



HM Government

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THE EU

EU nationals travelling to the UK after EU Exit

Stakeholder communication toolkit



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Introduction

Leaving the EU means a number of changes that will affect businesses and individual citizens.

Prepare for EU Exit is a UK government campaign to inform individuals and businesses about how to prepare and the steps they may need to take.

The 'Passenger Education' strand of the campaign aims to reach European citizens to:

- Reassure them that travel to the UK is still possible with ease;
- Inform them of what will change following EU Exit;
- Encourage them to find official information on gov.uk and take appropriate action before they travel

The UK Government is also running a domestic strand of the campaign named 'UK Travellers to the EU' to inform the British public of changes that could affect their travel after EU Exit.

Please contact [Katie Spenceley](#) or [Nikki Lewkowicz](#) for more information on the domestic strand of the campaign.

How you can help

- Important partners like you can help us extend the campaign's reach by speaking to your customers through your own networks. The role you can play in helping us reach more people and encourage them to take action is critical.
- In this campaign pack you will receive UK government communications advice and content for a range of issues relevant to travellers to the UK.
- We will update this toolkit as more information and products become available. Please check regularly that you have the latest version, which will always be available to view or download [here](#)



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How to support this campaign

We want travellers to the UK to be reassured and informed about how EU Exit will affect them; to visit [gov.uk/visitukaftereuexit](https://www.gov.uk/visitukaftereuexit) and find the information they need; and to take appropriate action.

You can help by sharing information via your members and your own communication channels.

Please could you:

- Use the **key messages** to brief senior spokespeople, include on your websites, in emails to your customers or as passenger announcements.
- Use the **physical products** (wallet card and posters) in your premises.
- Share the **digital products** on your own channels. For example:
 - **Stakeholder email updates:** Use your existing stakeholder distribution lists and e-newsletters to cascade digital products.
 - **Websites:** Embed digital products on your websites and intranet pages.
 - **Social media:**
 - We provide social media posts and corresponding messages you can use on your social media channels. You can post in any language but should use the messages given.
 - The call to action should direct audiences to [gov.uk/visitukaftereuexit](https://www.gov.uk/visitukaftereuexit)
 - Thumbnails are included in the presentation for your reference, but please use the links to assets provided to ensure image resolution.



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Key messages

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.

Key messages

- More than 30 million people travel to Britain every year to take advantage of our world-class travel, education and business opportunities. After EU Exit, the UK will continue to welcome visitors from the EU and rest of the world.
- After the UK leaves the EU there may be some changes to what you need to do to visit or stay long-term in the UK.
- You need to make sure you are aware of what has and hasn't changed so you don't experience unnecessary delays while entering the UK, and to ensure you are clear on your rights and obligations during your visit.
- Stay informed about how the UK leaving the EU could affect you if you are planning to travel to the UK, and the steps you may need to take.
- Visit gov.uk/visitukaftereuexit for the latest information on:
 - [What you'll need to enter the UK](#)
 - [What you need to show at the UK border](#)
 - [Driving in the UK](#)
 - [What you can bring into the UK](#)
 - [Using your mobile phone in the UK](#)



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What you will need to enter the UK

Key messages

- **What you need to enter the UK**
 - If the UK leaves the EU **with a deal**, what you'll need to enter the UK will not change until 2021.
 - If the UK leaves the EU **without a deal** you will need to check gov.uk for updates. After free movement has ended, EEA and Swiss citizens will be able to continue to enter the UK without a visa and stay for up to 3 months without doing anything; non-EEA or Swiss citizens [should find out if they need to apply for a UK visa.](#)
- **What you need to show at the border**
 - What you need to show at the border will not change, even if the UK leaves the EU without a deal. EEA and Swiss citizens can continue to travel using their Passport or National ID card, until 2021; and can use eGates if they have biometric passports.



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What you will need to enter the UK

Physical products for ports and airports

We have developed a number of physical products for use in ports and airports. The Home Office has organised the printing of the below physical assets and sent them to ports and airports the week commencing 25 March 2019.

