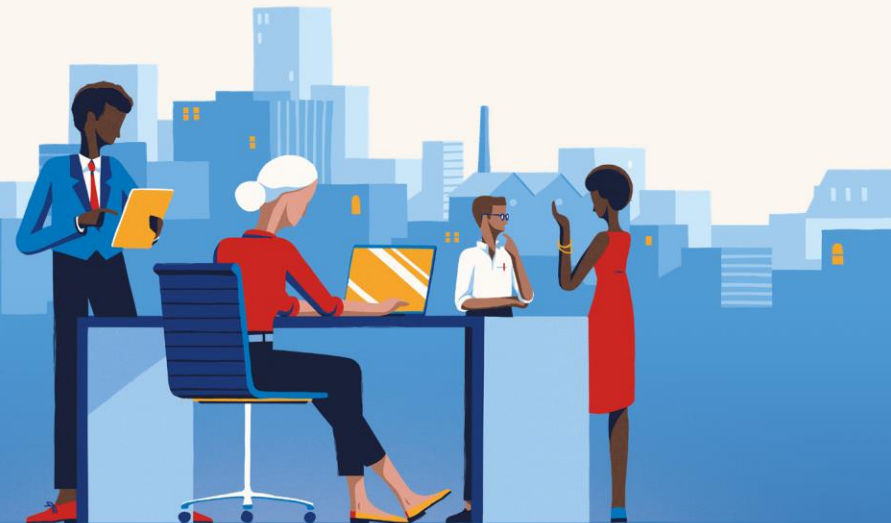




Home Office

UK points-based immigration system

Employer communications



Policy reminder – EU citizens

11pm, 31 December 2020

EU Settlement Scheme

EU citizens and their family members living in the UK by 31 December 2020 can apply to the EU Settlement Scheme.

Those eligible for the EU Settlement Scheme must apply by 30 June 2021.

Close family members who are not living in the UK by 31 December 2020 will be able to join their EU family member in the UK at any point in the future. See GOV.UK for further details.

Points-based immigration system

Free movement is ending and the new points-based immigration system will treat EU and non-EU citizens equally.

From 1 January 2021, anyone who wants to come to the UK to work, excluding Irish citizens, will need to apply for permission in advance. They will need to meet new job, salary and language requirements to score enough points to be granted a visa.

Employers must have a sponsor licence to hire most eligible employees from outside the UK.

Some immigration routes, such as Global Talent, are 'unsponsored'.

Immigration work routes now open

Routes now open for applications:

Skilled Worker visa, for workers who have a job offer at the appropriate skill level, knowledge of English and who will be paid a minimum salary.

Global Talent visa for people who can show they have exceptional talent or exceptional promise in the fields of science, engineering, humanities, medicine, digital technology or arts and culture

Innovator visa for a person seeking to establish a business in the UK based on an innovative, viable and scalable business idea

Start-up visa for a person seeking to establish a business in the UK for the first time

Intra-company Transfer visa, which is for established workers who are being transferred by the business they work for to do a skilled role in the UK

[UK work visas](#)

[Working in the UK immigration routes policy guidance](#)

Key audiences impacted by the implementation of the new immigration system

Two priority campaign strands based on the scale of behaviour change required:

UK Employers

- Non-sponsors, focus on SME's
- Current sponsors

EU citizens in the EU

- Potential workers
- Potential students
- Those intending to live / join family members in UK
- Visitors
- Key stakeholders

