

# INTERNATIONAL AGENTS' HANDBOOK **2026/27**



DISCOVER  
YOUR  
**GLOBAL  
AMBITION**



# CONTENTS

- 3 ABOUT KENT
- 4 WHY CHOOSE THE UNIVERSITY OF KENT?
- 5 OUR INTERNATIONAL STUDENT BODY
- 6 WORKING WITH US
- 8 QUALITY ASSURANCE AND PERFORMANCE MANAGEMENT
- 10 HOW TO MAKE A STUDENT APPLICATION TO KENT
- 13 FEES AND FUNDING
- 14 KEY INFORMATION
- 16 ACCOMMODATION
- 18 ENGLISH REQUIREMENTS
- 20 MARKETING AND PROMOTION
- 22 CLAIMING COMMISSION
- 24 SWITCHING AGENTS
- 26 LEGAL AND COMPLIANCE EXPECTATIONS

## **Purpose and scope**

This handbook sets out the standards, responsibilities and operating procedures for education agents representing the University of Kent. It is designed to ensure a high-quality applicant experience, uphold the integrity of the UK visa system, and protect students' ability to make informed choices.



# ABOUT KENT

**We're proud to have six decades of progress and innovation behind us as a leading higher education institution.**

The Kent 2030 change programme is underway, with Education Modernisation at the heart of what we're doing. Students are already benefitting from a new term structure and an updated curriculum.

Our new progressive approach to education means that study is spread evenly over the year, with knowledge building step by step. Assessments are within each term, so students don't have a big gap between learning and exams, and confidence builds as they receive frequent feedback they can act on right away. Teaching timetables are built so students can organise life and study together in ways that suit them, planning in advance, fitting in work, commuting, and caring. Career skills and development opportunities are threaded throughout their studies, so that students have what they need to step into rewarding careers afterwards.

## **Education and student experience**

We will offer one of the best education and student experiences in the UK. Our students are diverse, passionate and independent, and our award-winning support and inspirational teachers make sure they are at the heart of everything we do.

## **Research and Innovation**

We will undertake research and innovation that is of the highest of standards. At the University of Kent we are committed to supporting our researchers to achieve their full potential, within a diverse and inclusive research and innovation culture.

Our research addresses regional, national and international challenges, and plays a major role in engagement with external partners and businesses.

## **Engagement and impact**

Our work is driven by our deep and abiding values, our pride in our past and the people and communities we serve.

We will be a leading civic university. Canterbury, our historic base, has been a seat of learning for centuries, while we are at the heart of civic initiatives such as the Kent and Medway Medical School, the Institute for Cultural and Creative Industries and the Centre for Higher and Degree Apprenticeships.

We act as a beacon for how creativity can question, astonish and transform.

# WHY CHOOSE THE UNIVERSITY OF KENT?

## 41st in the UK

2026 Times Higher Education  
Best universities in the UK

## Top 35 for work experience and placements 2025-26

Rate my placement awards

## Top 1% Business School in the world

Triple Accredited by  
EQUIS, AACSB and AMBA

## Top 15 in the UK for Law

2026 Times Higher Education

## 250+ clubs and societies

## Shortlisted

For Higher Education Institution of the Year at the National Education Opportunities Network Awards 2025, and University of the Year at the inaugural Academic Employability Awards

