

# INTERNATIONAL REPRESENTATIVES' HANDBOOK 2021/22



Kent was awarded gold, the highest rating,  
in the UK government's teaching excellence framework (TEF)





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# WELCOME

I am delighted to welcome you to partnership with the University of Kent as one of our official representatives. This is a time of great challenge but also great opportunity. The University of Kent is one of the UK's leading universities with world-leading research and a Gold rating for its teaching excellence.

We are international in outlook and offer an excellent student experience at our campuses at Canterbury and Medway; and our European study centres at Brussels and Paris. We are offering blended learning in response to the Covid 19 pandemic, which provides a combination of online lectures and face to face teaching in a secure, socially distanced environment.

This handbook will tell you more about us, what we offer to our students, the services you can expect from us and what we expect from you. I look forward to enjoying a long and fruitful relationship with you.

Professor Karen Cox, Vice-Chancellor

# OUR VALUES

**We are a forward-thinking research institution, committed to the transformative power of education and research and to the development and support of our students and staff.**

## Our vision

We will be internationally known for a transformative student experience and employability outcomes regardless of background. Our discoveries and research will emphasise existing and new signature areas, where we match the best in the world. Our education and research, and the talents of our staff and students, will support social, economic, cultural, intellectual and public life in ways that will make us one of the leading civic universities.

We will have a balanced portfolio of programmes having deepened our science and engineering base, grown our cultural, creative and digital offer and opened the new Kent and Medway Medical School. We will remain distinctive amongst our peers in operating with a major stake in continental Europe, with a strong European dimension in our academic activity.

We will be delivering education in a variety of ways face-to-face, online and through alternative routes in particular higher and degree apprenticeships.

## Ambitions and actions

### Education and student experience

We will offer one of the best education and student experiences in the UK.

### Research and enterprise

We will undertake research and innovation that is of the highest standards judged by international comparators.

### Engagement, impact and civic mission

We will be a leading civic university.



# WORKING WITH US

## What you can expect from us

- Applications will be processed quickly and efficiently
- A partnership approach to working together to provide the best level of service to our students
- A dedicated team of staff who will respond to your queries in a timely and professional manner
- Regular updates, information and materials about the University, including changes to courses and entry requirements
- Delivery of advice, webinars and training programmes including updates on UK developments in Higher Education
- Promotion of your agency through our representative webpages
- Support and advice with advertising campaigns and exhibitions
- A visit to your office, either virtually or in person, from a University of Kent staff member to carry out counsellor training on the latest Kent programmes and procedures

## Your responsibilities

- Kent will be promoted in a professional, accurate and ethical manner
- You will make clear to students their obligations under the terms of their student visa and the serious consequences of non-compliance
- Information about Kent on your website, within your social media channels, and in any other promotion materials, will be accurate, up to date and prominent
- You will maintain a standard of conduct not harmful to the work, good order or good name of the University
- Your agency will submit complete, accurate, genuine applications
- At all times, you will act in the best interest of the student and the University of Kent. You will conduct all interactions with students in this manner
- You will work together with the University to ensure that advice is given to students in a professional and accurate manner
- You will stay up to date with the latest UKVI policies and procedures
- You will at all times adhere to the UKCISA code of practice
- You will abide by the Representative Obligations as listed in your University of Kent agreement
- You will disseminate information received on visits to your office from Kent staff throughout the rest of your branches
- You will be familiar with the British Council's good practice guidance and UK information for agents available at [www.britishcouncil.org/education/education-agents](http://www.britishcouncil.org/education/education-agents)



# WHY CHOOSE THE UNIVERSITY OF KENT?

**We are proud of the University and its status as a leading UK university with a global reputation.**

When you recommend students a course at Kent, you can be assured that you are offering them a high quality education and a unique student experience:

- Kent was awarded Gold, the highest rating in the UK Government's Teaching Excellence Framework. The University of Kent's Statement of Findings can be found at [www.kent.ac.uk/tef-statement](http://www.kent.ac.uk/tef-statement)
- Excellent graduate prospects – of Kent undergraduate students who graduated in 2017, over 95% of those who responded to a national survey were in work or further study within six months
- Ranked among the top 75 in the THE Europe Teaching Rankings 2019
- Kent is a leading research-intensive university judged to have world-leading research in all subjects submitted in the Research Excellence Framework 2014
- the UK's European university: with stunning UK campuses in south-east England, less than an hour from London, and European centres in Brussels and Paris, we offer a truly international experience for your students.

Find out more at [www.kent.ac.uk/internationalstudent](http://www.kent.ac.uk/internationalstudent)











# OUR ASSESSMENT PROCESS

The University places the interests of its students at the heart of its relationship with its representatives. We would like to ensure that prospective students always receive a professional service from our representatives, with only students appropriate for the University being referred to us for application. We will therefore monitor our representatives closely so that we can support them in providing a strong level of service for our students.

