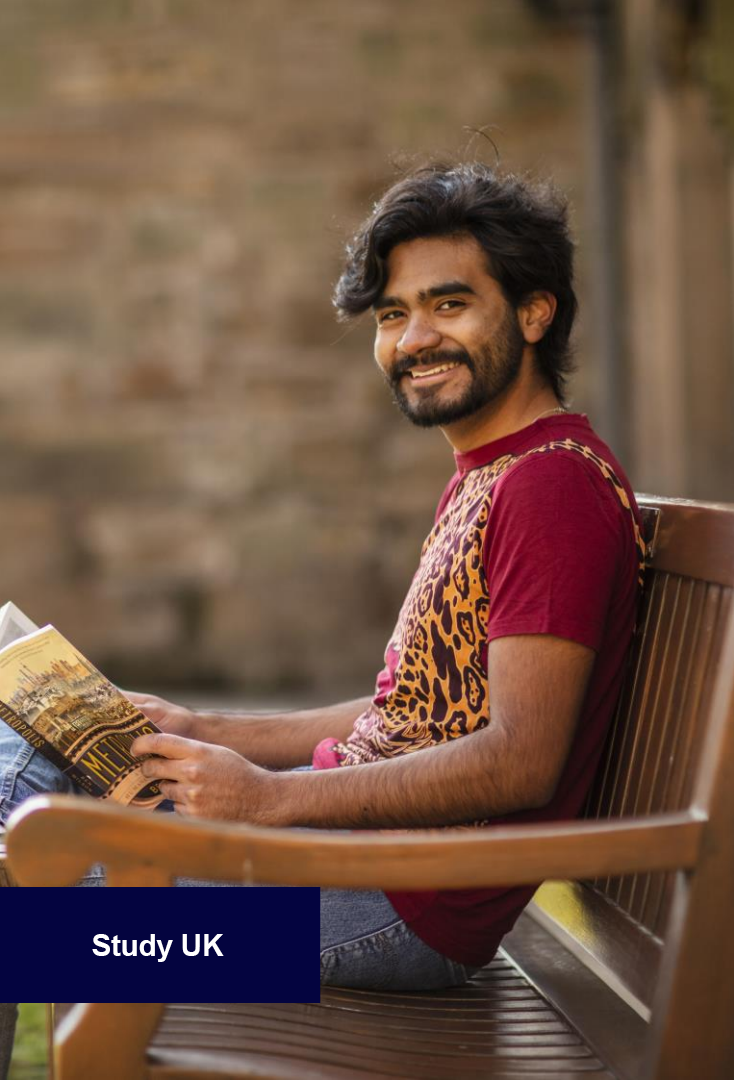
GREAT Scholarships for justice and law are designed for students who want to study in the UK for a one-year postgraduate course in a range of justice and law related subjects, including human rights, criminal justice and commercial law, at one of the 13 participating higher education institutions.

In the 2023-24 academic year, 20 postgraduate scholarships for justice and law are available for students from China, Ghana, India, Indonesia, Kenya, Malaysia, Nigeria, Pakistan, Thailand and Turkey. Each offers a minimum of £10,000 towards tuition fees.

GREAT Scholarships for climate change

GREAT Scholarships for climate change are designed for students who want to study in the UK for a one-year postgraduate course in a range of climate change related subjects, at one of the 13 participating higher education institutions.

In the 2023-24 academic year, 20 postgraduate scholarships for climate change are available for students from China, Ghana, India, Indonesia, Kenya, Malaysia, Nigeria, Pakistan, Thailand and Turkey. Each offers a minimum of £10,000 towards tuition fees.



More scholarships and financial support

Global scholarships

Students can apply for any of the following scholarships, provided they are course-appropriate:

Chevening Award: Postgraduate scholarships from the UK government aimed at students with potential as future leaders.

Commonwealth Scholarship and Fellowship Plan: Postgraduate scholarships for nationals of Commonwealth countries, funded by the UK government and intended to support individuals who will subsequently make a contribution to the development of their home country.

