



HM Government

**The UK's Points-Based
Immigration System**
Employer communications

New points-based immigration system context



Ending free movement



EU and non-EU treated equally



Implementing a points-based immigration system



Delivering for the whole of the UK



5-year transformation programme launching



Employer communications objectives

Overarching

Employers and EU citizens understand and are compliant with the new immigration system.

Employers workstream

1. **Employers are aware that free movement is ending and that there will be a new points-based immigration system**
2. **Employers understand what the new system means for them.**
Specific messages:
 - a. If an employer wants to recruit from overseas, they need to (apply to) be a sponsor
 - b. EU citizens coming to the UK from 1 January 2021 will fall under the new system
 - c. Employers must understand and comply with the requirements for right to work checks (including during grace period)
3. **Employers take appropriate action to prepare for the implementation of the new system**
Specific actions:
 - a. Employers share information with current staff to encourage them to apply to the EUSS
 - b. Employers apply to become a sponsor if required
 - c. Employers begin using the new system for EU citizen arrivals when the routes open
 - d. Employers are compliant with right to work obligations



Employer communications – target outcomes

A single, integrated communications strategy is required to ensure employers receive information concerning both the retention of existing EU staff and future recruitment of overseas workers. This is underpinned by messages on compliance and right-to-work checks, including digital status.



Staff retention



Future recruitment



Right-to-work compliance



Employer communications – our audience

Current context:

1. Coronavirus (Covid-19) is a lens through which many are viewing all decisions related to their business or personal plans to move to the UK to live, work or study
2. Awareness of the ending of Freedom of Movement is mixed, with some employers still unaware
3. Understanding of direct implications of the new points-based immigration system is low

Adapting our messaging:

- Certainty in our communications on **timings and the nature** of the system, to make the changes feel real
- Communications must find **multiple ways** to reach audiences to increase awareness
- We must **focus on the basics** and **spell out how changes affect businesses**.
 - Further, more complex messages can be delivered **as we walk the audience through** the changes in the customer journey
- While employers are **increasingly aware of key terminology and concepts** associated with the new points-based immigration system, we find that they are **less confident in the detail and their understanding of business impacts**.



Employers – core message

The points-based system includes a route for skilled workers, both EU and non-EU citizens, who will need to meet the following requirements:

Job offer from HO approved sponsor

Speak English

Criminality threshold

Skill level
RQF3 (A-level and equivalent) and above

Relevant salary – either the general threshold or going rate, whichever is higher.

What's new for the skilled worker route?

- No cap on numbers
- No Resident Labour Market Test
- Expanded skills threshold – now RQF3 (equivalent to A-level) and above
- Tradeable points – points for certain characteristics will be tradeable against salary



Employers – prospective / existing sponsors

Prospective sponsors

- **Informing** of key changes and milestones
- **Driving** action to adapt to the new system
- **Channels:** GOV.UK, marketing, Government owned channels, stakeholder messaging, HO sector engagement and speakers
- **Content:** GOV.UK guides and shareable assets, podcast, campaign assets, enhanced toolkit

Existing sponsors

- **Informing** of key changes and milestones
- **Involving** in transformation programme
- **Channels:** GOV.UK, Government owned channels, sponsorship system, stakeholder messaging
- **Content:** GOV.UK guidance, sponsorship system



