



University of the  
Highlands and Islands  
Centre for Remote  
and Rural Studies

# **Retaining Migrants in Rural Areas- *Lessons from the Scottish/UK experience***

Dr Philomena de Lima

**Retaining Immigrants in Rural Communities,  
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## Structure of Presentation

- **Context: Scotland ( Focus mainly on Central and Eastern European migrants)**
- **What are the factors that shape retention of migrants in rural areas ?**
- **Concluding thoughts and questions**

# Context: Scotland

- Location
- Population and Land by Geographic Area
- Age Distribution by Geographical area Areas
- Policy Context: Scottish, UK and European Union (EU)
- Highlands and Islands

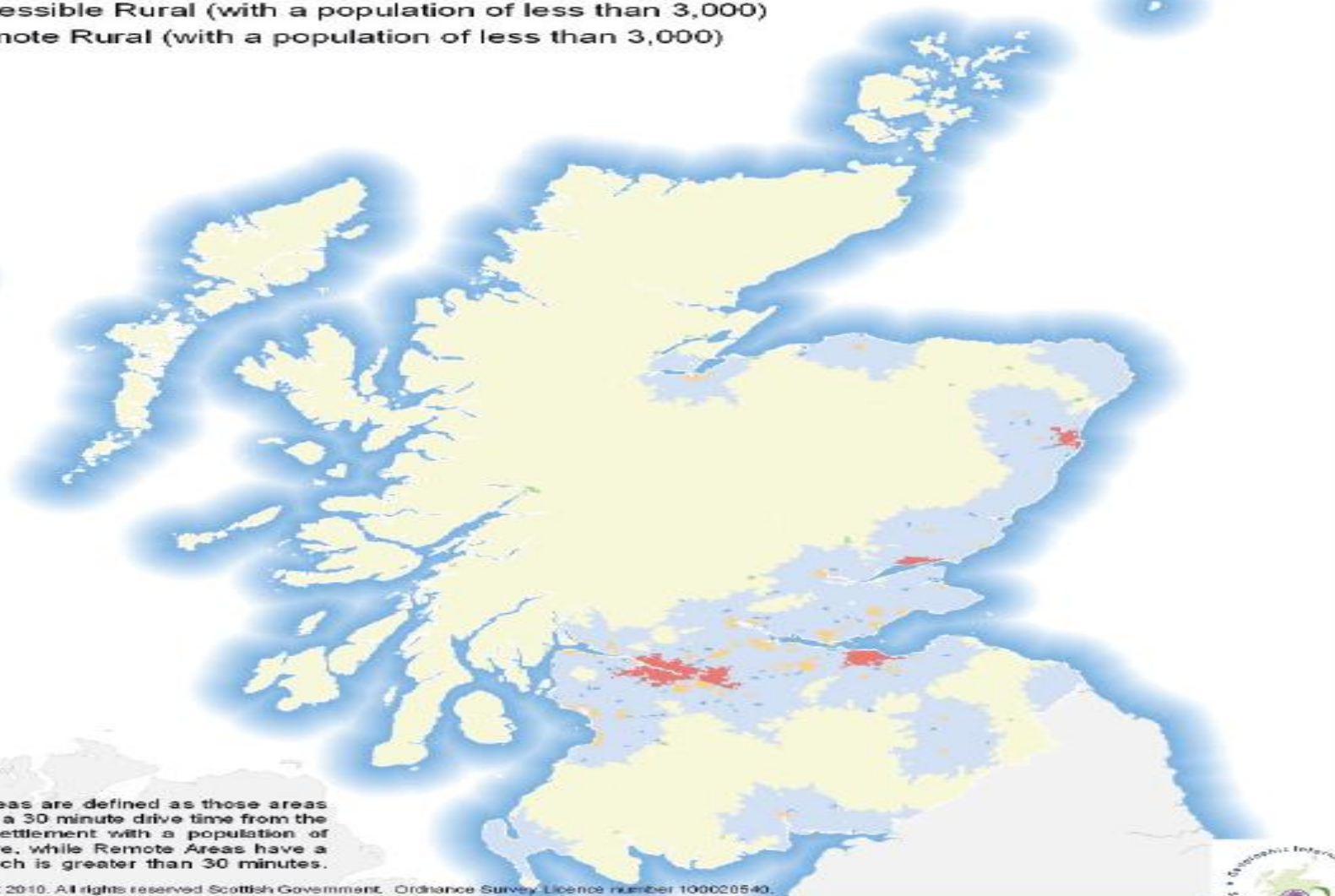