Product	Purpose	Distribution
Wallet card	<i>Directs EEA/Swiss citizens to the inbound gov.uk page if they have questions, and directs UK citizens to the outbound gov.uk page if they have questions</i>	<i>This will be printed and handed out to customers in UK ports and airports by staff</i>
Poster	<i>Directs EEA/Swiss citizens to the inbound gov.uk page if they have questions</i>	<i>This can be placed at UK ports and airports</i>
Poster	<i>Directs UK citizens to the outbound gov.uk page if they have questions</i>	<i>This can be placed at UK ports and airports</i>
Poster	<i>Informs EEA/ Swiss citizens they can still use the eGates if they have a biometric passport</i>	<i>This can be placed in the eGates lane at ports and airports</i>
Poster	<i>Informs EEA/Swiss citizens they can still show their ID card or passport to an officer</i>	<i>This can be placed in manual lanes at UK ports and airports</i>

The posters can also be downloaded [here](#). These include print ready files and poster files suitable for display on digital display screens in ports (PNG files). They also include animated posters for display on digital display screens in ports. These should only be used by Border Force officers and ports.






EEA or Swiss citizen?

If you have questions about travelling to the UK after the UK leaves the EU, visit gov.uk/visitukaftereuexit



UK citizen?

If you have questions about travelling to the EU after the UK leaves the EU, visit gov.uk/euexit



UK citizen?

If you have questions about travelling to the EU after the UK leaves the EU, visit gov.uk/euexit

Border Force



EEA or Swiss citizen?

Please use the eGates if you have a biometric passport



EEA or Swiss citizen?

You can show your passport or National Identity Card to an officer



EEA or Swiss citizen?

If you have questions about travelling to the UK after the UK leaves the EU, visit gov.uk/visitukaftereuexit

Border Force



Posters

Wallet card

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What you will need to enter the UK

Digital products

We have created a range of digital products. These can be used on digital screens in ports, on social media channels, on your websites, or included in e-newsletters and emails that you send to your customers.

Using digital products:

- Please always use the corresponding message and call to action with each asset (copy and past from the grid on slides 10 and 11).
- The call to action should direct audiences to [gov.uk/visitukaftereuexit](https://www.gov.uk/visitukaftereuexit) and include the hashtag #PrepareForEUExit

All of these assets and accompanying copy are available in French, German, Polish, Romanian and Spanish. If you require translated assets, please email ukvistratcomms@homeoffice.gov.uk

The digital products and suggested social media posts can be seen on the next slide. These assets will be available shortly. Please contact UKVIstrategicComms@homeoffice.gov.uk and we will provide you with the links to download.



Social asset	Purpose
London skyline	Reassure EU citizens they can continue to travel as they do now on ID cards and passports
ID card	Inform EU citizens they can continue to use their ID card to travel until at least 2021
Plane taking off	Reassure EU citizens they can still use eGates using their biometric passport
Suitcase	Reassure EU citizens they do not need a visa to travel to the UK



What you will need to enter the UK

Social media posts

Social asset	Image	Post text
London skyline		<p>If you're an EEA/Swiss citizen, you can continue to travel using your national identity card or passport, just as you do now. Find out more. #PrepareForEUExit</p>
ID card		<p>If you're an EEA or Swiss Citizen, you can continue to travel using your national identity card until 2021. Find out more. #PrepareForEUExit</p>



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What you will need to enter the UK

Social media posts

Social asset	Image	Post text
Plane taking off		EEA/Swiss citizens can still travel using their national ID card, and can use ePassport gates with a biometric passport. Find out more . #PrepareForEUExit
Suitcase		If you're an EEA/Swiss citizen, you can continue to travel to the UK without a visa. Find out more . #PrepareForEUExit



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What you will need to enter the UK

Future products if the UK leaves the EU without a deal

We will provide further products if the UK leaves the EU **without a deal**. In this case:

- EEA and Swiss citizens will be able to enter the UK as they do now.
- Following the end of free movement, EEA and Swiss citizens will need to apply for European Temporary Leave to Remain to stay longer than 3 months.
- EEA and Swiss citizens do not need to do anything if they do not intend to stay in the UK for more than 3 months.
- EEA and Swiss citizens who arrive before the UK leaves the EU will still be able to apply for the EU Settlement Scheme.

In this case, the Home Office will also organise the printing of the below physical assets and will send them to ports and airports. The Home Office will also provide digital assets for you to use.