Three-phase strategy - overview

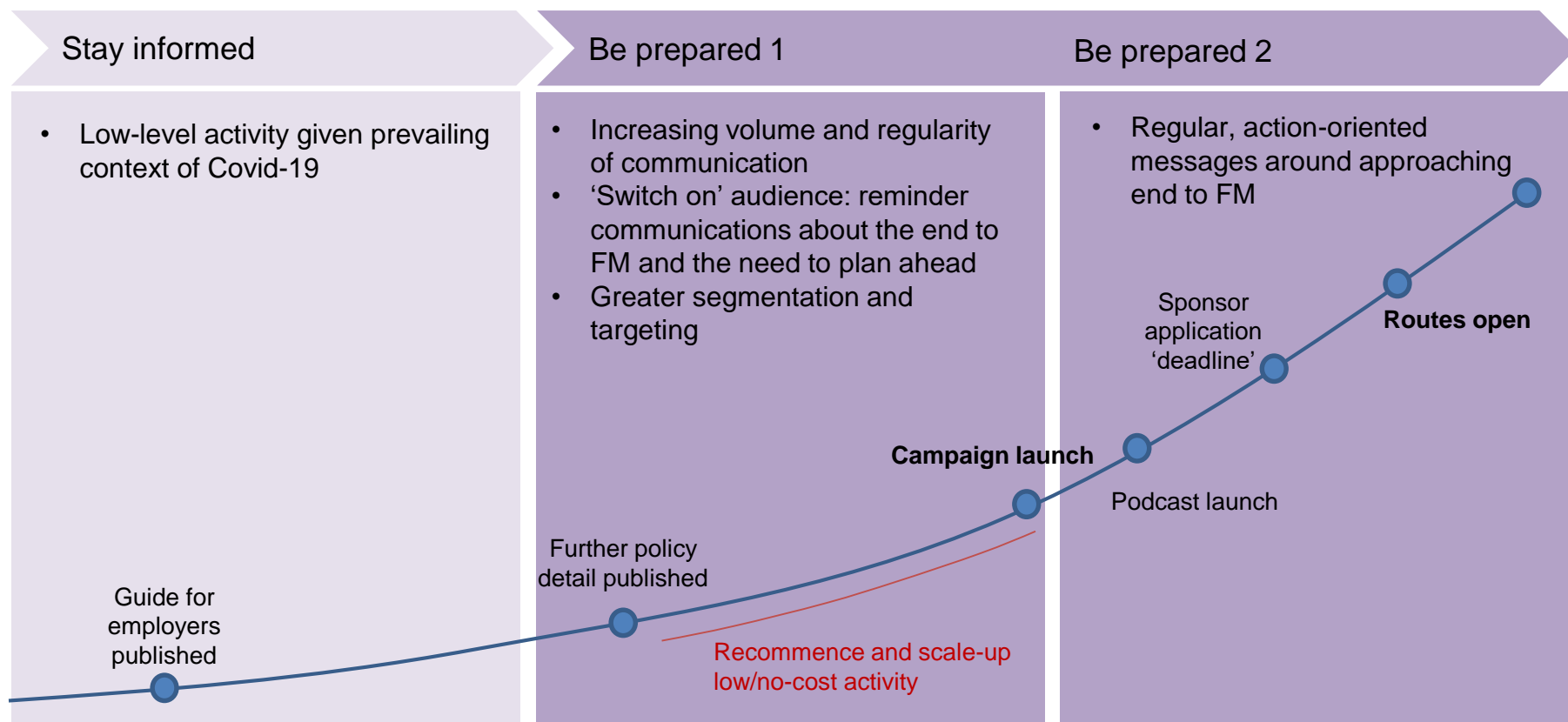
	Stay informed	Be prepared	Take action/Comply
Role	Increase awareness through owned channels that the immigration system will change in 2021, encouraging people to sign up on gov.uk to be notified of changes.	Increase awareness among core audiences that the immigration system is changing soon and what this will mean for them.	Deliver tailored, targeted paid-for and no/low cost communications to inform people about the changes to the immigration system and ensure people are aware of, and complying by, the new requirements.
Activity	Communications via Home Office-owned and HMG channels. Communications to signpost audiences to gov.uk page. Secure email programme.	Work with other Government departments and key stakeholders to reach engaged audiences. The engagement programme will deliver bespoke events in regional locations and identify existing events to attend to reach key audiences.	Extensive engagement, with roadshow-style events and joint initiatives led through Cabinet Office, BEIS and other Government departments.
Core message	'The UK's immigration system is changing, sign up on gov.uk if you'd like to be kept informed'	'The UK's immigration system is changing soon, find out what you will need to do to employ overseas workers'	'The UK's immigration system has changed, find out what you need to do to employ overseas workers / to live, work or study in the UK'

	Jan 20	Feb 20	Mar 20	Apr 20	May 20	Jun 20	Jul 20	Aug 20	Sep 20	Oct 20	Nov 20	Dec 20	Jan 21	Feb 21	Mar 21
Employers	Stay informed					Be prepared			Be Prepared: Marketing phase 1			Take Action/ Comply: Marketing phase 2			



Three-phase strategy – campaign arc

- Raise awareness and understanding through:
 - external stakeholder channels, such as business representative organisations
 - direct emails to registered businesses
 - other HMG channels
- To support and amplify engagement activities through digital products and platforms