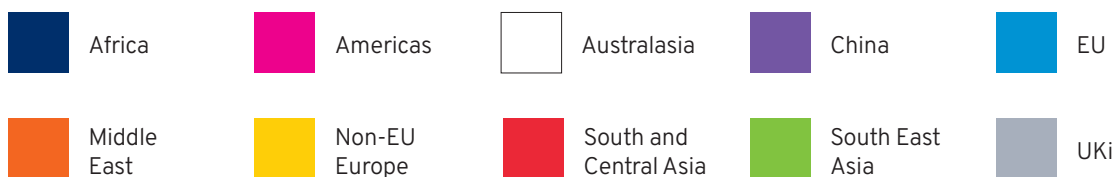
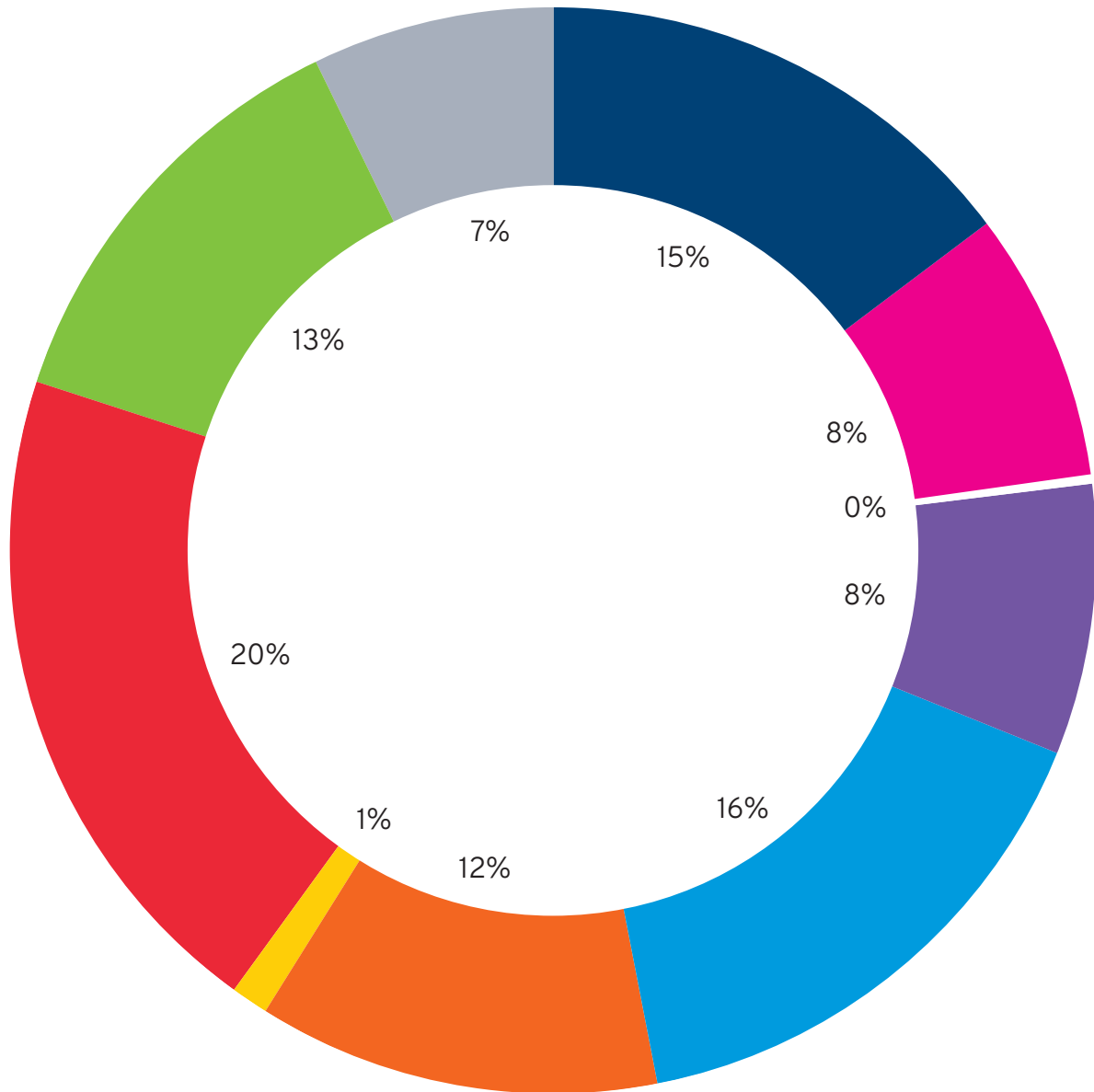


## World-leading research

In the most recent Research Excellence Framework (2021), our reputation was confirmed as a world-leading research university across the arts and humanities, sciences, and social sciences



# OUR INTERNATIONAL STUDENT BODY



# WORKING WITH US



Education agents provide locally accessible advice to prospective students and may support students to submit applications. Kent remains responsible for admissions decisions, sponsorship compliance, and the accuracy of information provided to students.