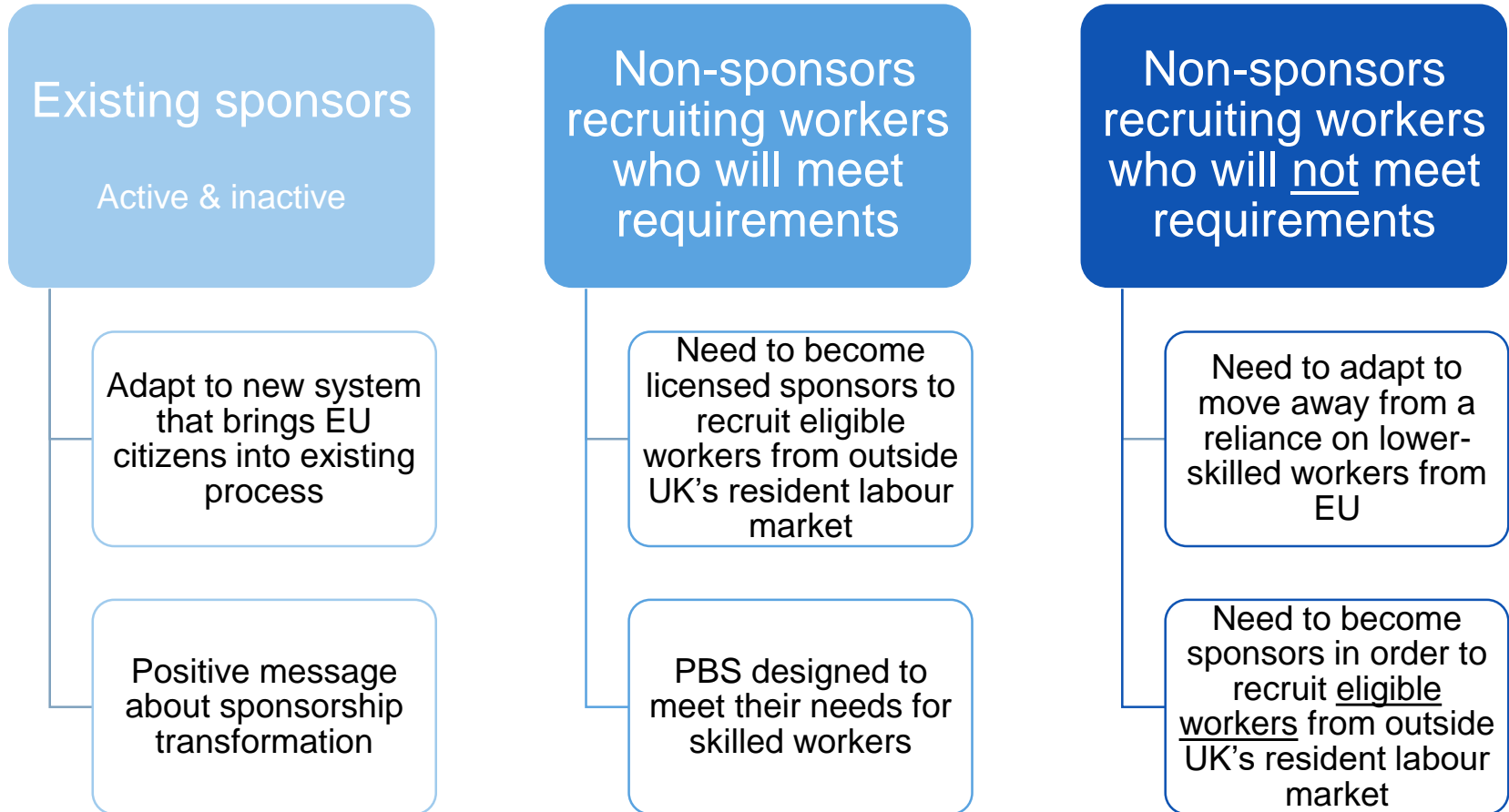
Further impacted audiences also within scope:

RoW citizens

EU citizens in the UK

UK public

Employer segmentation



Communication 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 eligible workers from overseas, they need to (apply to) be a licensed 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



Home Office

Guidance and assets



Podcast: Business and the future of immigration in 2021

To help employers prepare for the points-based immigration system, the Home Office has created a podcast episode in partnership with Intelligence Squared. The discussion covers what employers need to know if you are thinking of hiring anyone from outside the UK from 1 January 2021.

Call to action: Please share this podcast with employers.

[Listen now](#) to Business and the Future of Immigration in 2021. Also available on [Spotify](#) and [Apple](#).



An Introduction for employers

[Guidance on the new points-based immigration system for employers](#)

Call to action: Please share this introductory guide to the new system with employers for an overview of the new requirements, sponsorship process and fees.