## Monitoring

### Annual review

We will monitor the performance of your agency using the following methodology:

- in country visits – where possible and appropriate, International Recruitment staff from Kent will carry out visits to your offices
- where a visit hasn't been possible, International Recruitment staff will contact your agency with an annual update email or Skype chat
- quality of applications
- visa refusal rate
- number of students enrolling at the University
- professionalism of your staff
- the quality of your counselling
- your agency's level of engagement with the University.

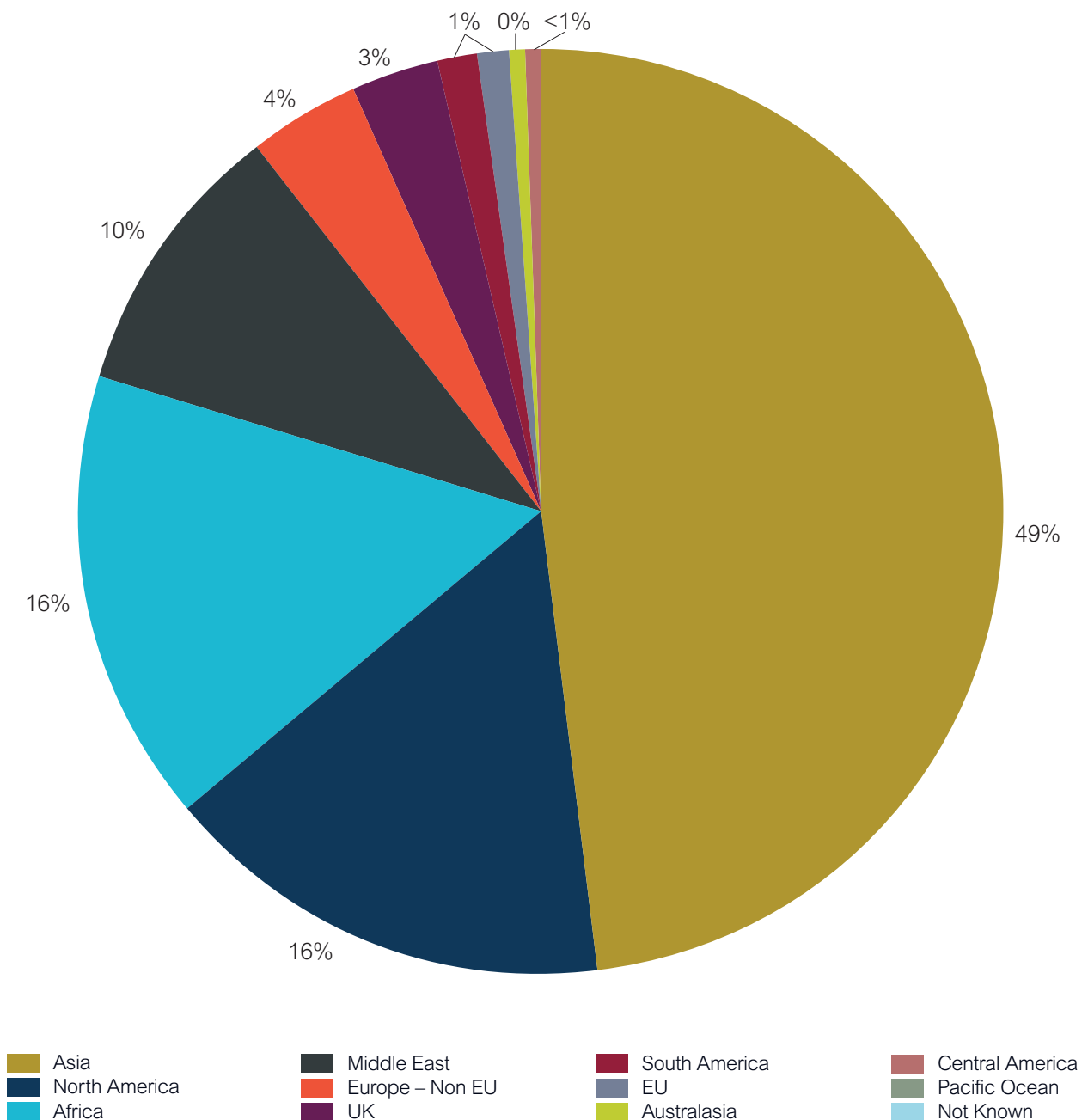
Your agency's performance will be reviewed in line with the above criteria at the end of your contract term.

Where your performance does not meet the standards we expect, we will discuss any matters for concern with you and the contract will either be allowed to continue under certain conditions, or may be terminated.





# OUR INTERNATIONAL STUDENT BODY





# FREQUENTLY ASKED QUESTIONS

Wherever you are in the world, some questions always come up from students, counsellors or parents. Here's a selection:

## Where is the University of Kent?

Kent has UK campuses at Canterbury and Medway, and European centres in Brussels and Paris. Each offers a dynamic, stimulating and safe environment for your students' studies.