Country-specific scholarships and funding

Eligibility for some scholarships depends on which country the student is from. For more information, please visit <https://study-uk.britishcouncil.org/scholarships>

Study UK



Prepare to live

Students are preparing for their life in the UK. They are looking for information on applying for a visa, searching for accommodation, and preparing for their studies and life in the UK. They may want information about travelling to the UK and what to do on arrival, including their first week in the country.

Helping students prepare for their UK education

The students you are working with could benefit from a free, four-week online course that teaches them what they need to know about higher education in the UK.

Hosted on the FutureLearn online course platform, it teaches students about everything from teaching methods, course structures and how coursework will be assessed. It will also provide them with tips for studying in the English language and practical information about living in the UK.

During the course, there will also be plenty of opportunities for them to interact with other, like-minded individuals who are preparing for their UK education. They could even start making friends before they arrive in the UK.

The online course is entirely free and takes only four weeks to complete, although students can complete it faster if they wish. Upon successful completion, students will receive a digital certificate.

The course is provided twice a year and the next available dates can be found on the registration page. Students can register [here](#).

We have a toolkit to support you in promoting this course to your audiences, which you can find on the British Council's [Brand Hub here](#).

Study UK



Helping students get ready to travel

Many of our British Council offices run **pre-departure briefings** for students. Visit your local British Council office website or the Study UK events page to find out more.

Visas

Most international students will need a student visa to study in the UK. To find out more about immigration requirements, please visit the GOV.UK website. If students have questions about their visa application, please direct them to their local UK Visas and Immigration service.

Study UK





Helping students get ready to travel

Immigration health surcharge

International students will need to pay a healthcare surcharge as part of their immigration application. This costs £470 per year for a student, giving access to NHS services without further charge (subject to a few exceptions such as prescription charges in England).

Surcharge levels are competitive, compared with health insurance requirements in comparable countries. The surcharge represents about one per cent of the total cost of studying in the UK (for a three-year undergraduate course). For more information, visit the GOV.UK website.

If students are from the EU, they may be able to apply for a refund of this cost. However, there are some conditions to be aware of.

For more information on the health surcharge, students can visit the GOV.UK website.

Study UK



Language requirements

As part of their student visa application, most students will be required to prove their English language ability.

There are a range of providers students can use to prove their English language ability. These include:

- IELTS
- Pearson PTE English test
- Duolingo English test
- TOEFL (China)

Students should check with their chosen university for advice on how to provide evidence of their English proficiency.

Study UK



Helping students with their budgeting

To help you explain the cost of living in the UK, we have created a money and budgeting animation that you can share with international students as well as a flyer that you can print out for them.

We have also created a map of the UK that you can download, print and share, to help students explore the country and to understand the difference in living costs from region to region.