Product	Purpose	Distribution
Leaflet / wallet card	<i>Informs EEA/Swiss citizens about future immigration arrangements, and directs them to the gov.uk page if they have questions</i>	<i>This can be printed and handed out to customers in ports and airports, and emailed out by stakeholders</i>
Poster	<i>Directs EEA/Swiss citizens to gov.uk for more information about immigration arrangements</i>	<i>This can be placed at ports and airports</i>
Digital asset	<i>Directs EEA/Swiss citizens to gov.uk for more information about immigration arrangements</i>	<i>To be shared on social media channels, on your websites, or included in e-newsletters or emails to customers</i>



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What you will need to enter the UK

Future products if the UK leaves the EU with a deal

We will provide further digital assets if the UK leaves the EU **with a deal**. In this case:

- What EEA and Swiss citizens need to enter the UK will not change until 2021.
- EU citizens and their family members arriving in the UK until 31 December 2020 will be able to apply to the EU Settlement Scheme.
- The EU Settlement Scheme makes it easy for EU citizens and their family members to get the UK immigration status they need. They only need to complete three key steps - prove their identity, show that they live in the UK, and declare any criminal convictions.

Product	Purpose	Distribution
Digital assets	Inform EEA/Swiss citizens they can continue to travel to the UK, and directs them to the gov.uk page for more information	To be shared on social media channels, on your websites, or included in e-newsletters or emails to customers



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What you can bring into the UK

Key messages: controls on cash

Controls on cash: from the EU to the UK

- Passengers travelling from the EU to the UK with more than £10,000 in cash will need to make a declaration.
- This is what currently happens for those travelling from non-EU countries to the UK.
- They can make a declaration online on GOV.UK, where they'll find more information about cash controls. Or travellers who cannot go online can call HMRC on 0300 200 3700 to make a verbal declaration.
- Please note, cash includes notes and coins, bearer bonds, banker's drafts and cheques.
- The changes take effect from 11pm on the day the UK leaves the EU.
- For more information about cash controls please visit [GOV.UK](https://www.gov.uk).



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What you can bring into the UK

Key messages: merchandise in baggage

Merchandise in baggage: importing from the EU to the UK

Merchandise in baggage (MiB) means commercial goods intended for trade or business use, carried in a passenger's accompanied luggage or a small motor vehicle. For example, if they buy jewellery on a trip to the EU and bring it back in their suitcase to sell in the UK.

For goods below the value of £900 and 1,000 kilograms in weight, not classed as excise or controlled goods:

- **at roll on roll off listed ports and Eurostar terminal:** travellers make a simple online declaration to HMRC and pay duty or tax due up to five working days before arriving in the UK. Full details are on [GOV.UK](https://www.gov.uk).
- **other ports and airports:** passengers declare goods and pay duty and tax due using the red channel or red phone, the same as travellers from non-EU countries currently do.

For goods above the value of £900 and 1,000 kilograms in weight, or classed as excise or controlled goods:

- **at any port:** travellers or their agents submit a full electronic customs declaration to HMRC before arriving in the UK. Full details are on [GOV.UK](https://www.gov.uk).



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What you can bring into the UK

Products

Social asset	Purpose	Distribution
Merchandise in baggage	<i>Directs readers who are travelling with goods to the gov.uk page for more information *Needs to be accompanied by a tweet with the gov.uk website address.</i>	<i>To be shared on social media channels, on your websites, or included in e-newsletters or emails to customers</i>
Cash controls	<i>Directs readers who are planning travel with over £10,000 cash to gov.uk for more information. *Needs to be accompanied by a tweet with the gov.uk website address.</i>	<i>To be shared on social media channels, on your websites, or included in e-newsletters or emails to customers</i>



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What you can bring into the UK

Social media posts



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Social asset	Image	Post text
<p>Merchandise in baggage</p>	 <p>Travelling by car or plane with goods for trade or business use, after the UK has left the EU?</p>	<p>Are you planning on travelling from or to the EU after the UK leaves the European Union with small amounts of goods for trade or business use in your baggage or small vehicle? Find out what action you need to take before you travel here</p>
<p>Cash Controls</p>	 <p>Are you planning to travel between the UK and the EU with £10,000 cash or more?</p> <p>Are you planning to travel between the UK and the EU with £10,000 cash or more?</p>	<p>If the UK leaves the EU without a deal, cash control declarations will extend to people travelling between the UK and EU countries. Find out what you need to do here</p>



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What you can bring into the UK

Key messages: CITES and pet travel

CITES: Travel Changes for Protected Animals and Plants

- Government has issued [advice](#) on moving internationally protected animals and plants in the event of a **no deal** EU exit.
- Without a deal, CITES-listed animals and plants would require permits to travel between the UK and the EU, and would only be able to travel through certain ports.
- CITES-listed species range from types of fish and birds to rosewood, which can be found in violins and guitars.