## What you can expect from us

- Applications will be processed quickly and efficiently
- A committed team of staff who will respond to your queries in a timely and professional manner
- A mailbox dedicated to agents, to ensure a fast tracked response to your queries: [agents@kent.ac.uk](mailto:agents@kent.ac.uk)
- Two dedicated International Channel Managers to work with you on your recruitment strategy
- Regular updates, information and materials about the University, including changes to courses and entry requirements
- Advice, webinars and training programmes including updates on UK developments in Higher Education
- Promotion of your agency through our country webpage [kent.ac.uk/international/countries](http://kent.ac.uk/international/countries)
- Support and advice with advertising campaigns and exhibitions (subject to approval)
- 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 on programmes and procedures (where feasible)

## Your responsibilities

- Providing prospective students with information about courses, entry requirements and application routes
- Supporting students to complete forms accurately and submit required supporting documents
- Signing students to Kent's official information and services (fees, accommodation, student support and immigration guidance)
- Providing market insight and supporting agreed recruitment activity
- Ensure that your counsellors are using the tools and resources provided in BUILA's Agent Quality Framework, including the [National Code of Ethical Practice for UK Education Agents](#) and the Good Practice guide for UK Education Agents Partnering for Quality.
- Promote Kent in a professional, accurate and ethical manner
- Make clear to students their obligations under the terms of their student visa and the serious consequences of non-compliance
- Ensure information about Kent on your website, within your social media channels and other promotion materials, is 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
- Submit complete, accurate and genuine applications
- Act at all times in the best interest of the student and the University of Kent
- Work with the University to ensure that advice is given to students in a professional and accurate manner
- Stay up to date with the latest UKVI policies and procedures
- Abide by the Representative Obligations as listed in your University of Kent agreement
- Disseminate information received from Kent office visits or briefings throughout your branches

## Training and ethical standards (mandatory)

- Ensure all counsellors have completed British Council UK agent and counsellor training ([britishcouncil.org/education/agents-counsellors](http://britishcouncil.org/education/agents-counsellors))



## Agent Quality Framework

The University of Kent is proud to have pledged to commit to the checks and balances contained in BUILA's Agent Quality Framework. The pledge shows Kent's commitment to the principles of the Agent Quality Framework, as well as a plan for setting them into practice with a set of basic quality measures. These principles include:

- Empowering student choice and enabling informed decision making
- Ensuring good agent governance and professionalism
- Promoting ethical agent practices, professional knowledge and competency
- Increasing transparency and accountability

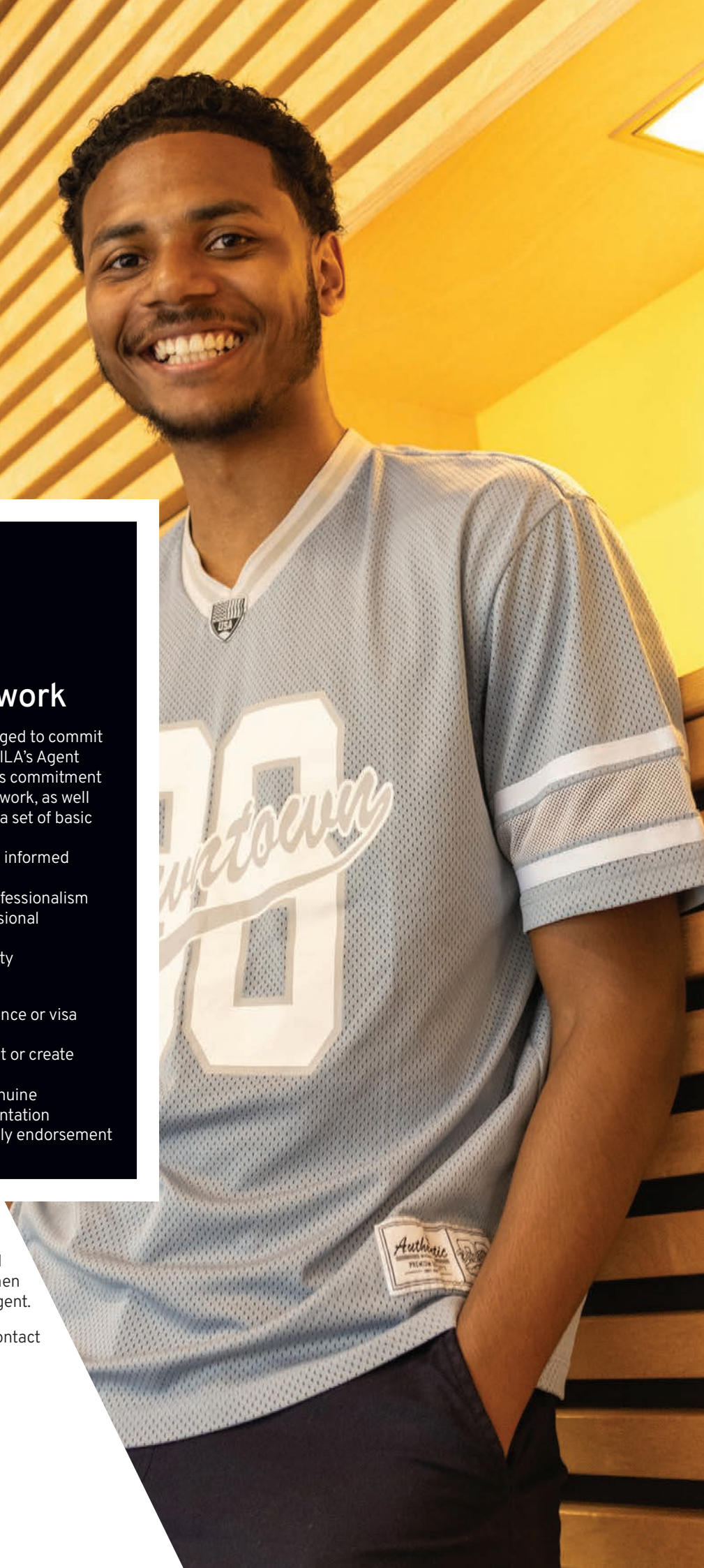
### Agents must not:

- Guarantee offers, scholarships, CAS issuance or visa outcomes
- Prepare an applicant's personal statement or create academic content on their behalf
- Submit inaccurate, incomplete or non-genuine documentation, or encourage misrepresentation
- Use unapproved marketing claims, or imply endorsement beyond the agreed relationship.

## Key contacts

For support with your applications and general queries, please contact [agents@kent.ac.uk](mailto:agents@kent.ac.uk). When flagging compliance issues, please mark as urgent.

To discuss your recruitment strategy, please contact our International Channel Managers.





# QUALITY ASSURANCE AND PERFORMANCE MANAGEMENT

## Governance and professionalism

Kent maintains a register of approved agents. Agents must notify Kent promptly of material changes, including changes to ownership, senior leadership, office locations, counsellor staffing, or any use of sub-agents.

## Performance and relationship management

The University places the interests of its students at the heart of its relationship with its agents. Kent monitors agents to ensure prospective students receive a professional service and that only students appropriate for the University are referred for application.

## Review cycle and outcomes

- Reviews conducted annually and at the end of the contract term, using the monitoring criteria above
- Where performance does not meet expected standards, Kent will agree to improvement actions and may apply enhanced monitoring
- Where serious or repeated concerns arise (including integrity concerns), Kent may suspend activity or terminate the agreement in accordance with contract terms

Now that we are signatories on the AQF pledge our annual monitoring review will include assessment of the standards and best practice detailed in the National Code of Ethical Practice for UK Education Agents. This includes organisational behaviours and competence, ethical business practice, student-centred practice and objective advice and guidance.

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

- In country visits (where possible and appropriate) to your offices)
- Where a visit is not possible an annual update email or online meeting
- Quality of applications
- Visa refusal rate (where applicable)
- Number of students registering at the University
- Professionalism of staff and quality of counselling
- 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 of the National Code, 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.



# HOW TO MAKE A STUDENT APPLICATION TO KENT

## Undergraduate

### Direct applications

Students from outside the UK and Ireland have a direct application route for undergraduate programmes. This route should only be used if students will not be Home fee payers, and they have never used UCAS and do not intend to use UCAS in the future.

Agents should submit direct applications via the agent application system. For login support, email [agents@kent.ac.uk](mailto:agents@kent.ac.uk)

### UCAS applications

All other applications for undergraduate programmes need to be made through UCAS ([ucas.com](https://ucas.com)).

Once an application has been submitted, you must notify Kent and provide supplementary documentation so that the application can be assigned to your agency.

### Supplementary documentation (one of the following is required):

- 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 your agency is a UCAS Centre and the application is submitted via this route (and identified on the application form), no further evidence is required; you must still contact Kent so the application can be tagged.

## Postgraduate Taught

Applications for postgraduate taught courses can be made via Kent's Agent Application System (KentVision): <https://evision.kent.ac.uk>

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

For login support, email [agents@kent.ac.uk](mailto:agents@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 [agents@kent.ac.uk](mailto:agents@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: [kent.ac.uk/courses/postgraduate/research-phds/find-a-supervisor.html](https://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

The University of Kent has partnered with Oxford International Education Group (OIEG) to create the [University of Kent International College \(UKIC\)](#).