The UK's points-based immigration system: an introduction for employers (accessible version)



The UK's points-based immigration system: an introduction for employers



Sponsorship guide



HM Government

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-EU nationals (including those from the EU) will need a visa and your sponsorship to work at your organisation.

Employer Partner Pack

This pack outlines our key messages and provides all the communication products for use on channels including social media, email updates and e-newsletters.

Call to action: Please use the assets in this pack to share important information with employers.

Tip: Use links provided in the pack to download the assets. Screenshots or reusing images found online will have low-resolution quality and may blur text.



EU Settlement Scheme toolkit

The EU Settlement Scheme toolkit includes an overview what the scheme means for employers, alongside a range of assets they can use to help their current EU staff apply:

- Template letter to staff
- Leaflets, posters, factsheets
- Social media assets
- Translated materials

It also includes a guide on the frontier worker permit.

Call to action: Please share the toolkit with employers so that they are able to pass information on to those who need to apply.



What can you do

1. Share the materials provided in this pack with employers and business networks.
2. Provide links to the key pages below to enable employers and applicants to access the information they need
3. Establish feedback channels for suggesting new content, improving current messaging and guidance

Further information

EU Settlement Scheme

- [Employer toolkit](#)
- [Information for applicants](#)

Points-based immigration system

- [Employer information pages](#)
- [Introductory guide, podcast and sponsorship overview](#)

HM Government

The way you hire from the EU is changing



Find out more

HM Government

BUSINESS AND THE FUTURE OF IMMIGRATION IN 2021

HM Government

Find out more at GOV.UK/HiringFromTheEU



HM Government

From 1 January 2021



HM Government

**The UK's points-based immigration system
An introduction for employers**



HM Government

The way you hire from the EU is changing



Find out more

UK points-based Immigration system: Employer Partner Pack





HM Government

The way you hire from the EU is changing from 1 January 2021



Thank you for using the second edition of our Employer Partner pack.

From 1 January 2021, free movement will end and the UK will introduce a points-based immigration system. The new system will treat EU and non-EU citizens equally and transform the way in which all migrants come to the UK to work. Anyone coming to the UK to work, excluding Irish citizens, will need to apply for permission in advance.

To support you in providing essential guidance about the new points-based system to employers and your stakeholders, we have developed a suite of digital and print assets with information to help employers prepare.

This pack outlines our key messages and provides communication products for use on channels including social media, email updates and e-newsletters. Please do feel free to share this pack and the assets among your wider partners.

Your help and support in communicating this essential guidance is much appreciated. We hope this pack makes it as easy as possible to share updates with your audience and stakeholders through your range of digital channels.

If you have any questions or feedback, please contact us at: PBISEmployerComms@homeoffice.gov.uk



HM Government

Find out about the new requirements



[Find out more](#)

Content

What's new:

- Podcast
- Updated factsheet
- Updated introduction for employers guide

Also in this pack:

- Link to the PBS Employer GOV.UK page
- Infographic: Overview of sponsorship process for employers
- Social statics
- Social animations

Key messages

- The way you hire from the EU is changing. From 1 January 2021, you will need to register as a licensed sponsor to hire eligible people from outside the UK.
- Free movement is ending, and the new points-based immigration system will introduce job, salary and language requirements that will change the way you hire from the EU.
- The new system will treat EU and non-EU citizens equally and transform the way in which employers recruit from outside the UK.
- You'll need a sponsor licence to hire most eligible employees from outside the UK.