Pet Travel

- When the UK leaves the EU, you will still be able to travel to and from the UK with a cat, dog or ferret. But the rules will change. You can read [guidance on pet travel to Europe after Brexit](#).
- If you're living in the EU and plan to travel with your pet using a UK-issued pet passport, you should speak to your local vet. They'll be able to help you understand the impact of EU Exit and ensure you're [compliant with EU Pet Travel Regulations](#).
- If you have a pet passport issued by an EU member state, you can use it to bring your pet to the UK. You can also use it to return to the EU, as long as your pet has had a successful rabies antibody blood test. You must make sure the blood test is taken at least 30 days after the date of rabies vaccination. If the blood sample is taken in the UK, you must wait 3 months from the date the successful blood sample was taken before you travel back to the EU.
- You don't have to wait the 3 months before travelling if your pet has a successful blood test before leaving the EU.
- Read guidance on [returning your cat, dog or ferret to the UK](#).



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What you can bring into the UK

Products

Product	Purpose	Distribution
Digital – cat	<i>Directs readers who are travelling with pets to the gov.uk page for more information</i>	<i>To be shared on social media channels, on your websites, or included in e-newsletters or emails to customers</i>
Digital – dog	<i>Directs readers who are travelling with pets to the gov.uk page for more information</i>	<i>To be shared on social media channels, on your websites, or included in e-newsletters or emails to customers</i>
Poster – CITES (x2)	<i>Informs travellers about CITES arrangements, and directs them to the gov.uk page if they have questions</i>	<i>This can be placed at UK ports and airports</i>
Leaflet – CITES	<i>Informs travellers about CITES arrangements, and directs them to the gov.uk page if they have questions</i>	<i>This can be printed and handed out to customers in ports and airports, and emailed out by stakeholders.</i>

The assets can be downloaded [here](#)



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Permits may soon be needed to transport certain items to and from the EU

From iguanas to ivory, rosewood to reptiles, there are over 30,000 endangered species and their products that will need permits and must travel through designated ports in the event of a no deal EU exit.

To find out more, search **CITES** at gov.uk



Permits may soon be needed to transport certain items to and from the EU

From alligator skin handbags to antiques, there are over 30,000 endangered species and their products that will need permits and must travel through designated ports in the event of a no deal EU exit.

To find out more, search **CITES** at gov.uk



Posters





What you can bring into the UK

Social media posts

Social asset	Image	Post text
Pet travel		<p>Taking your pet to the UK from the EU in 2019? Rules may change if the UK leaves the EU without a deal. Speak to your local vet or check the latest information on how #PetTravel will be affected after #Brexit: https://www.gov.uk/guidance/pet-travel-to-europe-after-brexit</p>



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Driving in the UK

Key messages

Driving in the UK

- If there is no EU Exit deal, arrangements for EU and EEA licence holders who are visiting or living in the UK will not change.
- The UK expects drivers coming from the EU into the UK to carry an insurance Green Card, or evidence of their insurance cover. For further details and updates visit : <https://www.gov.uk/guidance/prepare-to-drive-in-the-eu-after-brexiteu-drivers-visiting-or-living-in-the-uk-after-eu-exit>



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Where can I get more information?

Visit GOV.UK for more information, where you can also use the [EU Exit portal](#) to find information relevant to your business. The following pages will be of particular importance – sign up to receive notifications when these pages are updated.

- Visit the UK after EU Exit: www.gov.uk/visitukaftereuexit
- UK travellers to the EU: gov.uk/guidance/uk-nationals-travelling-to-eu-essential-information
- For more information about cash controls please visit [GOV.UK](#).
- For more information on merchandise in baggage please visit [here](#).

Get in touch for additional toolkits and assets

- For more information on travelling to the UK after EU Exit relating to borders, visas, National Identity cards or Euro TLR / EU Settlement Scheme, please contact: ukvistratcomms@homeoffice.gov.uk
- For the UK travellers to the EU campaign, please contact: Katie.Spenceley@fco.gov.uk
- For a toolkit on preparing for changes at the border: secretariatmailbox.borderplanninggroup@hmrc.gov.uk
- For the Public Information Campaign toolkit and a toolkit for Business Readiness, please contact: euexitcampaignqueries@cabinetoffice.gov.uk
- For the EU Settlement Scheme toolkit: <https://www.gov.uk/government/publications/eu-settlement-scheme-community-leaders-toolkit>



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Feedback and Q&A

We are committed to making this toolkit as useful as possible to support you in communicating with your stakeholders and customers on EU Exit.

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: ukvistratcomms@homeoffice.gov.uk