If you are already an Oxford International partner, follow their agent submission process. If not, contact Oxford International to register as an agent for these programmes.

### 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 [agents@kent.ac.uk](mailto:agents@kent.ac.uk)

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

### Assisting students: key rules

- Assist students to complete application forms accurately, truthfully and completely
- Do not prepare the student's personal statement under any circumstances
- Do not prepare student references; you may submit completed references on the student's behalf

If you do submit a reference after application, it must be either:

- a PDF of an official letter-headed document from the referee's institution, signed and stamped by the referee
- an email sent from the referee's institutional email account. The original email header showing the sender's email address, must be included.

Kent cannot accept emails from non-institutional email addresses (eg, Gmail, Hotmail, qq)

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

Please refer to our Agent Portal Guide for further guidance.



# FEES AND FUNDING

## Tuition fees for international students 2026/27

Many of our tuition fees have been frozen for 2026-26 entry, and some of Kent Business School's tuition fees have been reduced. Tuition fees for full time degrees start from £19,300.

For a full list of programmes and their fees please visit [kent.ac.uk/finance-student/fees/tuition](https://kent.ac.uk/finance-student/fees/tuition)

## Other living costs

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

The University provides support to students to manage the cost of living. Please see: [kent.ac.uk/student/cost-of-living-support](https://kent.ac.uk/student/cost-of-living-support) for information

## Paying fees

Tuition fees are charged for each year of study. There are three options:

- Option one: Pay the whole year in full at the start of each academic year
- Option two: Pay in two 50% instalments. The first 50% is due by registration, and the remaining 50% is due by 1 December for September starters and 1 April for January starters
- Option three: Pay the first 50% by registration, and split the remaining 50% balance across three months:
  - One third of 50% balance due on or before 1 November (or 1 March for January starters)
  - One third of 50% balance due on or before 1 December (or 1 April for January starters)
  - One third of 50% balance due on or before 1 January (or 1 May for January starters)

The above options can be set up automatically with a UK bank card through Epay

Fees can be paid by a variety of methods, including via Flywire. We do not recommend that international students pay via bank transfer, as this may cause delays.

For further information visit [student.kent.ac.uk/support/making-a-payment](https://student.kent.ac.uk/support/making-a-payment)

## Deposits

All self-funded and partially funded international applicants will be required to pay a deposit of £5,000 before their CAS is issued. The deposit will be deducted from the overall tuition fee students are required to pay.

Once you have met all of the conditions of your offer and accepted it, the CAS team will be in touch about making your deposit payment. It is advisable to pay promptly to ensure there is enough time to complete any necessary pre-CAS checks and to apply for a visa.

For a list of international admissions deadlines, please visit: [kent.ac.uk/international/international-admission-deadlines](https://kent.ac.uk/international/international-admission-deadlines)

For further information about the deposit, please visit: [kent.ac.uk/applicants/policies/tuition-fee-deposit](https://kent.ac.uk/applicants/policies/tuition-fee-deposit)

## Scholarships

Kent offers scholarships and discounts which vary by cycle and eligibility.

### Postgraduate scholarships

- [Kent International Scholarships](#) – automatic scholarships for students starting in September 2026 or January 2027 who are domiciled in Bangladesh, China, India, Indonesia, Malaysia, Nepal, Nigeria, Pakistan, South Korea, Taiwan, Thailand, Turkey or Vietnam, who accept an offer for a Taught postgraduate programme. These are worth:
  - £3,000 for applicants who accept an offer from our Triple Accredited Kent Business School. This is alongside our reduced tuition fees, which could save students up to £4,000 in comparison to last year
  - £5,000 for applicants of many other of our PGT programmes
  - Please visit our [website](#) for full eligibility criteria
- [British Council GREAT Scholarship](#) – £10,000 towards the tuition fees available to students of various nationalities
- [Bestway Foundation Scholarship \(Pakistan\)](#) – five scholarships of £26,000 available to apply for, for applicants from and domiciled in Pakistan, who have applied for a Taught or Research Master's in Biosciences, Chemistry and Forensic Science, Computing, Mathematics, Statistics and Actuarial Science or Physics and Astronomy

### 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

# KEY INFORMATION

## Academic School structure

- School of Computing
- School of Engineering, Mathematics and Physics
- School of Architecture and Arts
- School of Psychology
- School of Economics and Political Science
- School of Social Sciences
- Kent Law School
- School of Humanities
- Kent Business School
- School of Natural Sciences

## Locations

Kent has UK campuses at Canterbury and Medway, located in the south-east corner of England, less than an hour's train journey from Central London, and within easy reach of mainland Europe. Each offers a dynamic, stimulating and safe environment for your students' studies.

