



UK points-based Immigration system: Employer Partner Pack



Home Office



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



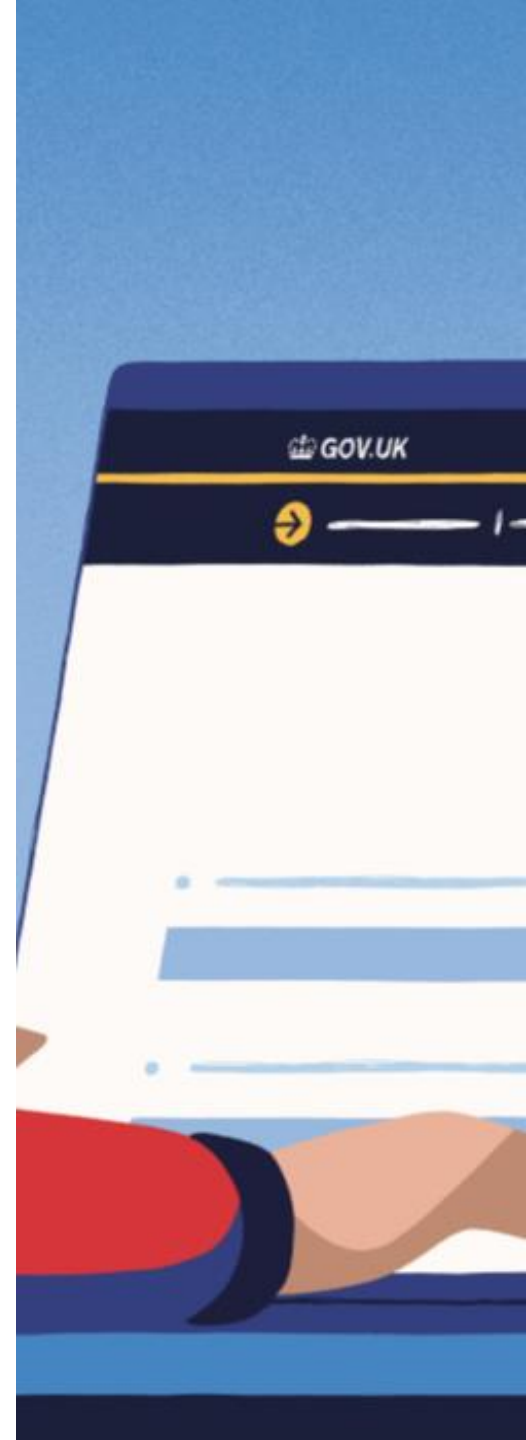
Employers should visit our dedicated GOV.UK page for the latest guidance and resources to support them with the points-based immigration system.

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

This can be found [here](#)



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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.

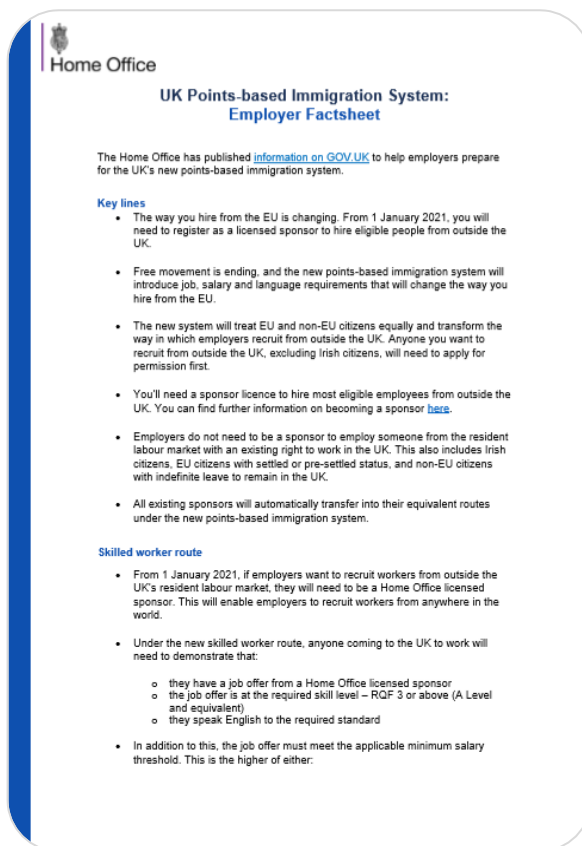
Please share this podcast, available on  [GOV.UK](https://www.gov.uk), [Spotify](#) and [Apple](#), with employers for key changes and dates businesses need to look out for and the guidance on offer to steer them through the process.