Our Canterbury and Medway campuses are located in the south-east corner of England, less than an hour's train travel from London and within easy reach of mainland Europe.

You can find out more about each of our study locations, and the many academic, social and cultural benefits each offers, at [www.kent.ac.uk/locations](http://www.kent.ac.uk/locations)

## How competitive are places at Kent?

Kent offers high-quality courses and there is competition for places. Competition varies depending on the course chosen but we advise applicants to apply early in the academic cycle.



Entry is assessed on individual merit and it is important that applicants declare their full academic history. Our published requirements are a fair reflection of the offers we make.

## How safe is the campus?

On-campus security at Canterbury includes 24/7 campus patrols and CCTV, a night-time campus walking taxi service, free personal safety alarms, and nearly all our accommodation is protected by key card entry. There is also a night bus and preferred taxi service.

Access to the Medway campus is monitored by the gatehouse staff and members of security patrol the site 24 hours a day. There is a Police Community Support Officer based in the Drill Hall Library who regularly patrols the campus and all areas are covered by CCTV. The student accommodation at Pier Quays features comprehensive CCTV coverage, 24-hour security and electronic entry systems.

Our online Student Guide at [www.kent.ac.uk/student](http://www.kent.ac.uk/student) also has a dedicated section on student safety as well as advice on campus life, accommodation and employability.

## How successful are Kent graduates?

More than 95% of Kent students who graduated in 2017 were in work or further study within six months

## How does a student obtain a CAS?

A student's CAS will be issued no more than three months prior to their course start date.

A student must have accepted the University's offer and met all outstanding conditions in order for the CAS to be issued. Students will also need to supply our admissions team with any extra documents that they have requested, such as a passport copy and copies of any previous UK visas. Once a CAS has been issued, the student will be sent a message via their application portal which sets out the information we have provided to the Home Office.

See [www.kent.ac.uk/studentimmigration](http://www.kent.ac.uk/studentimmigration) for further information.

## Important dates (2021/22)

18-19 September 2021	Arrivals weekend
20-24 September 2021	Welcome week
27 September 2021	Autumn term starts
17 December 2021	Autumn term ends
25 December 2021	Christmas Day
26 December 2021	UK Public Holiday
1 January 2022	UK Public Holiday
15 January 2022	UCAS application deadline (Kent will accept late applications after this date)
17 January 2022	Spring term starts
8 April 2022	Spring term ends
15 April 2022	UK Public Holiday
18 April 2022	UK Public Holiday
2 May 2022	UK Public Holiday
9 May 2022	Summer term starts
30 May 2022	UK Public Holiday
17 June 2022	Summer term ends
31 July 2022	University accommodation application deadline

# ACCOMMODATION

The University has a wide range of high-quality housing options based on different budgets and needs. We offer University accommodation to all eligible new students for their first year of study, providing the University's admissions criteria are met. Students on our foundation programmes are offered accommodation for both their foundation year and the first year of their undergraduate degree.

## Canterbury

Our Canterbury campus is set within 300 acres of parkland, with spectacular views of Canterbury Cathedral, and is also within easy reach of London.

- We have over 5,400 bedrooms, most of which have been recently refurbished or are newly built
- Over 800 rooms are available at the newest accommodation at Turing College
- Since 2010, over £120m has been invested in high quality accommodation and catering facilities
- We offer a wide range of affordable accommodation, with prices starting from less than £5,000 per annum per annum
- We have shorter contract lengths than many other UK universities
- Over 85% of bedrooms are self-catering and nearly 60% are en suite
- High speed Wi-Fi and wired internet access is available across campus





## Medway

Our Medway students live at Pier Quays, part of a new waterside village located on the banks of the River Medway, close to local shops and the town centre, and just a short walk from our Medway campus.

- Over 1,100 study bedrooms are available
- All rooms have en suite facilities
- High speed internet connection is available in all rooms
- There are opportunities to apply for accommodation for years 2 and 3
- The retail plaza at Pier Quays includes a variety of restaurants and shops

You can find more information about our housing options, including videos and virtual tours, at [www.kent.ac.uk/accommodation](http://www.kent.ac.uk/accommodation)

## Eligibility

Accommodation will be offered to full-time undergraduate students in their first year of study provided the following criteria are met by 31 July in the year of entry:

- new full-time undergraduate students who select Kent as their first choice university and who apply before 31 July in the year of entry will be offered University accommodation
- insurance, late, adjustment and clearing applicants will be offered accommodation subject to availability

- postgraduate students who are holding an unconditional offer from Kent and who apply before 31 July in the year of entry will be offered University accommodation. Any postgraduate whose academic registration is shorter than 51 weeks will not be allocated to Woolf College as this is for students registered for a full year
- a student's online application must be received by 31 July in the year of entry
- accommodation offers for both undergraduate and postgraduate students will be sent by email from mid August in the year of entry onwards.

Any postgraduates who do not qualify for University accommodation due to late application and who need further guidance on finding off-campus housing, can contact the University's Accommodation Office and find information about living off campus on our accommodation webpages.

