

UKVI Student visa campaign 'Study Ready'

Communications partner pack
Spring- Summer 2026



At a Glance



Campaign: Study Ready | Period: April- September 2026 | Hashtag: #StudyReady | Amplify: [@UKVIgovuk](https://www.instagram.com/UKVIgovuk)
(student posts every Wednesday and Friday)

Three campaign phases

Prepare - start early and get documents ready.

Apply - submit a complete application as soon as possible.

Travel - be fully prepared to enter the UK.

Key action: Share campaign assets and post copy across your channels throughout April -September 2026, aligning content to each phase.

Questions or feedback? Reach out to us!

Intro



Welcome to the UKVI Summer Student Visa Campaign 2026.

This pack is designed to support you in guiding students through all the stages of their UK Student visa journey - from **Prepare to Apply to Travel**.

Our goal is **to help students take the right steps at the right time** to reduce late submissions and avoid delays during peak periods in August and September. By helping students arrive fully prepared, you're giving them the best possible start, so they can focus on their studies from day one.

Materials in this pack are structured around the three campaign phases, so you always know what to share and when.

What's included in this pack:

- Key messages for each campaign phase
- Ready to use social content and assets
- Stakeholder factsheets and FAQs
- Additional materials (leaflets and infographic)
- Links to the latest official guidance

Quick note: We'll provide updated materials throughout spring and summer if there are operational or policy changes.

Our Ask

This campaign is centred on **timely action, and your role is key!**

Please help us ensure students in your market receive clear, timely information by sharing campaign messages across your channels.

What we ask you to do:

- Share campaign assets on your social media channels
- Post throughout April - September 2026
- Align content to each campaign phase

These posts are starting points - please adapt the tone and language to suit your audience and local market needs. The content works across all major social platforms.



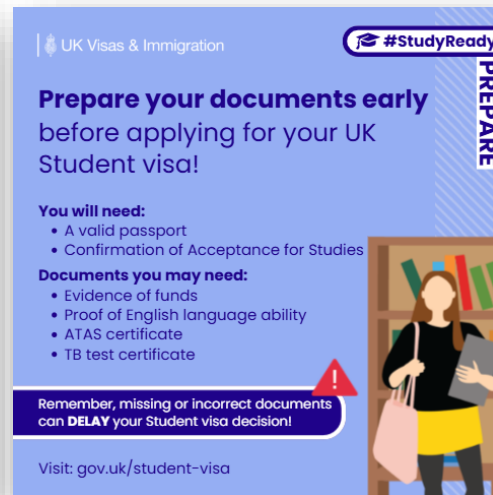
Remember to use #StudyReady in your social media posts and amplify content from @UKVIgovuk where relevant.

To Action: **Social Media and Factsheet**

Suggested social media post copy

Prepare (This is the first phase! You can share this before student exam results in your country)

What to share now (from April 2026)!



[Click here to download assets](#)

Post 1

Thinking about studying in the UK in 2026? Before you apply for your UK Student visa, make sure you know what to expect. Visit the official [gov.uk](https://www.gov.uk) website for guidance to help you prepare, apply and travel to begin your studies.

Start here www.gov.uk/student-visa #StudyReady

Post 2

Applying for a UK Student visa this summer? Don't wait for your exam results or Confirmation of Acceptance for Studies (CAS) to start collecting your documents!

Go to www.gov.uk/student-visa/documents-you-must-provide #StudyReady

Continued...



[Click here to download assets](#)

Post 3

Your UK Student visa will be refused if your funds do not meet the rules! If you are using a bank statement to prove your funds, check here if it meets UKVI requirements www.gov.uk/student-visa/money #StudyReady

Post 4

If you are funded by a government scholarship, it must be from the UK government or your **national government scholarship** to meet the **UK Student visa requirements**.

Check the rules before you apply www.gov.uk/guidance/financial-evidence-for-student-and-child-student-route-applicants #StudyReady

Apply

(This is phase two! Share this when exam results are released in your country)



UK Visas & Immigration #StudyReady

Apply for your UK Student visa now!

You will need:


- A valid passport
- Confirmation of Acceptance for Studies

Documents you may need:

- Evidence of funds
- Proof of English language ability
- ATAS certificate
- TB test certificate

Applying too close to your course start date leaves little time to respond to UKVI requests - this could **DELAY** your visa decision

Visit: gov.uk/student-visa



UK Visas & Immigration #StudyReady

Large deposits, unexplained funds in your bank account or gaps since you last studied may raise questions!

A short **COVER LETTER** and **SUPPORTING DOCUMENTS** with your UK Student visa application may help explain your circumstances

Visit: gov.uk/student-visa



UK Visas & Immigration #StudyReady

Applied for your UK Student visa?