Employer comms to date

GOV.UK

- pbisemployers.campaign.gov.uk/
- www.gov.uk/guidance/recruiting-people-from-outside-the-uk-from-1-january-2021
- www.gov.uk/government/publications/uk-points-based-immigration-system-employer-information

Messaging

- Press announcements
- Employers mailing list
- Stakeholder lists
- Existing sponsors
- Owned social media channels

Engagement

- Sector specific webinars
- Advisory Groups (www.gov.uk/government/publications/the-uks-future-skills-based-immigration-system-advisory-group-membership)

Marketing

- Radio
- Social
- Out of Home
- Trade press
- Partner packs



Points-based immigration system GOV.UK shareable assets

Guides

EU citizens guide



EU students guide



Employers Guide



Sponsor Guide



Social assets

EU citizens



EU students



Sponsoring a worker



Hiring outside of the UK



UKVI toolkit

Global Talent visa



Skilled worker visa



Graduate Immigration Route



Points-based immigration system partner packs

The UK's points-based immigration system: Social statics: Facebook, Instagram and LinkedIn

A suite of digital assets to support you in communicating about the new points-based system.

Please use these assets when communicating to your members on social media, via e-newsletters or HTML platforms.

POST COPY: UK points-based immigration system:
The way you hire from the EU is changing. Find out more at [GOV.UK/HiringFromThe EU](https://www.gov.uk/hiring-from-the-eu)

These can be found [here](#)



Points-based immigration system sponsorship intro



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Employers guide to becoming a licensed sponsor of skilled migrant workers

1. Check your organisation is eligible

- Check the people you want to hire are eligible to come to the UK under the new **points-based immigration system**
- Ensure you are able to provide the **necessary supporting documents** for your sponsor licence application, e.g. details of your organisation and intended jobs you wish to fill
- To get a licence, you cannot have unspent criminal convictions for immigration offences or certain other crimes, such as fraud or money laundering

2. Ensure your organisation can manage its licence

- You need to appoint people within your organisation to manage the sponsorship process when you apply
- They will be responsible for ensuring your organisation remains compliant within the requirements of the licence
- You will need to **keep record of your staff that you sponsor** for reporting for UKVI (UK Visas and Immigration)

3. Apply – allow 8 weeks

1. **Apply online and pay the fee**
 2. The fee is dependent on the type of licence(s) you are applying for and the type and size of your organisation. It will either be £536 or £1,476
 3. Send your supporting documents to UKVI
 4. Confirm how many staff you plan to recruit through the sponsorship system for the current financial year
 5. Each staff member sponsored costs £21 or £199, in addition to the usual visa application fees
- ✓ If successful, your licence will be valid for 4 years

4. Sponsor a worker – 15 days*

1. Once you have selected a candidate, they must make a **visa application** to work in the UK
 2. You must first endorse your prospective employee's visa through your sponsor licence account by requesting then issuing an electronic 'certificate of sponsorship'
 3. Pay the Immigration Skills Charge. This is £1,000 for the first year of work in the UK plus £500 for each additional 6 months, or £364 and £182 respectively for small businesses or charities
 4. The employee must then submit a visa application under the same category as your licence
- ✓ If the prospective employee's visa application is granted, they may travel to the UK and start working



*If sponsoring a migrant worker from outside the EU in 2020 you must normally advertise to the UK labour market for 28 days. If recruiting from 2021, you may immediately advertise globally and non-UK nationals (including those from the EU) will need a visa and your sponsorship to work at your organisation.



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Our ask for you

1. **Coordinating** points-based immigration system **messaging** by linking our team with communications counterparts in your organisation
2. We will work with your comms teams on **sector/audience specific messaging**
3. Establish **feedback channels** for suggesting new content, improving current messaging and guidance.
4. **Access to your networks** for amplifying our messaging, and to identify and link us to individual organisations within your audience for case studies (testimonials, detailed feedback, audience testing of materials)

Contact us at: PBISEmployerComms@homeoffice.gov.uk

pbisemployers.campaign.gov.uk/

www.gov.uk/guidance/new-immigration-system-what-you-need-to-know

www.gov.uk/government/publications/uk-points-based-immigration-system-employer-information