The UK's points-based immigration system: Employers GOV.UK page



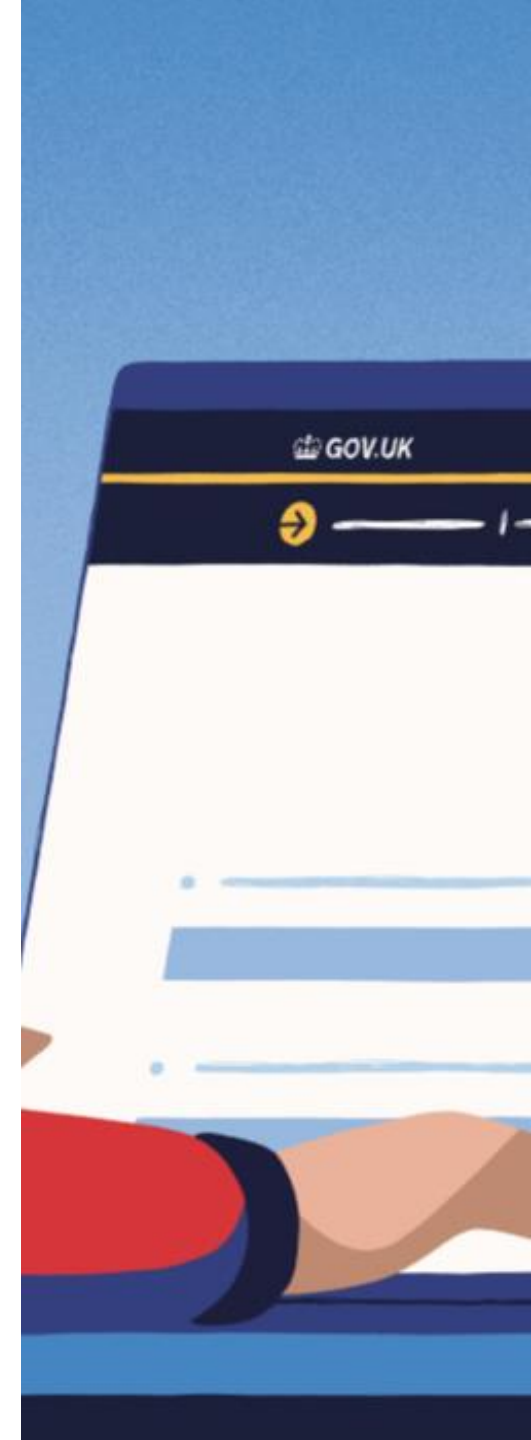
Employers should visit our dedicated GOV.UK page for the latest guidance and resources to support them with the points-based immigration system.

Please include this link when communicating about the new points-based immigration system.

This can be found [here](#)



Home Office




The UK's points-based immigration system: Podcast: Business and the future of immigration in 2021



BUSINESS AND THE FUTURE OF IMMIGRATION IN 2021

POST COPY: Listen to the Home Office's new podcast on the points-based system 'Business and the future of immigration in 2021', created in partnership with @intelligence2. Host @lindayueh is joined by Fragomen LLP's @IanRobbo123 and @fsb_policy's @emeliaquist.

In this special podcast, Home Office is joined by a panel of independent business and immigration experts for a discussion on hiring from overseas from January 2021 and steps businesses can take to get ready.

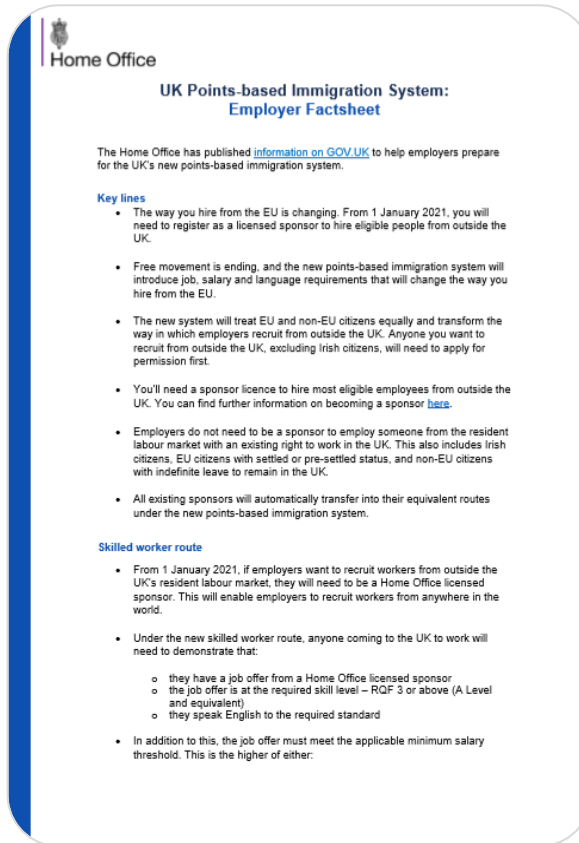
Please share this podcast, available on  [GOV.UK](https://www.gov.uk), [Spotify](#) and [Apple](#), with employers for key changes and dates businesses need to look out for and the guidance on offer to steer them through the process.