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

## Graduate prospects

Our award winning Careers and Employability service provides advice, workshops and tools to prepare Kent students for employment and further study, available for up to three years after graduation, and many of our degrees offer a Year in Industry.

## Student Support and Wellbeing

We are committed to the wellbeing of our students and supporting them through a range of expertise and initiatives. From dedicated mental health advisors and specialist support to therapies such as our Kent Community Oasis Garden, we take a holistic and individual approach to supporting our students.

We have expert staff to support students and discuss academic adjustments. We can help with mental health, disability, autism and specific learning differences (SpLDs, including ADHD and dyslexia), and accessibility.

Visit [kent.ac.uk/student-support](http://kent.ac.uk/student-support) for more information

## Student safety

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.

A free SafeZone app is available which gives students quick access to emergency services, first aid and the University.

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

## CAS and visa integrity: expectations and boundaries

A student must have accepted Kent's offer and met all outstanding conditions for a CAS to be issued. Self-funded and partially funded international applicants must pay a tuition fee deposit before the CAS can be issued.

### Deposit amount: £5,000

See [kent.ac.uk/applicants/policies/tuition-fee-deposit](http://kent.ac.uk/applicants/policies/tuition-fee-deposit) for further information. The deposit will be deducted from the overall tuition fee students are required to pay.

The University will request additional documents where required (eg, passport copy, previous UK visas) and may require evidence of finances.

Many international students will be required to do a pre-CAS interview. As well as meeting Kent's requirements, this is also an opportunity for students to get an experience similar to that of the UKVI [credibility interview](#). It is important agents don't coach students in what to say - students should answer the questions as honestly as they can.

The student will then receive a draft copy of their CAS called a pre-CAS, which they will need to check and approve. 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 [kent.ac.uk/student-immigration/cas/apply-cas-new](http://kent.ac.uk/student-immigration/cas/apply-cas-new) for further information.

Kent expects agents to support the recruitment of genuine students whose primary purpose is to study. Agents must have checks in place to ensure supporting documents are genuine, the student understands their course choice, and the student is aware of fee payment requirements and has the financial resources to meet them.

Students whose prime motivation is to work in the UK should not be recruited. Where doubts exist, you must discuss these with Kent so that a joint decision can be made.



## Important dates (2026/27)

One of our key priorities through Kent 2030 is to introduce greater flexibility for students. In September 2025, linked with the move to 20 credit modules, we introduced a three-term system for undergraduate study and a four-term system for postgraduate study. Students will have simpler module choices and all assessments will take place within each term, giving students regular opportunities to check their learning as they progress. This structure also allows for more entry points throughout the year in order to aid flexible recruitment.

29 June 2026	Application deadline for postgraduate research courses and PGT Forensic Psychology
24 August 2026	Application deadline for undergraduate and postgraduate taught courses
26-27 September 2026	Arrivals weekend
28 September – 2 October 2026	Welcome week
5 October 2026	Autumn term starts
10 December 2026	Autumn term ends
23 December 2026	University closes
11 January 2027	University reopens
13 January 2027	UCAS application deadline (Kent will accept applications after this date)
11 January 2027	Spring term starts
19 March 2027	Spring term ends
26 March 2027	UK Public Holiday
29 March 2027	UK Public Holiday
12 April 2027	Summer term starts
3 May 2027	UK Public Holiday
31 May 2027	UK Public Holiday
18 June 2027	Summer term ends
30 June 2027	University accommodation application deadline
30 June 2027	Pre-Clearing begins
5 July 2027	Late Summer term begins (PG only)
12 September 2027	Late Summer term ends (PG only)

For a full list of International Admissions deadlines, please visit: [kent.ac.uk/international/international-admission-deadlines](https://kent.ac.uk/international/international-admission-deadlines)



# 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.

## Accommodation application deadline

### Accommodation application deadline

30 June 2026

Clearing applicants can indicate their preference for campus accommodation in the Clearing application form.