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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](#)



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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.



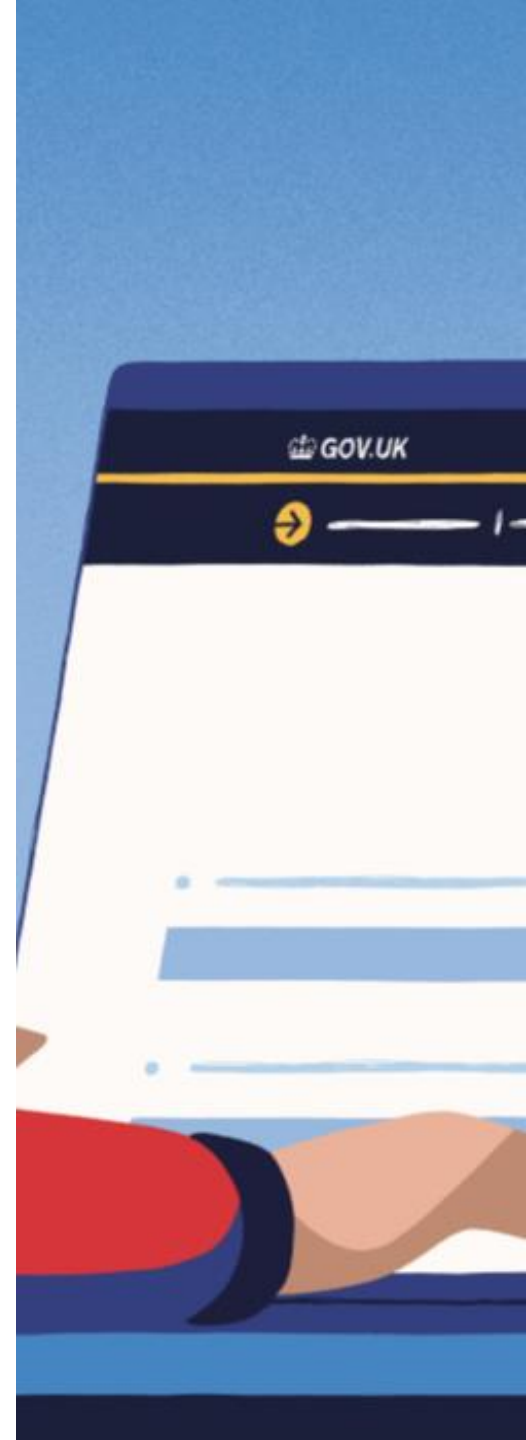
[The UK's points-based immigration system: an introduction for employers \(accessible version\)](#)