### Rooms for students with disabilities

A number of rooms have been adapted for students with disabilities and/or wheelchair users. These rooms are located on the ground floor with good access. Students should indicate any special requirements when they apply online for accommodation.



# LANGUAGES

## English language entry requirements

Many international students are required to have a suitable grade in a Secure English Language Test (SELT) in order to meet the UK's visa requirements. The SELTs accepted at Kent are outlined in the tables on the right.

If your students are from a majority English-speaking country, are studying (or have studied), recognised qualifications in English at an international school, or have completed a qualification equivalent to a UK Bachelor's degree in a majority English-speaking country, they may not need to submit a SELT.

Please note that some degree programmes, particularly at postgraduate level, may require higher SELT scores. For details of all of our English language requirements, see [www.kent.ac.uk/ems/eng-lang-reqs](http://www.kent.ac.uk/ems/eng-lang-reqs)

## Pre-sessional English courses

Kent offers a number of courses in English for Academic Purposes (EAP) for students who need to improve their English language skills in order to study at university level. If your students need to raise their English language skills to the equivalent of 6.5 or 7.0 in IELTS (meeting level B2, as specified by the UK Home Office), they can attend one of our intensive pre-sessional courses in EAP, delivered online or face-to-face on campus. Satisfactory achievement on one of these courses can be used to meet Kent's English language entry requirements in place of other external language examinations.



Our pre-sessional courses are delivered online or at our campus in Canterbury. The length of programme your student will need to attend will be determined by their existing English language ability:

- 17 weeks beginning in May
- 10 weeks beginning in June
- Five weeks beginning in July
- Four weeks beginning in August.

## Other language programmes

Whilst studying for a Kent degree, students can continue to develop their English language and academic skills through the In-sessional support programme which is provided free of charge to international students. Our Department for International Programmes also offers a wide range of credit-bearing In-sessional modules which students can take for credit alongside their other modules.





### English language entry requirements:

#### Pre-sessional courses, JYA English PLUS and International Foundation Programme (IFP)

Qualification	JYA English PLUS	EAP* course 17 weeks	EAP course 10 weeks	EAP course 6 weeks	IFP
IELTS	4.5 – 6.0 incl 4.5 in each subtest	5.0 incl 4.5 in each subtest	5.5 incl 5.0 in each subtest	6.0 incl 5.5 in each subtest	5.0 incl 5.0 in each subtest

Key: R = reading; W = writing; S = speaking; L = listening

\* Requirements for progression to Kent Law School programmes are higher. For requirements for the five-week pre-sessional course and the eight-week pre-IFP course, see [www.kent.ac.uk/ip](http://www.kent.ac.uk/ip)

IELTS is the only approved SELT provider acceptable to UK Visa & Immigration (UKVI). For pre-sessional, foundation, and JYA English PLUS programmes. A UKVI Academic IELTS must be taken at a UKVI-approved test centre. See [www.kent.ac.uk/ems/eng-lang-reqs](http://www.kent.ac.uk/ems/eng-lang-reqs) for details.

### English language entry requirements: undergraduate degrees and above

Qualification	Undergraduate foundation (sciences)	Undergraduate degree	JYA	Postgraduate*
IELTS	5.5 incl 5.5 in each subtest	6.5 incl 6.0 R&W 5.5 L&S	6.5 incl 6.0 in R&W 5.5 in L&S	6.5 incl 6.0 R&W 5.5 L&S
TOEFL (IBT)**	72 Overall	90 Overall	90 Overall	90 Overall

Key: R = reading; W = writing; S = speaking; L = listening

\* The above are minimum requirements, some programmes have higher entry requirements; for details, please see [www.kent.ac.uk/ems/eng-lang-reqs](http://www.kent.ac.uk/ems/eng-lang-reqs)

\*\* In addition to the Overall score, minimum scores are needed in each TOEFL (IBT) component

For undergraduate degree level study and above, the University will accept an academic IELTS taken at any IELTS test centre. The University also accepts Pearson Test of English (PTE Academic) and Cambridge English: Advanced and Cambridge English: Proficiency as well as several online tests. See [www.kent.ac.uk/ems/eng-lang-reqs](http://www.kent.ac.uk/ems/eng-lang-reqs) for details.

# FEES AND FUNDING

The standard international fees for full-time students starting in the year 2021/22 are:

## Tuition fees for international students 2021/22\*

### Undergraduate and postgraduate degrees

Standard non-laboratory programmes	£16,800
Standard lab-based or practical programmes	£20,500
International Foundation Programme (IFP)	£16,800

\* Standard international fees for 2021/22 entry only, non-standard fees are listed on the website: [www.kent.ac.uk/finance-student/fees/tuition](http://www.kent.ac.uk/finance-student/fees/tuition)

## Tuition fees for EU students 2021/22\*\*

### Undergraduate and postgraduate degrees

Standard non-laboratory programmes	£12,600
Standard lab-based or practical programmes	£15,375
International Foundation Programme (IFP)	£12,600

\*\*EU students pay the same rate as other international students for programmes in Kent and Medway Medical School and Medway School of Pharmacy

## Other living costs

To help your students estimate their likely living costs, we have an online calculator at [www.kent.ac.uk/finance-student/livingcosts.html](http://www.kent.ac.uk/finance-student/livingcosts.html)

## Paying fees

Tuition fees are charged for each year of study and are due at the start of the academic year or may be paid in two instalments. The first 50% is due by registration, and the remaining 50% is due by 1 December.