# Location- Scotland



# Scottish Government Urban/Rural Classification, 2009-2010

## 6 Fold Classification

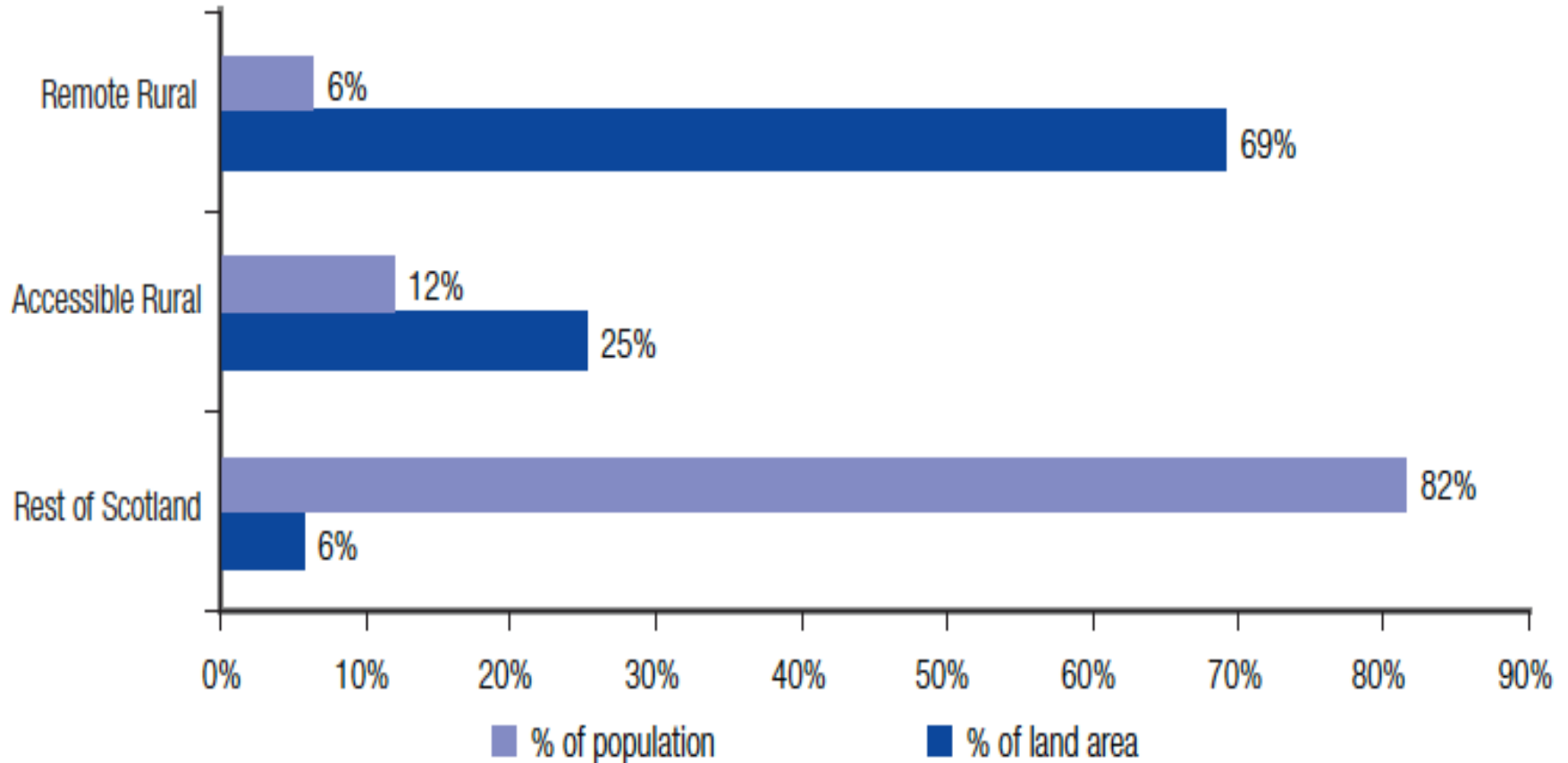
- Large Urban Areas (with a population of over 125,000)
- Other Urban Areas (with a population of 10,000 to 125,000)
- Accessible Small Towns (with a population of 3,000 to 10,000)
- Remote Small Towns (with a population of 3,000 to 10,000)
- Accessible Rural (with a population of less than 3,000)
- Remote Rural (with a population of less than 3,000)



**Note:**

Accessible Areas are defined as those areas that are within a 30 minute drive time from the centre of a Settlement with a population of 10,000 or more, while Remote Areas have a drive time which is greater than 30 minutes.