## 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
- We have shorter contract lengths than many other UK universities
- 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 £5,000 per annum per annum
- 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
- Includes free Premium Plus Kent Sport membership
- There are opportunities to apply for accommodation for years 2 and 3

## Medway

Our Medway students live at Pier Quays, part of a 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
- Exclusive free Sport Premium Plus membership or a Medway Park Premier membership
- 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 [kent.ac.uk/accommodation](https://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 30 June in the year of entry:

- new full-time undergraduate students who select Kent as their first choice university and who apply before 30 June in the year of entry will be offered University accommodation
- insurance, late and clearing applicants will be offered accommodation subject to availability
- postgraduate students who are holding an unconditional offer from Kent and who apply before 30 June 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 30 June 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.





# ENGLISH REQUIREMENTS



## English language entry requirements

Many international students must demonstrate an approved English language qualification to meet course and visa requirements. The qualifications and grades 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, they may not need to submit an approved English language qualification.

Please visit our website [kent.ac.uk/courses/english-language-requirements#qualifications-by-country](https://kent.ac.uk/courses/english-language-requirements#qualifications-by-country) for a full list of in-country qualifications and the corresponding time limit, that we will consider in place of an English language test, for both undergraduate and postgraduate entry. If meeting the English language conditions this way, you will also need a language and academic qualification assessment statement from [Ecctis](https://www.ecctis.com/).

Please note that some degree programmes may require higher scores. For details of all of our English language requirements, see [kent.ac.uk/courses/english-language-requirements](https://kent.ac.uk/courses/english-language-requirements)

## Pre-sessional English courses

Kent offers intensive English for Academic Purposes (EAP) pre-sessional courses online or on campus. Satisfactory achievement on a Kent pre-sessional may be used to meet English language entry requirements (where applicable). The length of programme your student will need to attend will be determined by their existing English language ability:

- 16 weeks beginning in May
- Ten weeks beginning in June
- Six weeks beginning in July

## 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. Kent 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

Qualification	EAP* course 16 weeks	EAP course ten weeks	EAP course six weeks
<b>IELTS 6.0 (or equivalent) degree course entry requirement:</b>	4.5 incl 4.0 in R & W and 4.5 in L & S	5.0 incl 4.5 in all skills (Minimum 5.0 in S for online course)	5.5 in all skills (Minimum 5.5 in S for online course)
<b>IELTS 6.5 (or equivalent) degree course entry requirement:</b>	5.0 incl 5.0 in L & S and 4.5 in R & W	5.5 incl 4.5 in all skills (Minimum 5.0 in S in online course)	6.0 incl 5.0 in all skills (Minimum 5.5 in S for online course)
<b>IELTS 7.0 (or equivalent) Degree Course Entry Requirement:</b>	5.5 incl (Minimum 5.5 in R & W and 6.0 in L & S)	6.0 incl 6.5 in all skills (Minimum 6.5 in S for online course)	6.5 incl 6.5 in all skills (Minimum 7.0 in S for online course)

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

Only UKVI approved SELTs are acceptable to UK Visa & Immigration (UKVI) for pre-sessional programmes. A UKVI Academic IELTS or Pearson PTE Academic UKVI must be taken at a UKVI-approved test centre. Approved English language qualifications must have been taken within two years of the course start date. See [kent.ac.uk/courses/english-language-requirements](http://kent.ac.uk/courses/english-language-requirements) for details.

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

Level	CEFR	IELTS Equivalent
Good	B2	6.0 with a minimum of 5.5 in each component
Very Good	B2	6.5 with a minimum of 5.5 in each component
Excellent	C1	7.0 with a minimum of 7.0 in each component

The University of Kent accepts a wide range of tests as proof of English Language ability. Please visit [kent.ac.uk/courses/english-language-requirements](http://kent.ac.uk/courses/english-language-requirements) for a full list. Approved English language qualifications must have been taken within two years of the course start date. See [kent.ac.uk/courses/english-language-requirements](http://kent.ac.uk/courses/english-language-requirements) for details.



# MARKETING AND PROMOTION

Kent works with agents on agreed marketing activity where a clear benefit is demonstrated. All marketing must be accurate, use approved materials, and comply with Kent's brand guidelines.

## 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 or campaign, please send the details to us via [agents@kent.ac.uk](mailto:agents@kent.ac.uk) 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 design team to ensure they are consistent across all markets and meet the University's corporate brand guidelines.