Fees can be paid by a variety of methods, including online at [epay.kent.ac.uk/epay](http://epay.kent.ac.uk/epay)

## Deposits

A deposit payment of £2,000 is required to secure acceptance of an offer for a Postgraduate Taught programme at Kent, with the exception of programmes in Kent Business School, for which the deposit is £1000, and Brussels, where no deposit payment is required.

The deposit will be deducted from the overall tuition fee students are required to pay at enrolment.

We advise early payment of the deposit, and the final deadlines for us to receive the tuition fee deposit are:

- Postgraduate Taught Master's with a September start date: 1 July
- Postgraduate Taught Master's with a January start date: 1 December

For Postgraduate Research students applying for a programme within Kent Business School, a £500 deposit is required.

## Fee discounts

Students receive a 10% discount on the first year's tuition fees if they have a sibling at Kent, are the child of a Kent graduate, or are themselves a Kent graduate returning to take a privately funded degree. See [www.kent.ac.uk/finance-student/fees/loyaltydiscount.html](http://www.kent.ac.uk/finance-student/fees/loyaltydiscount.html)







For full details of Kent's various discount options, please see [www.kent.ac.uk/finance-student](http://www.kent.ac.uk/finance-student)

## Scholarships

Kent offers a range of generous scholarships for international students at undergraduate and postgraduate level. These include our International Scholarships for Undergraduate Students and International Scholarships for Taught Master's Students.

Other scholarships available include:

### Undergraduate scholarships

- The Kent Scholarship for Academic Excellence – £2,000 fee discount in the first year of study for exceptional students who achieve AAA at A level (or specified equivalents such as International Baccalaureate 35 points) or AAB at A level (or specified equivalents) where one of the subjects is either Mathematics or a Modern Foreign Language

### Postgraduate scholarships

- Scholarships for study at our centres in Brussels, and Paris
- Christine and Ian Bolt Scholarship – up to £10,000 for one year of research in the USA

### Creative and sports scholarships

- Music Performance Scholarships – usually between £1,000 to £2,000 per year
- Sports scholarships – financial support of between £300 to £2,000 per year, plus other benefits including free sports membership

# HOW TO MAKE A STUDENT APPLICATION TO KENT

## Undergraduate

### UCAS applications

Applications for undergraduate programmes need to be made through UCAS ([www.ucas.com](http://www.ucas.com)).

Once an application has been submitted, you are required to send notification, along with supplementary documentation, to Kent's International Recruitment staff so that the application can be assigned to your agency. The supplementary documentation you submit should be one of the following:

- an agency authority form, in English, signed by the student
- a copy of the UCAS application form complete with agency stamp
- an email from the student stating that they have received counselling from your agency
- If a Representative is a UCAS Centre and an application is submitted via this route, provided this is identified on the application form, no further evidence shall be required.

### Direct applications

From 2021 Kent will be accepting applications for undergraduate courses directly to the University.

## Postgraduate Taught

You can make applications for postgraduate taught courses directly to the University via our Agent Application System, Kent Vision, at <https://evision.kent.ac.uk>.

Any applications you submit through this system will automatically be assigned to your agency.

If you require login details to access our Agent Application System, please email us at [international@kent.ac.uk](mailto:international@kent.ac.uk).

## Postgraduate Research

You can make applications for postgraduate research courses directly to the University via our Agent Application System at <https://evision.kent.ac.uk>

Any applications you submit through this system will automatically be assigned to your agency. If you require login details to access the Agent Application System, please email us at [international@kent.ac.uk](mailto:international@kent.ac.uk).

Students interested in applying to study a PhD at Kent are recommended to contact their potential supervisor directly to discuss their research proposal, prior to submitting their application. To identify an appropriate supervisor, please advise students to use our Find a supervisor search tool: [www.kent.ac.uk/courses/postgraduate/research-phds/find-a-supervisor.html](http://www.kent.ac.uk/courses/postgraduate/research-phds/find-a-supervisor.html)



This will allow the University to ensure that we have the relevant expertise and facilities in order to supervise the student's research project.

Students wishing to pursue a PhD in the Kent Business School are not required to make contact with a potential supervisor prior to the application being submitted.

## Foundation

Applications to study on our International Foundation Programme can either be made through UCAS ([www.ucas.com](http://www.ucas.com)), or directly to the University via the Agent Application System (<https://evision.kent.ac.uk>).