Regularly check your registered **email** and **junk folders**

If you do not respond to **UKVI in time**, your application may be delayed or refused

Visit: gov.uk/student-visa

[Click here to download assets](#)

Post 5

Just received your exam results?

Apply for your UK Student visa as soon as you have:

- ✓ A valid passport
- ✓ Your CAS reference number
- ✓ Supporting documents

Apply now at www.gov.uk/student-visa/apply-online #StudyReady

Post 6

If there are large deposits, unexplained funds in your bank account or gaps since you last studied, **include a cover letter to explain your situation and provide supporting evidence** where possible.

For further details on how to apply, go to: www.gov.uk/student-visa #StudyReady

Post 7

After submitting your UK Student visa application:

Check your inbox AND junk folder!

UKVI may email you for more information- missing an email could delay your visa decision.

💡 **TOP TIP:** If you applied through an agent, ask them to check too!

For further details on how to apply, go to: www.gov.uk/student-visa #StudyReady

Travel

(This is the final phase! Share this end of August/September when students are preparing to travel)



[Click here to download assets](#)

Post 8

✈ Got a UK Student visa?

Create your UKVI account and check the details are correct in advance of travel ✓

If there is an error on your eVisa report it here

www.gov.uk/evisa/report-error-evisa #StudyReady

Translated assets? You can find blank assets in the link to add your own localised text using software such as Canva, Illustrator and InDesign. Suggested font: Soleil, Henderson Sans or Arial.

Additional material: Student visa infographic and leaflet

UK Visas & Immigration
UK Student visas: What you need to know

If you're planning to study in the UK for more than 6 months you will need a UK Student visa.

1 Eligibility criteria

- Unconditional offer from a UK university
- Financial requirements (money to support yourself)
- Proof of English language ability
- Have consent from your parents if you're 16 or 17 years old

What documents do I need?

You must provide:

- Current passport or other valid travel document
- Confirmation of Acceptance of Studies (CAS)

You may also need to provide:

- Proof of finances
- Proof of English proficiency
- Tuberculosis (TB) test certificate
- Academic Technology Approval Scheme (ATAS) certificate
- Cover letter to explain study gaps or unclear sources of funds or financial transactions

2

How to apply

Prepare your documents in advance

- Apply online via the official UK government website
- Pay the visa fee and Immigration Health Surcharge (IHS)
- Book a biometrics appointment at a Visa Application Centre (VAC)
- Wait for UKVI to make a decision on your application

3

What happens next?

- Standard applications take **15 working days** to process
- Processing only starts after you have attended the VAC or verified your identity and submitted your documents on the UK Immigration ID Check app
- Priority services may be available but don't guarantee a faster decision or a successful outcome

4

For all the latest info about UK student visas, visit the official UK government website: www.gov.uk/student-visa

And follow UKVI on X for more top tips: @UKVigovuk

UK Visas & Immigration

Apply now for your UK Student visa!

How to apply

- Apply as soon as you get your CAS reference number from your chosen university, and supporting documents including your Chevening award letter, to avoid delays.
- Prepare your supporting documents (see supporting documents section)
- Choose your application service - Standard (15 working days), Priority (5 working days), Super Priority (next working day)
- Attend your appointment at the Visa Application Centre to submit your biometrics and documents if you haven't self-updated
- Wait for your decision

Supporting documents for Chevening Scholars

What you need:

- Confirmation of Acceptance of Studies (CAS) number from your university
- Valid passport/travel document
- Chevening award letter

You may also need:

- TB test certificate (if applicable)
- ATAS certificate (if applicable)
- Proof of English language proficiency

Find out more: [gov.uk/student-visa/documents-you-must-provide](https://www.gov.uk/student-visa/documents-you-must-provide)

Helpful reminders

- You should decide which type of visa service you would like in advance (standard or priority service) as you can't change this later
- You can book a visa appointment at any of the centres near you
- Provide a supporting letter explaining any gaps in your studies e.g. if you have been in employment
- Check your emails regularly (including junk/spam folders) in case UKVI have tried to contact you
- Do not travel to the UK before you have received your Student visa decision and have access to your eVisa

Scan for more

Follow us on X @UKVigovuk

These additional assets provide specific guidance for customers on the Student visa process and address some frequently asked questions.

The leaflets outline:

- How to apply
- Documentation required
- Helpful reminders and tips

These documents are created to be shared externally. They can be shared via email, digital channels etc.

[Click here to download](#)

Differential evidence requirements

Customers from the following countries or territories DO NOT need to prove they have enough money to support themselves while studying in the UK.