## Approvals and brand use

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 [kent.ac.uk/brand](http://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 us via [agents@kent.ac.uk](mailto:agents@kent.ac.uk) prior to publication.

## Social media

- **Facebook:** [facebook.com/UniversityofKent](https://facebook.com/UniversityofKent)
- **Twitter:** [twitter.com/unikent](https://twitter.com/unikent)
- **Instagram:** [instagram.com/unikentlive](https://instagram.com/unikentlive)
- **LinkedIn:** [linkedin.com/company/university-of-kent](https://linkedin.com/company/university-of-kent)
- **YouTube:** [youtube.com/user/UniversityofKent](https://youtube.com/user/UniversityofKent)
- **Flickr:** [flickr.com/photos/universityofkent](https://flickr.com/photos/universityofkent)
- **Weibo:** [weibo.com/universityofkent](https://weibo.com/universityofkent)

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

## Education fairs

Where Kent requests support at an event, an experienced counsellor trained to speak about the University of Kent is preferred.

## 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 agents.

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 Postgraduate Guide, 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 agents which takes place annually in Autumn. 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 us via [agents@kent.ac.uk](mailto:agents@kent.ac.uk)





# CLAIMING COMMISSION



## How to claim commission

Kent processes commission payments for students who applied via agents and go on to register. Agents are asked to submit invoices in line with the timetable on the next page.

## Invoice requirements

- Full University address
- Date of issue
- Invoice number
- Student details, tuition fee paid and commission being claimed
- Payment details (bank name/address, account name, sort code, account number, IBAN and SWIFT for international transfers)

The commission percentage payable is set out in your agreement and will depend on the number of students who register.



## Our commission process

<b>5 October</b>	Students register at the University of Kent
<b>By mid-November</b>	Kent contacts your agency with a list of registered students (autumn starters)
<b>By 1 December</b>	You submit your commission invoice to International Recruitment (autumn starters)
<b>January/February</b>	Payment is received (subject to checks)
<b>January</b>	Students register at the University of Kent
<b>By 28 February</b>	Kent contacts your agency with a list of registered students
<b>By 18 April</b>	You submit your commission invoice (January starters)
<b>May/June</b>	Payment is received (subject to checks)

# SWITCHING AGENTS

Kent has multiple agents in many countries. If a student wishes to switch agency Kent must be notified either by an email from the student directly, or by a signed agency authority form from the student's new agency.

## **Commission decisions where more than one agent is involved**

When a student switches agent, International Recruitment will make a final decision on commission payment. Factors considered may include:

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

Commission can only be paid for students who registered in the immediately preceding September and January intakes; commission cannot be paid for students who registered in previous academic years.

## **Sub agents**

Agents must not appoint or use sub-agents to represent Kent without prior written approval and must ensure any approved sub-agents meet the same training, ethical and data protection standards.



# LEGAL AND COMPLIANCE EXPECTATIONS

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
- United Kingdom General Data Protection Regulation, Assimilated Regulation (EU) 2016/679 (UK GDPR)
- Freedom of Information Act 2000
- Bribery Act 2010

## Data Protection Act 2018

The UK GDPR 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 UK's data protection legislation affects you

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

Please refer students to the University Applicant Privacy Notice which outlines how the University of Kent collects, uses and manages their personal information, and their data rights: [kent.ac.uk/applicants/policies/privacy-notice](https://kent.ac.uk/applicants/policies/privacy-notice)

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 UK data protection law, 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 agents have centred on the commission payments the University makes to companies, usually with detailed requests regarding bonuses and targets.

It is unlikely that we will be required to disclose 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 Office website ([ico.org.uk](http://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
- for a commercial organisation to fail to prevent bribery.

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 ten 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: [kent.ac.uk/governance/policies-and-procedures](http://kent.ac.uk/governance/policies-and-procedures)

Other current relevant University documents include the following and can be found at the website [kent.ac.uk/about/governance/policies-and-procedures](http://kent.ac.uk/about/governance/policies-and-procedures):

- Whistleblowing
- Ethical Conduct of External Activity
- Fraud Prevention and Response

Transparency International UK has published guidance on Anti-Bribery Principles. This guidance is available on the web at [antibriberyguidance.org](http://antibriberyguidance.org)

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 agents 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 ie 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 agents.





This booklet was produced in January 2026. 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: [kent.ac.uk](http://kent.ac.uk)

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

University of  
**Kent**