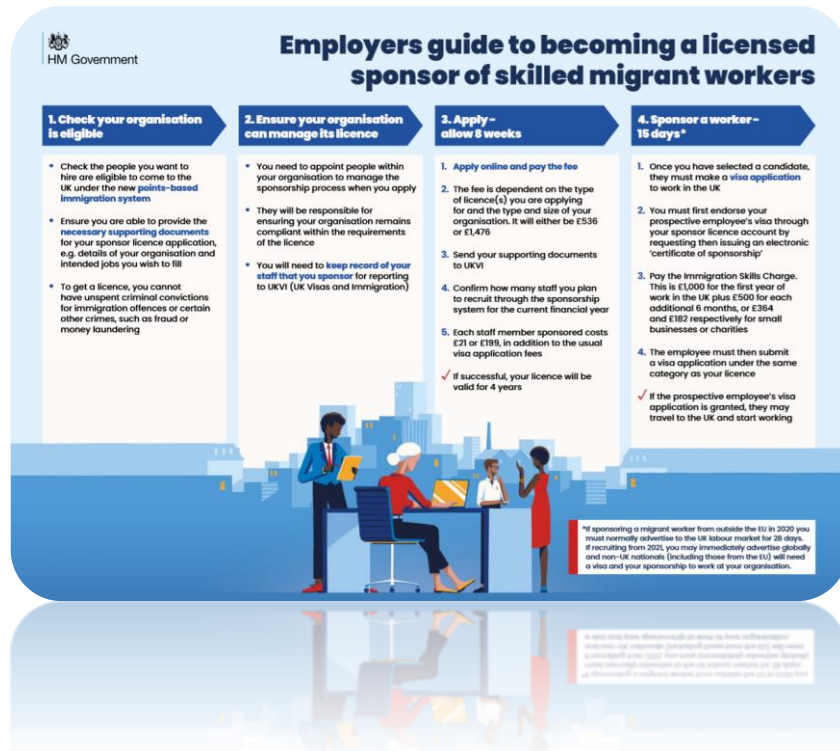
[The UK's points-based immigration system: an introduction for employers](#)



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



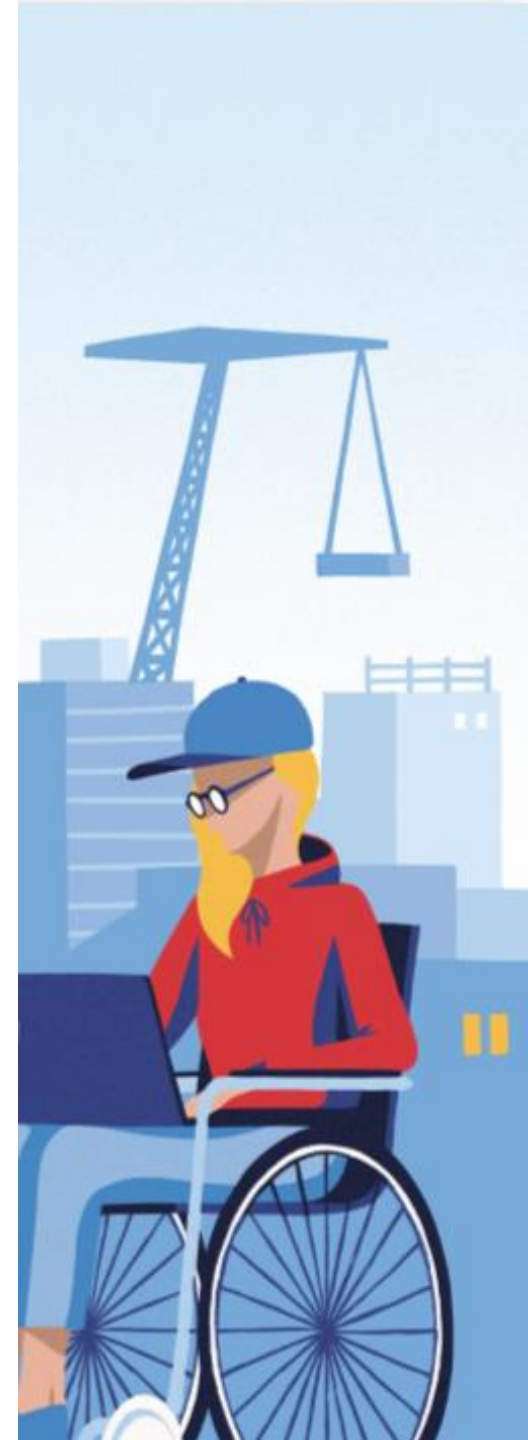
Overview of the sponsorship process for employers.

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](#)



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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://gov.uk/HiringFromTheEU)

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://gov.uk/hiringfromtheeu)

These can be found [here](#)



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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

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.



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Thank you.

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