If a student will be submitting other applications through UCAS, the application for the International Foundation Programme must also be made through UCAS.

After submitting an application through UCAS, you will need to send notification, along with supplementary documentation, to International Recruitment staff so that the application can be assigned to your agency.

If a student is not planning on submitting other applications to Kent through UCAS, the University will accept the application via the Agent Application System (<https://evision.kent.ac.uk>). Any applications you submit via our Agent Application System will automatically be assigned to your agency.

If you require login details to access our Agent Application System, please email us at [international@kent.ac.uk](mailto:international@kent.ac.uk).

## Pre-sessional

Applications to study on one of the University's pre-sessional English Language courses can be made directly to the University via our Agent Application System (<https://evision.kent.ac.uk>). Any applications you submit through this system will automatically be assigned to your agency.

If you require login details to access our Agent Application System, please email us at [international@kent.ac.uk](mailto:international@kent.ac.uk).

Full details of our pre-sessional courses, including start dates and entry requirements, can be found online at [www.kent.ac.uk/ip](http://www.kent.ac.uk/ip)

## Assisting students

We encourage our representatives to assist students in completing their application forms accurately, truthfully and completely. Under no circumstances, however, should a representative complete the application form on the student's behalf or prepare the student's personal statement.

Representatives are also not permitted to prepare a student's references, although you are able to submit the completed references on your student's behalf.

If you do submit a reference after application, this should either be:

- a PDF of an official letter-headed document from the referee's institution, signed and stamped by the referee
- or
- an email sent from the referee's institutional email account (eg [@kent.ac.uk](mailto:@kent.ac.uk)). If the reference is in email format, the header of the original email, which includes the sender's email address, must be included.

Please note we cannot accept emails from non-institutional email addresses ie those ending in gmail, hotmail, qq etc

Please check references carefully to ensure that they relate to the individual applicant and are not standard institutional testimonials.

Please refer to our Procedure Guide on the Agent Portal for further guidance.

# CLAIMING COMMISSION

## How to claim commission

The University of Kent will process commission payments for students who have applied via our representatives and who go on to register with us. You will be asked to send your commission invoices to us in October for programmes which begin in the Autumn term, as well as pre-sessional programmes, and February for programmes which begin in the Spring term.

International Recruitment staff will contact you with the list of your students who have submitted applications to the University for this academic year. The list will include information on whether a student has registered, and if so, details of their course fees and the amount of commission which is due. You can then draw up an invoice based on this information, which should be submitted to us by 1 December for students who start in the Autumn term, and 18 April for students who start in the Spring term.

Please ensure that the following information is included in your invoice:

- full University address
- date of issue
- invoice number
- details of student, tuition fee paid and commission being claimed
- your agency's payment details which should include bank name and address, account name, account sort code, account number and IBAN No, and SWIFT code for international transfers.


Upon receipt of invoice, payment should be received within eight weeks.

Please note that the percentage of commission paid to your agency will be listed in your agency agreement.





## Our commission process



<b>September</b>	Students register at the University of Kent
<b>By 31 October</b>	International Recruitment staff contact your agency with a list of registered students
<b>By 1 December</b>	You must submit your commission invoice to International Recruitment
<b>January/ February</b>	Payment is made to representatives
<b>January</b>	Students register at the University of Kent
<b>By 28 February</b>	International Recruitment staff contact your agency with a list of registered students (January starters)
<b>By 18 April</b>	You must submit your commission invoice for January starters to International Recruitment
<b>May/June</b>	Payment is made to representatives





# SWITCHING REPRESENTATIVES

Kent has multiple representatives in most of the countries we recruit in. We therefore appreciate that on occasion a student may employ the services of more than one agency during the application process. Should a student wish to switch agency then we will need to be notified with either an email from the student directly, or by receipt of a signed agency authority form from the student's new agency.

## Commission payments

When a student has employed the services of more than one representative, the International Recruitment team will make a final decision as to how commission will be paid. This decision will take a number of factors into account, including:

- which agency first submitted the application to the University
- which agency provided most assistance to the student
- application records
- information given by the student
- additional evidence such as emails or scanned copies of forms.

Commission can only be paid for students who have registered at Kent the immediately preceding September and January; it will not be possible to pay commission for students who have registered at the University during previous academic years.





# LEGAL ASPECTS

**There are four English laws that you will need to be familiar with and operate within when recruiting students on behalf of Kent:**

- Data Protection Act 2018
- General Data Protection Regulation (GDPR) 2016
- Freedom of Information Act 2000
- Bribery Act 2010

## **Data Protection Act 2018**

The General Data Protection Regulation (EU) 2016/679 and the Data Protection Act 2018 work together to form the UK's data protection law. They apply to personal data we collect and hold about living individuals. The University must process all personal data in accordance with the law.

Personal data can be any information that identifies or potentially identifies a natural person. Special category personal data poses a higher risk to the rights and freedoms of individuals and should be treated with particular care and security.



Personal data includes (but is not limited to) name, address, telephone numbers, previous institutions and grades achieved.

