

New Passenger Locator Form Communications Partner Pack

November 2020

 UK Government 
CORONAVIRUS
STOP HERE
All travellers must complete the **Passenger Locator Form** before travelling to the UK
Scan the QR code with your device or visit gov.uk/passenger-locator-form to complete the form now
 
It is a legal requirement to complete this form. Fines of up to £10,000 apply to travellers who cannot show a completed form when spot-checked
The information you provide will be used to contact you, if someone you have travelled with develops coronavirus symptoms
STAY ALERT ▶ CONTROL THE VIRUS ▶ SAVE LIVES

What's included in this pack:

- ▶ Slide 3 – Introduction and how you can help
- ▶ Slide 4 – Passenger Locator Form checklist
- ▶ Slide 5 – PLF key messages
- ▶ Slide 6 – Customer journey touch points for communications
- ▶ Slides 7-11 – PLF toolkits
 - ▶ Slide 8 – Social media toolkit
 - ▶ Slide 9 – Social media Q&A
 - ▶ Slide 10 – Digital and printed promotional toolkit for use overseas
 - ▶ Slide 11 – Digital and printed promotional toolkit for use in UK ports

Working together to save lives – Passenger Locator Form

We need your help to ensure all inbound travellers (UK and international) complete the Passenger Locator Form (PLF) before travelling to the UK border.

Millions of travellers have completed the PLF, but our data shows that traveller awareness is still low and completion of the PLF remains inconsistent.

In this partner pack, we are providing a communications checklist and toolkit for you to use, which will help increase passenger completion of the form, why it exists and the risk of penalties for those who do not complete it.

Please support us by using our new PLF promotional materials throughout your customers' journey to the UK, so that we can all work together to increase the rate of PLF completion.

If you have any questions or comments, please contact the PLF campaign team PortInformation@homeoffice.gov.uk.

Passenger Locator Form Checklist:

Please help us to promote completion of the PLF by:

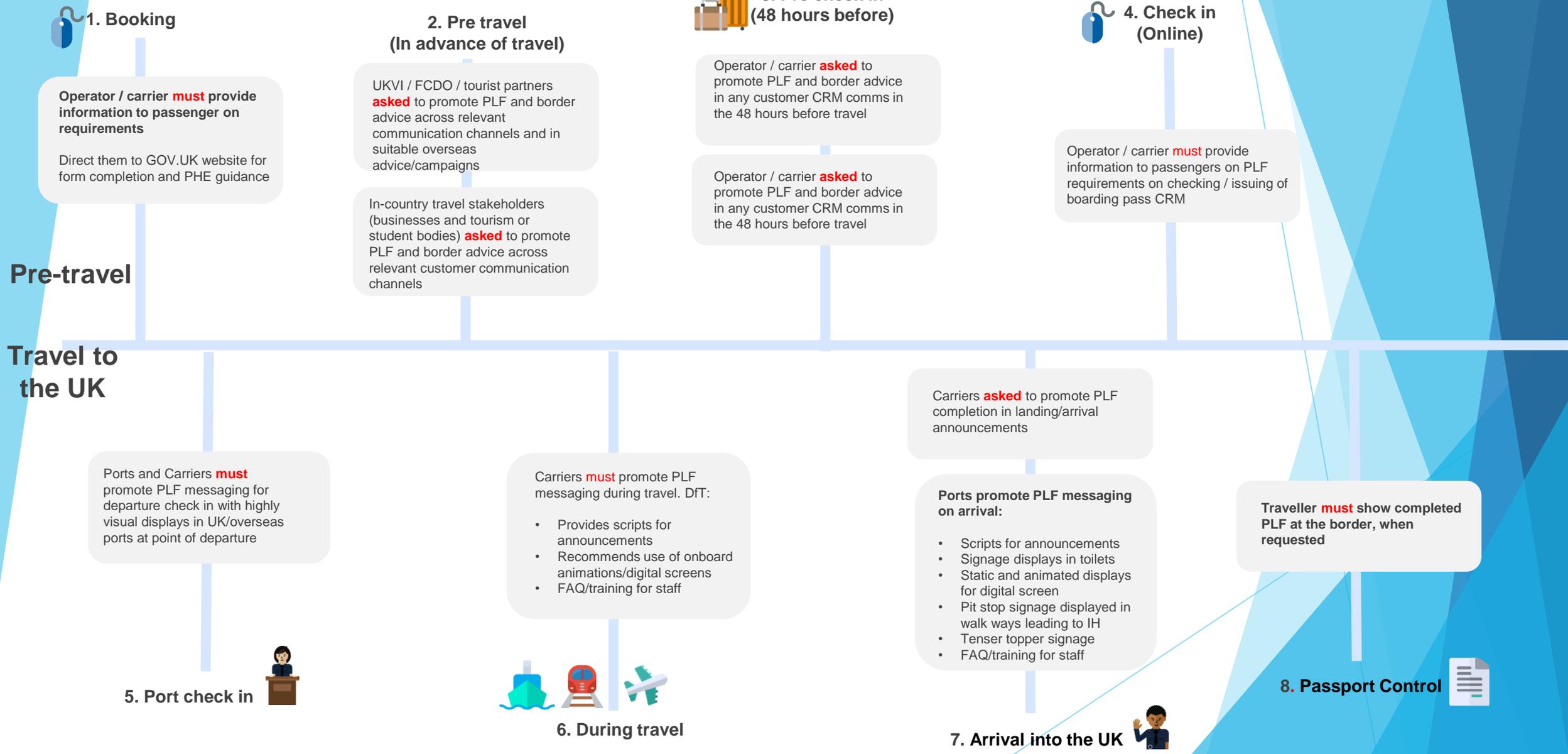
- ✓ Using the updated PLF assets at relevant points of your customers' journey, especially the new 'pre-travel' assets we have created for you
- ✓ Using our social media assets and suggested posts on your customer communications channels, to reach as many travellers as possible
- ✓ Using the social media Q&A guidance and key messages to respond to any customer online comments or questions
- ✓ Getting in touch if you have a question or suggestion for promoting the PLF!

