

Devon Strategic Partnership

Employers -
*Unique opportunity to
participate in a new
Devon initiative*

Involved with Migrant Workers? Help us to help you by supporting - The Migrant Workers Welcome Pack

- The economy of Devon benefits considerably from **Migrant Workers**
- Many employers find their contribution invaluable or even indispensable
- But working in a new country presents everyday challenges
- These would be eased considerably with better information: **accurate and easily accessed**
- Feedback from migrant worker communities suggests this would help them adapt in their working environment as well as their home lives.

- Working with the **Devon Strategic Partnership** a **Devon Multi Agency Migrant Worker Task Group** is developing a 'Welcome Pack' for migrant workers
- The Welcome Pack will cover basic information on rights and services
- 4000 Welcome Packs will initially be produced in at least four languages
- See the pack online at www.devonsp.org.uk/migrantworkers/
- **'I wish I had had a Welcome Pack when I arrived; it would have saved me a lot of trouble'** Caroline Nicholson (Anglo - Polish Association)

Your chance to help with this initiative

- The Task Group are looking for sponsorship for the Welcome Pack
- Contributions welcome: minimum suggested £500 for a quarter page insertion (or you could invest more)
- **'The packs are brilliant; they are really raising our profile'**! Lisa Dufty, Lloyds TSB Manager, Exeter

Who should be interested?

- Any organisation interested in employing, helping to recruit or providing support services for migrant workers

What will you get?

- Opportunity to raise your company profile with this sector of the workforce
- Possible increase in your recruitment potential
- Publicity of your good practice involvement in Equal Opportunities
- Publicity of your engagement with communities
- Publicity of your support for Statutory Agencies, Voluntary Sector and other bodies
- Potential to link into a future Responsible Employers Scheme

Other 'Linked' Activities of the Task Group:

- **Programme of community 'welcome events'** providing advice and information.
- **Evidence base** - Improved data and information on Migrant Worker issues
- **Myth busting** - a 'fact and myth buster guide' on Migrant Workers
- **Learning and skills** - Development of improved ESOL learning provision

For more information about sponsorship, contact: David Rolls and/or Amble Skuse at MWTG (Migrant Worker Task Group) Tel 01392 383443, david@devonrcc.org.uk

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The Migrant Workers Welcome Pack Sponsorship details

Answering your queries

Q1. What is the format for the pack?

A1. It is an A5 size, with individual leaflets that are easily updated and go into plastic wallets so that they are easily transported in hand bags, coat pockets etc. It is also available on line at www.devonsp.org.uk/migrantworkers

Q 2. What amounts of sponsorship are we asking for, and what do you get in return?

A2. £250 for a written acknowledgement in the pack. £500 for a quarter page insert (logo and text) £1000 for a half page; £2000 for a full page. See a live sample at www.devonsp.org.uk/migrantworkers/124173%20A5%20Book%2012%20Money.pdf

Q3. Can you include your own flier (A5 size)?

A3. Yes, at the additional cost of £3000. That is, for £5000, you can have a full page insert as well as your A5 flier.

Q4. What amount would ensure that no competitor is included in the pack?

A4. £10,000. This will also get you a full page insert.

Q5. What is the timescale for the production of the pack?

A5. The draft in English is ready, awaiting translation and printing, which is costed as £20,000.

Q6. What is the shelf-life of the pack?

A6. The pack will be reviewed and revised annually. Therefore, your sponsorship will apply for that duration.

Q7. What other sources of funding do we have to do this?

A7. We have half the funding in place, we are now looking for your help to complete this project.

What else will you get?

- All contributors will be recognised in the Welcome Pack
- Opportunity to raise your company profile with this sector of the workforce
- Possible increase in your recruitment potential
- Publicity of your good practice involvement in Equal Opportunities
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