Home Office



The UK's points-based immigration system: Employers factsheet



The latest key lines and guidance to support you in communicating the new points-based system to employers and your stakeholders.

What's new:

- Further guidance on Right to Work
- Information about Frontier workers

You may use this to crib key lines and answer frequently asked questions from your members and stakeholders.

This can be found [here](#)



Home Office

The UK's points-based immigration system: An Introduction for employers

Guidance on the new points-based immigration system for employers.

Please share this guide with employers for detailed information on the sponsorship process, eligibility requirements and fees.



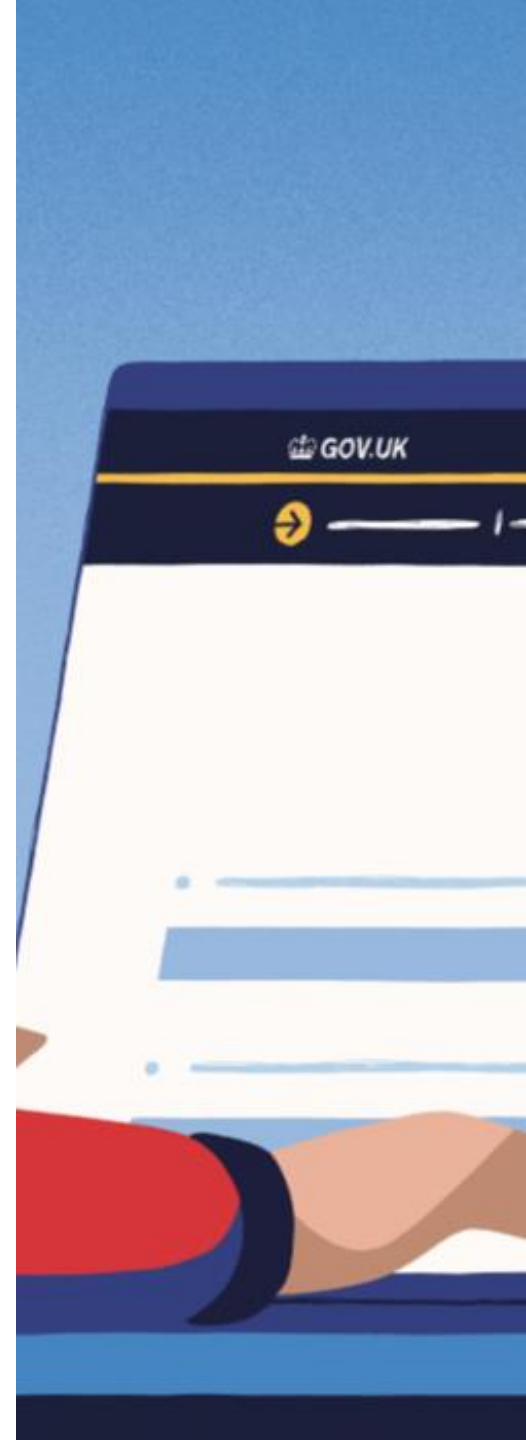
[The UK's points-based immigration system: an introduction for employers \(accessible version\)](#)



[The UK's points-based immigration system: an introduction for employers](#)



Home Office



The UK's points-based immigration system: Employers guide to becoming a licensed sponsor of skilled migrant workers

HM Government

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 to UKVI (UK Visas and Immigration)
- 3. Apply - allow 5 weeks**
 - Apply online and pay the fee
 - 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
 - Send your supporting documents to UKVI
 - Confirm how many staff you plan to recruit through the sponsorship system for the current financial year
 - Each staff member sponsored costs £21 or £195, in addition to the usual visa application fees

✓ If successful, your licence will be valid for 4 years
- 4. Sponsor a worker - 15 days***
 - Once you have selected a candidate, they must make a visa application to work in the UK
 - You must first endorse your prospective employee's visa through your sponsor licence account by requesting then issuing an electronic 'certificate of sponsorship'
 - 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 £384 and £182 respectively for small businesses or charities
 - 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.