PLF key messages:

- ▶ All travellers must complete the PLF before travelling to the UK
- ▶ It is a legal requirement to complete the form
- ▶ Penalties apply to travellers that cannot show a completed form when spot-checked at the UK border
- ▶ The information provided on the form will be used to contact travellers if someone they have travelled with develops coronavirus symptoms
- ▶ The PLF is free to complete



It's crucial that PLF messaging is communicated at the following stages:



Pre-travel

Travel to the UK

Passenger Locator Form toolkits

Promotional materials for you to download for overseas and UK travellers

PLF social media toolkit:

Social media assets



Audience: Overseas travellers

Suggested post:

Travelling to the UK?
Don't forget to complete the
Passenger Locator Form 48
hours before you go.

www.gov.uk/passenger-locator-form



Audience: UK citizens

Suggested post:

Planning to travel abroad?
Don't forget to complete the
Passenger Locator Form 48
hours before you return to
the UK.

www.gov.uk/passenger-locator-form



Audience: UK and
International travellers

Suggested post:

All travellers must
complete the free
Passenger Locator Form
before travelling to the
UK. The information you
provide will support
public health measures.

www.gov.uk/passenger-locator-form

Download the animations,
including DA versions:
<https://coronavirusresources.phe.gov.uk/stay-alert-to-stay-safe/resources/>

Social media tips:

- ✓ Please use the key messages on slide 5 to help shape your social communications
- ✓ Always link to gov.uk/passenger-locator-form
- ✓ Use the animation communicating that the PLF is free
- ✓ Refer to slide 9 for help with interacting with customers and other members of the public on social media

Social media Q&A

To help you manage your interactions with the public on social media, we've drafted some suggested responses to questions you might receive. These can be combined as you best see fit:

- **There's no point in completing the PLF as no one checks it.**
- All travellers must complete the form before travelling to the UK.
- The PLF supports public health efforts and will be used to contact you if someone you came into contact with whilst travelling contracts coronavirus.
- Border Force is carrying out spot checks at UK ports, and penalties apply to those found not to have completed the PLF.
- Millions of travellers have completed the form and helped protect themselves and the wider public.

- **When can I complete the form?**
- Travellers can complete the PLF up to 48 hours before they travel to the UK.

- **The PLF costs money to complete.**
- The PLF is free to complete. You can access the form at gov.uk/passenger-locator-form.
- (Some travellers are being targeted with ads from a company that charges a small fee to complete the PLF. We suggest you use the animation on slide 8 to help travellers complete the correct form.)

- **The form takes too long to complete.**
- Completing the PLF supports public health efforts, and the information you provide will be used to contact you if someone you came into contact with whilst travelling gets coronavirus.
- Travellers can complete the PLF up to 48 hours before they travel to the UK.

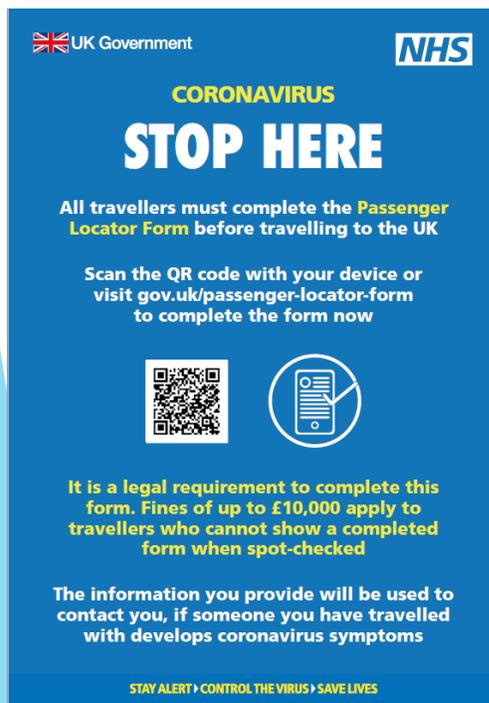
- **The form captures personal information I don't want to share with the government.**
- Your personal data is protected by the General Data Protection Regulation (GDPR) and the Data Protection Act 2018.

Digital and printed promotional toolkit for use overseas



Animation: To use on websites and any digital customer communications you may provide

Signage: To use on digital screens or printed and displayed for travellers to see on departure to the UK



Download the toolkit:
<https://coronavirusresources.phe.gov.uk/stay-alert-to-stay-safe/resources/>

Usage tips:

- ✓ Use the animation in departure areas overseas to travellers before they get on board
- ✓ Use the 'Stop here' signage in departure areas
- ✓ Use the 'All travellers' signage and leaflets at check-in desks

Display: In departure areas

Display: At check-in desks

Digital and printed promotional toolkit for use in UK ports



Animation: To use on websites and any digital customer communications you may provide

Signage: To use on digital screens or printed and displayed for travellers to see before departure, on arrival or after exiting border controls



Display: In departure areas and at check-in desks

Display: By Egates

Display: Before passport control

Display: After border controls

Download the toolkit:
<https://coronavirusresources.phe.gov.uk/stay-alert-to-stay-safe/resources/>

Usage tips:

- ✓ Use the animation in departure areas
- ✓ Use the 'All travellers' signage and leaflets in departure areas
- ✓ Use the Egates signage by the Egates
- ✓ Use the 'Thank you' signage after passport control