# Percentage of Population and Land by Geographic Area, 2009



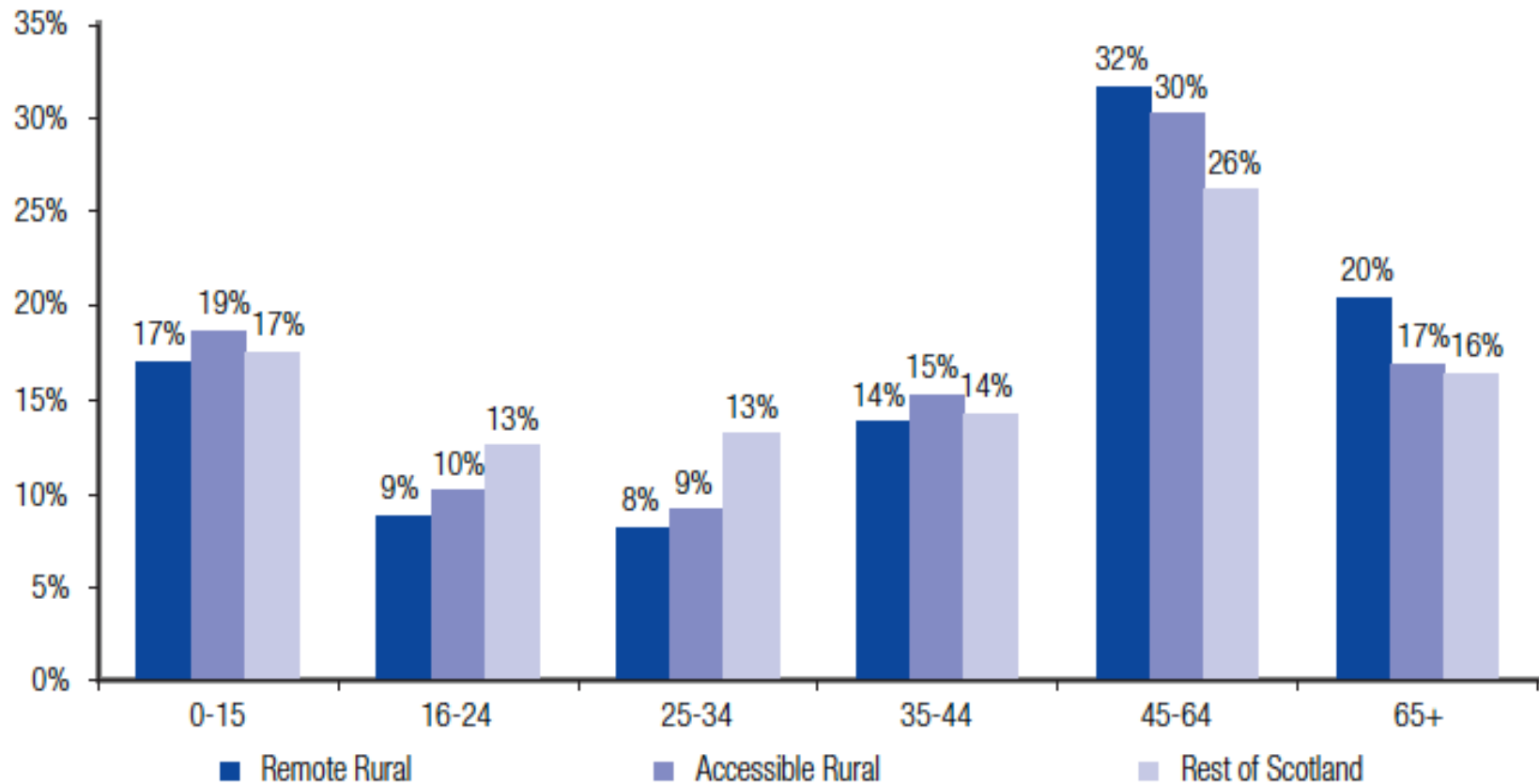
Source: National Records of Scotland, 2009 (2009 mid-year estimates based on data zones)  
(Using the Scottish Government Urban Rural Classification 2009-2010)