Study UK

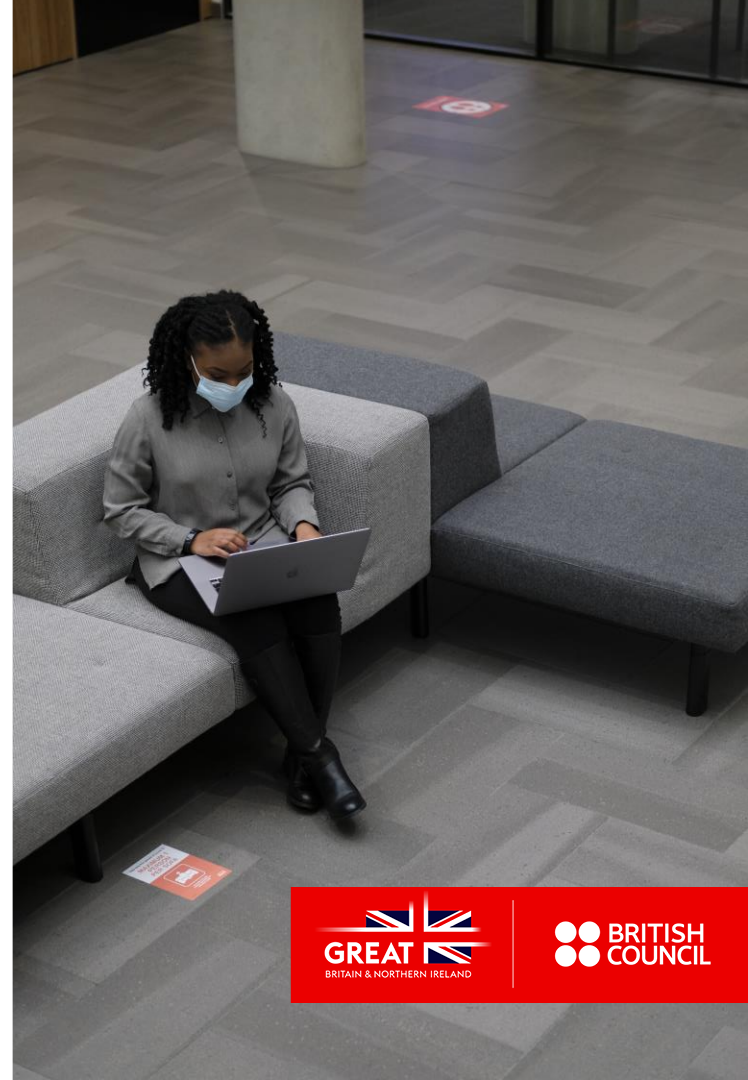


Covid-19 messaging and FAQs

We know that Covid-19 continues to cause some uncertainty for international students. To help you reassure them (and their families), please refer to relevant pages on the Study UK website:

- [Covid-19 information](#)
- [Covid-19: Frequently Asked Questions.](#)

Study UK





Showcasing a safe and welcoming country

Students will be reassured to know that UK universities work very hard to ensure they feel safe, supported and ready to get the very best from their studies.

To help you explain this, we've created a special guide about safety for international students that contains tips, advice and links to useful organisations. You can download it here.

Our students' wellbeing is of the utmost importance and dedicated staff are on hand to support them at every stage of their university journey.

We're home to one of the world's most advanced healthcare systems, which every international student has access to as part of their visa. And here in the UK, students will live and learn in a very safe country with low crime rates and a trustworthy police force.

Study UK



During your studies

Students are undertaking their studies in the UK and are looking to do their best in coursework and exams. They are looking for ways to make the most of their time in the UK outside of the classroom. They are also thinking ahead to what's next in terms of their career. Although Study UK's main audience is prospective international students, we do engage with those currently studying in the UK in order to help best represent the UK study experience to future students.

Study UK





Study UK on social media

Study UK provides fun, useful and interesting information across a range of social media platforms. You can share this content with students, to give a really good idea of what it's like to study here. They will also help you to stay up to date with the latest news and information.

The social media accounts to follow are:

- [Facebook](#)
- [Twitter](#)
- [Instagram](#)
- [LinkedIn](#)
- [TikTok](#)
- [YouTube](#)
- [Spotify](#)
- [Weibo](#)

Study UK



After your studies

Initially (0-5 years post-graduation), graduates are making the transition into the world of work, either in the UK (through the Graduate Route or another type of visa) or elsewhere. They are looking for support in ensuring they best represent their UK education experience to future employers and are looking for any advice for the next steps in their chosen career.

Later (5+ years post-graduation), they may be reflecting on their UK experience and how it has helped set them on their way to the career they want. They may be looking to share their achievements to help inspire future students to choose the UK.

A great start to a successful career

There are many ways to support students as they prepare for their future careers, ensuring they are equipped with the skills and the confidence to make a next step that's right for them.

They may decide to continue into further study or go into the world of work – either in the UK, in their home country or elsewhere. And should they decide to remain in the UK, there are lots of great options available to them.

They may find suitable work that means they can apply for a [skilled worker visa](#), or they may want to keep their options open with the UK's [Graduate Route](#).

Study UK





Staying in the UK with the Graduate Route

The UK's Graduate Route allows international students to apply to stay in the UK and work, or look for work, upon graduation. International students who have successfully completed an undergraduate or master's degree will be able to apply to stay in the UK for up to two years. PhD graduates will be able to apply to stay for up to three years.

To help you share practical information about the Graduate Route, we have created a specific toolkit, containing Study UK and UK Visas and Immigration co-branded assets, that you can use. It also contains examples of promotional copy as well as a range of branded social media assets.

[You can download it from the British Council's Brand Hub here.](#)

Study UK



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