Special category personal data includes information about an individual's:

- race
- ethnic origin
- politics
- religion
- trade union membership
- genetics
- biometrics (where used for ID purposes)
- health
- sex life
- sexual orientation.

Please refer to section 8 of your agency agreement for details about how you must comply with all applicable requirements of the Data Protection Legislation.

### **How the Data Protection Act 2018 affects you**

When a student makes an application to the University, this act applies immediately.

At the point that a student employs the services of an agency to support them through the application process the student consents for the agent to act on their behalf. Kent is able to update agents on offer progress of any student applications tagged to their agency. This is to aid them with supporting their students through the application process.

Once the agent's students have registered, we will inform the agent of all their registered students, the programmes the students registered onto and the commission due to the agency. This is so we can be clear on the exact number of registrations the agency sent to Kent and commission payments due to the agency.

After graduation we can confirm which students an agent previously had registered at Kent and the programmes they were registered on. This is to help ensure the accuracy of each organisation's records.

Under the Act, we cannot disclose any personal information to a third party (including a parent or guardian) without the written consent of the student.

## **Freedom of Information Act 2000**

This law gives everyone a general right to access information held by the University. Kent is a public institution and some of our funds come from the UK Government, so the act allows any member of the public to ask us anything about any aspect of our business

The person who requests the information does not have to say how they will use the information and the University must respond within 20 working days. The Act does allow us to withhold certain types of information including personal data and commercially sensitive data.

### **How the Freedom of Information Act 2000 affects you**

Previous requests regarding representatives have centred on the commission payments the University makes to companies, usually with detailed requests regarding bonuses and targets.

We will not provide data that may cause commercial harm to an organisation. However, we may disclose non-commercially sensitive information such as:

- the names of the companies we use
- the overall value of payments to each company over a period of time, so long as these values do not indicate the pricing information negotiated with the company
- contract details, with pricing information removed.

Further information about the Data Protection Act and Freedom of Information Act can be found on the Information Commissioner's website ([www.ico.org.uk](http://www.ico.org.uk))

## **Bribery Act 2010**

The Bribery Act 2010 applies to all Higher Education institutions including the University of Kent.

The Act makes it a criminal offence:

- to give, promise or offer a bribe
- to request, agree to receive or accept a bribe
- to bribe a foreign public official whether in the UK or overseas.

The University will be committing a corporate offence if it fails to prevent bribery by its staff or other persons working on its behalf. Penalties for offences include imprisonment of up to 10 years and/or fines for individuals and, for a corporate offence, a fine and the possibility of prosecution or civil recovery action against the individuals concerned. The statement which follows sets out the University's position.

The University of Kent is committed to conducting its business fairly, honestly and openly, to the highest standards of integrity and in accordance with all relevant legal requirements. All members of staff and any other persons working on the University's behalf (whether paid or not) are asked to consider whether any payment made by them might appear to be a bribe and to note that under no circumstances should they:

- give, promise or offer a bribe
- request, agree to receive or accept a bribe
- bribe a foreign public official in the UK or overseas.

Similarly, under no circumstances should any staff member or other person working on the University's behalf ask other(s) to act on his/her behalf in this way.

The University's Anti-Bribery and Corruption Policy is available at:  
[www.kent.ac.uk/governance/policies-and-procedures/index.html](http://www.kent.ac.uk/governance/policies-and-procedures/index.html)

Other current relevant University documents include the following:

- Fraud Prevention and Whistleblowing:  
[www.kent.ac.uk/governance/policies-and-procedures/whistleblowing.html](http://www.kent.ac.uk/governance/policies-and-procedures/whistleblowing.html)
- Ethical Conduct of External Activity:  
[www.kent.ac.uk/governance/policies-and-procedures/documents/Ethical\\_conduct.pdf](http://www.kent.ac.uk/governance/policies-and-procedures/documents/Ethical_conduct.pdf)

Transparency International UK has published guidance on Anti-Bribery Principles for not-for-profit organisations. The guidance is available on the web at [http://issuu.com/transparencyuk/docs/ti-uk\\_nfp\\_guidance](http://issuu.com/transparencyuk/docs/ti-uk_nfp_guidance)

If you are at all uncertain as to whether any action would constitute bribery you should consult the International Recruitment team.

## UKVI recruitment requirements

The University of Kent has high quality and rigorous recruitment practices and we expect our overseas representatives to follow these same high standards.

We require you to have checks in place to ensure that we jointly:

- Recruit only genuine applicants who have a strong motivation to study and the ability to complete their chosen programme
- Be fully satisfied that an applicant has the English language skills to complete their chosen programme
- Ensure that the student's prime purpose for coming to the University of Kent is to study; any student who has other motivations, such as working in the UK, should not be considered
- Check that the applicant's certificates and supporting documents are genuine
- Assess whether the applicant has genuine reasons for choosing the University of Kent and that the student has fully researched the course that they apply for, including knowing something of the modules that they would like to undertake
- Ensure that the applicant is aware of the University's fee payment requirements and has the financial resources to meet these for each year of their study
- Conduct an in-depth interview with every prospective student to ensure that there is a strong academic background and a good immigration history i.e. there are no previous visa refusals or curtailments for reasons other than early completion. The interview should also identify any previous periods of study within the UK
- Obtain copies of all previous visas granted for the UK
- Ensure that any student applicant who has previously studied in the UK has sufficient allowable time to complete the programme that s/he has applied for.