NB. This makes the application process quicker and easier



Australia	Germany	New Zealand
Austria	Greece	Norway
Bahrain	Hong Kong	Oman
Barbados	Hungary	Peru
Belgium	Iceland	Poland
Botswana	Indonesia	Portugal
Brazil	Ireland	Qatar
Brunei	Italy	Romania
Bulgaria	Japan	Serbia
Cambodia	Kazakhstan	Singapore
Canada	Kuwait	Slovakia
Chile	Latvia	Slovenia
China	Liechtenstein	South Korea
Croatia	Lithuania	Spain
Republic of Cyprus	Luxembourg	Sweden
Czech Republic	Macao	Switzerland
Denmark	Malaysia	Taiwan
The Dominican Republic	Malta	Thailand
Estonia	Mauritius	Tunisia
Finland	Mexico	United Arab Emirates
France	Netherlands	United States of America

ACTION:

If you represent one of these markets, please do reach out to us: we have **two separate assets** explaining this exemption to customers.

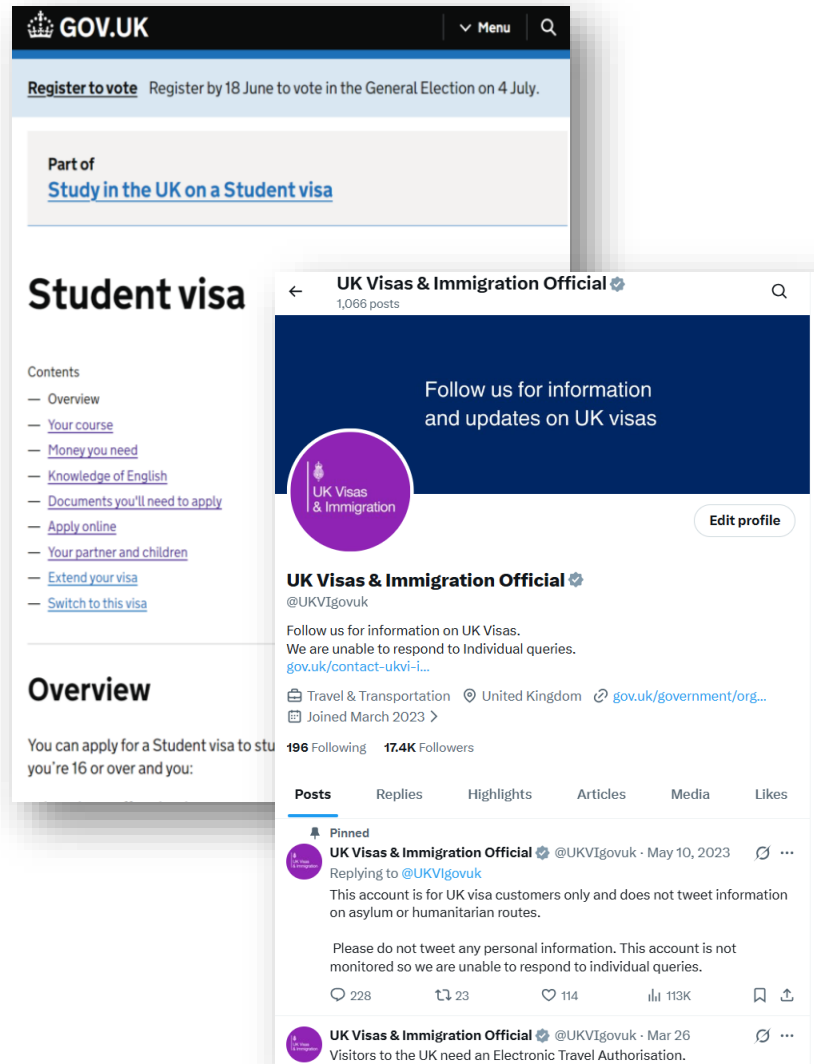
NB. There's a chance customers from these locations may still be asked to provide further evidence before a decision can be made on their application.

If they do need to submit more evidence, they'll be contacted by UKVI and told what further documents are required.

Find out more:

www.gov.uk/student-visa/money

Official online guidance



For the latest guidance on Student visas, we recommend directing your audience to our main guidance page on gov.uk & the UKVI X Channel.

www.gov.uk/student-visa

[@UKVIgovuk](https://twitter.com/UKVIgovuk)

Other useful resources for student on gov.uk:

- [Check if you need a UK visa](#)
- [eVisas](#)
- [Visa processing times](#)
- [Your course](#)
- [Documents you'll need to apply](#)
- [Knowledge of English](#)
- [Money you need](#)

We hope that these assets support you in communicating with your audience about Student visas.

Many Thanks

UKVI International Communications Team

Customer Communications and Stakeholder Engagement

Thank you