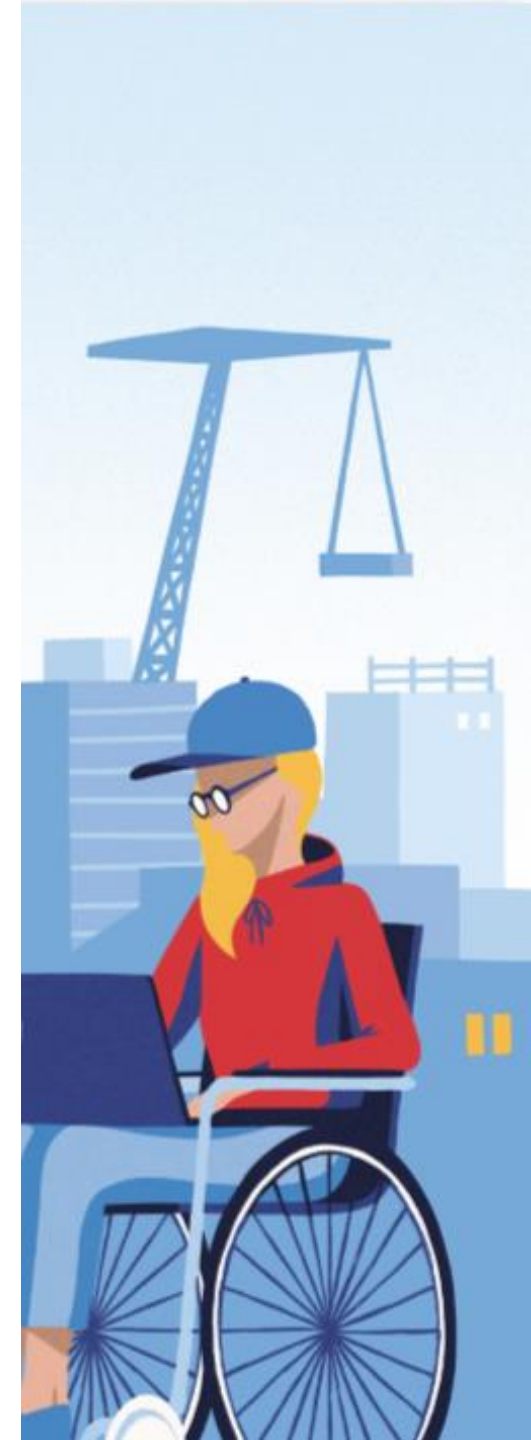
Overview of the sponsorship process for employers.

Please use this to provide employers with a guide to the process; from applying for a sponsor licence to hiring a new employee from outside the UK.

This can be found [here](#)



Home Office



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](#)



Home Office



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

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

Please use these short animations 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/HiringFromTheEU](https://www.gov.uk/hiring-from-the-eu)

These can be found [here](#)



Home Office



The UK's points-based immigration system: Digital banners

Digital banners to be used on members' hubs, bulletins, social media cover photos and websites to encourage employers to visit [GOV.UK](https://www.gov.uk)

Please use these banners on any suitable platform for communicating about the points-based immigration system to employers.

These can be found [here](#)



Home Office

**The way you hire from
the EU is changing
from 1st January 2021**



**The way you hire from
the EU is changing
from 1st January 2021**



The UK's points-based immigration system: Digital assets available for devolved nations

A suite of digital assets (statics and animations) with branding for:

- [Northern Ireland](#)
- [Scotland](#)
- [Wales](#)

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



Home Office