Students whose prime motivation is to work in the UK should not be recruited. Where doubts exist, you should discuss these with the University so that a joint decision can be made on the applicant. Similarly, if any matters of concern arise following submission of an application, please refer these to the University immediately.

On an annual basis we provide UKVI with a list of Kent representatives.





# MARKETING AND PROMOTION

**We promote the University via a number of marketing channels and, as our representatives, we also rely on your local market knowledge to help us identify the best opportunities.**

We are happy to consider joint marketing projects on an individual basis. In order to be considered, we will expect a comprehensive business proposal.

## Education fairs

We seek to attend in-country education fairs that offer the opportunity to talk to a large number of high-quality students and offer a good return on investment.

At events organised by an external group, such as the British Council, we may ask for your assistance. In this case, we would prefer an experienced counsellor who is fully trained to talk about Kent, rather than an interpreter or a counselor who is unfamiliar with Kent.

We expect that representatives will be able to confidently counsel prospective students with little intervention from us, especially at busy events.

Please send us the assistant's name as far in advance as possible, so we can arrange for them to have a name badge.

Unless requested, please do not send more than one assistant.

## In print

We are happy to help you advertise the University of Kent in suitable publications in your country. We are able to produce adverts suited to both online and print publications.

## General advertising

If you would like us to consider an advertising opportunity, please send the details to the International Officer responsible for your country or region and include some basic market research, for example, the readership numbers and who it is aimed at as well as the kind of advert you need. Adverts must be created by the University of Kent's in-house design team in order to ensure they are consistent across all markets and meet the University's corporate brand guidelines.

## Advertising attendance at exhibitions, visits to your offices

We are happy to supply copies of our logo to be used within advertisements. The Kent logo should not be altered in any way and usage guidelines, such as minimum height requirements, should be adhered to. Full branding guidelines are available at [www.kent.ac.uk/brand](http://www.kent.ac.uk/brand)

We will supply all images from our media library. Do not use other images and please do not source images from the internet.

If we do ask you to create artwork on our behalf, please send a copy for approval via email to the International Officer with responsibility for your country or region prior to publication.



## Online

The University website is our most important resource for connecting with potential students. We are happy to support online and mobile marketing campaigns to promote events and the University in particular.

Details of any proposed online campaign should be provided in line with requirements for general advertising stated above.

## Social media

Our social media channels are also a good resource for prospective students who are keen to get a sense of what Kent is like. Our current social media channels are:

**Facebook:**

[www.facebook.com/UniversityofKent](http://www.facebook.com/UniversityofKent)

**Twitter:**

[www.twitter.com/unikent](http://www.twitter.com/unikent)

**Instagram:**

[www.instagram.com/unikentlive](http://www.instagram.com/unikentlive)

**LinkedIn:**

[www.linkedin.com/company/university-of-kent](http://www.linkedin.com/company/university-of-kent)

**YouTube:**

[www.youtube.com/user/UniversityofKent](http://www.youtube.com/user/UniversityofKent)

**Flickr:**

[www.flickr.com/photos/universityofkent](http://www.flickr.com/photos/universityofkent)

**Weibo:**

[www.weibo.com/universityofkent](http://www.weibo.com/universityofkent)

We are also present on Wechat and can be easily found on a search of the site.

## Online exhibitions

Our International Recruitment team are happy to participate in online exhibitions and virtual events where a clear benefit is demonstrated. If we take part in an online exhibition targeted at a specific region, we will encourage students to get in touch with the local representatives.

If you are organising your own online event, it is important that the appropriate IT support is available to us, as well as the security of the site. A realistic breakdown of the commitment required of our International Recruitment staff should also be included in proposals.

## Ordering additional materials

The main marketing materials we use are the Undergraduate Prospectus, the Graduate Prospectus, the International Student Guide, and the University of Kent website.

We will send you one printed copy of each of our core publications as part of our mailout to representatives which takes place annually in August. PDFs of each publication can also be downloaded from the Kent website.

If you would like additional copies of our printed publications or any of our other marketing materials, including images or videos, please contact the International Officer with responsibility for your country or region.

This booklet was produced in December 2020. The University of Kent makes every effort to ensure that the information contained in its publicity materials is fair and accurate and to provide educational services as described. However, the courses, services and other matters may be subject to change. For the most up-to-date information, see: [www.kent.ac.uk](http://www.kent.ac.uk)

**[www.kent.ac.uk](http://www.kent.ac.uk)**

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