



Home Office

Points-based immigration system

EU citizens campaign

November 2020



Campaign introduction

To help **prepare EU citizens** for the implementation of the UK's points-based immigration system, the Home Office communications team has launched a **multi-channel communications campaign** across 30 EU and EEA countries (plus Switzerland).

The campaign, which has been translated across **24 EU languages**, kicked off on 11 November across most countries and channels and will continue into December, with a second phase planned for **January to March 2021**.

The campaign directs EU/EEA and Swiss citizens to **GOV.UK** where they have access to further information about the new system in their native language, including detailed information about **working, studying and visiting** the UK from 1 January 2021, as well as **application advice**.

We are calling on stakeholders to support as much as possible and we have created **bespoke country partner packs** with links to translated campaign materials, as well as supporting media products.

If you have questions, please contact the team at **EUcitizenscampaignPBS@homeoffice.gov.uk**.

Thank you!



Please note that 'EU citizens' referred to in this pack and across the campaign should be read to include EU, EEA and Swiss citizens.

Objectives and KPIs

1. Increase **awareness** amongst EU citizens in the EU that free movement is ending and that there will be a new UK immigration system operating from 1 January 2021.
2. Increase **understanding** amongst EU citizens of what the new system means for them, specifically:
 1. If an EU citizen wants to **work** in the UK from Jan 2021; they understand they need to apply through the new system, before they enter.
 2. If an EU citizen wants to **study** in the UK for longer than 6 months; they understand they need to apply through the new system, before they enter.
 3. If an EU citizen wants to **visit** the UK; they understand they can enter without a visa and stay for up to 6 months.
3. Encourage EU citizens who want to come to the from 1 January 2021 to engage with communications and **visit [GOV.UK](https://www.gov.uk)** to find out more about how to **comply** with the new system.



Key campaign messages

- The rules for EU citizens looking to live, work or study in the UK from 1 January 2021 are changing. The UK left the EU on 31 January 2020 and free movement between the UK and the EU will end on 31 December 2020.
- From 1 January 2021, the UK will implement a new points-based immigration system that prioritises skills and talent over where a person comes from.
- EU citizens who want to work or study in the UK from 1 January 2021 will need to meet certain requirements under the UK's new points-based immigration system.
- EU citizens arriving in the UK from 1 January will need to check if they are eligible and apply for a visa online, before they enter the UK.
- Under the new system, EU citizens will be able to continue to visit the UK without applying for a visa and in most cases, will be able to stay for up to six months. Visitors may participate in a wide range of activities, including tourism, visiting family and friends, short term study and business-related activities.
- Those eligible for status under the EU Settlement Scheme are not affected.
- Find out more at [GOV.UK](https://www.gov.uk)

Further details for EU citizens, including bespoke information for students and workers is available at: [GOV.UK/MovingToTheUK](https://www.gov.uk/moving-to-the-uk). Translated versions of this page are available.



Campaign creative and channels



Guidance The UK's points-based immigration system: information for EU citizens

Information about the UK's points-based immigration system for EU, EEA and Swiss citizens who will arrive in the UK after 31 December 2020.

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Last updated 26 October 2020 — [see all updates](#)
From: [UK Visas and Immigration](#)

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- Applying through the points-based immigration system
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Overview

The UK left the European Union on 31 January 2020. Free movement between the UK and the European Union will end on 31 December 2020. From 1 January 2021, the UK will implement a points-based immigration system that treats EU and non-EU citizens equally, prioritising individuals' skills and talent over where a person comes from.

This means from 1 January 2021, if you do not already live in the UK or have rights under the Withdrawal Agreement, you, as an EU, EEA or Swiss citizen, will need to meet specific requirements in order to study or work in the UK. You will also need to pass relevant checks, including UK criminality checks. You can continue to visit the UK for up to 6 months without applying for a visa and may participate in a wide range of activities, including tourism, visiting family and friends, short term study and business-related activities, such as events and conferences.

English | Български | Čeština | Cymraeg | Dansk | Deutsch | Ελληνικά | Eesti | Suomi | Français | Galego | Italiano | Lietuvių | Magyar | Maltese | Nederlands | Norsk | Polski | Português | Română | Slovenčina | Slovenščina | Svenska

Related content

- [Revoking indefinite leave to remain in the UK](#)
- [Exclusion from the UK: decisions and orders](#)
- [Visiting the UK from 1 January 2021](#)
- [Frontier workers in the UK: rights and status](#)
- [Family members of points-based system migrants](#)



Intro guide



Workers guide



Visitors guide



Students guide



- The campaign visuals have been translated to run in **24 languages** across **30 countries**.
- Paid media will be live across every country through paid search, social media and digital display, with campaign assets focused on prospective **workers** and **students** since these are the audiences who will be most affected by the implementation of the new system.
- We have used research to **prioritise marketing spend** in countries where interest in working or studying in the UK is greatest and in some markets, we will also be running broadcast media, including print, radio and video on demand.
- The campaign will direct people to [GOV.UK/MovingToTheUK](https://www.gov.uk/moving-to-the-uk) where they will have access to further information about the new system in their **native language**. We have also created a **suite of introductory guides** that provide further detail about working, studying and visiting the UK from 1 January 2021, as well as application advice.

How to support the campaign

We would really appreciate your support to ensure EU, EEA and Swiss citizens are aware of the imminent implementation of the new points-based immigration system and understand what it means for them and their plans to move to the UK.

You can do this by:

- Posting campaign assets on your social media channels.
- Updating your websites to include key messages and directing to the GOV.UK page.
- Cascading this pack, or the **bespoke country partner packs** to relevant stakeholders with channels to reach EU, EEA and Swiss citizens looking to move to the UK.

If you have questions, please contact the team at **EUcitizenscampaignPBS@homeoffice.gov.uk**.

Thank you!

English campaign materials can be downloaded at: **<https://homeoffice.brandworkz.com/bms/?link=49653C21>**

Translated materials are also available.