# Demographic Trends

- Scottish population : approximately 5.2 million people
- Rural Areas : approximately 1 million
- Population increased in all areas of Scotland. Between 2001-2008:
  - 10.1% in accessible rural areas;
  - 5.3% in remote rural areas;
  - 0.7% in the rest of Scotland.
- There was also a positive net migration across all three areas of Scotland in 2007-08, i.e. the number of in-migrants was greater than the number of out-migrants.
- Accessible rural areas experienced the greatest net migration : 1.6% of the population. Scottish Government( 2011)

Figure 1: Percentage of Population and Land by Geographic Area, 2008

# Age Distribution Of Population by Geographic Area, 2009



Source: National Records of Scotland, 2009 (2009 mid-year estimates based on data zones)

(Using the Scottish Government Urban Rural Classification 2009-2010)

The traditional working age definition (16-59 for females and 16-64 for males) has been replaced by the population aged 16-64 to reflect changes to the state retirement age for women.



# *Policy Context*

- Scottish Devolution (1999): Scottish Government
- Immigration reserved power to UK Government, but housing , education, justice etc, are not reserved
- EU expansion- Accession 8 ( 2004) and 2(2007); cohesion agenda and the role of free movement of labour ( see de Lima et al 2005;2007)
- Changing UK immigration policy in response to net migration as a key driver of population growth
- Scottish population strategies e.g. Fresh Talent Initiative' ; population growth as part of the Scottish Government's ( 2008) economic strategy

# *Highlands and Islands*

- Population of the Highlands & Islands area according to the 2001 Census was 361,625 (The results of the 2011 Census are yet to be published)
- Geographical area : 39,050 km
- Population density : 9.3 people per km ; This contrasts with Scottish average of 64.8 and the UK figure of 242.4.
- Migrants – number of international migrants have been increasing mainly from Central and Eastern Europeans since 2004. However, it is important to acknowledge the long standing presence of migrants from outside Europe

(Scottish Government 2008)

# *Policy Context*

*“Population growth is a key contributor to, and consequence of, a more vibrant society and more dynamic economy”*

*Government Economic Strategy, cited in Hastie, N. and Carmichael, E. (2008)*

# Factors that Shape Retention and “Integration” (1)

- ***Pre migration*** : ‘conditions of exit’ and motivation for migration ,migration trajectory/ journey/history, motivations, networks...
- ***Entry*** : ‘category of entrant ‘ and ‘legal status.
- ***On Arrival and Ongoing*** :
  - Profile of migrants and existing ‘ethnic’ communities

# Factors that Shape Retention and “Integration” (2)

- *On Arrival and Ongoing :*
  - Conditions of receiving context : reception received; access to services; labour market integration; access to legal and political rights ; attitudes of receiving communities ;belonging ; previous experience of international migration....

(Castles et al 2002 )

# ***Motivations for Migrating (1)***

- Migration as a process that starts before the journey
- Understanding motivations for migrating are important in making sense of the relationships migrants develop with the place they have migrated to, as well as whether they might stay in the longer term...
- Different types of motivations have different implications for retention strategies .

## ***Motivations for Migrating (2)***

Although, the most cited reasons for migrating were economic- e.g. wage differentials between the countries of origin and Scotland and making money to return- other factors were also cited, e.g. ***the pursuit of a better quality of life :***

*I want a better life for my children. There are economic problems at home with prices which are similar to here [Highlands], but wages are four times lower.*

# ***Motivations for Migrating (3)***

***Similarities in culture*** also played a part:

*Latvia is like Scotland and Ireland because of the culture, people, and landscape; although these are not the same as in Latvia they are quite similar.*

***To be with family, friends and the role of social networks:***

*Workers have realised that it is easier to get on a plane and find work and they are passing this information on to family and friends.*

The opportunity **to learn or improve English language skills, travel** are also important for some ....

( de Lima et 2005;2005 )



# *Entry into Receiving Country*

- 'Category of 'migrant' : European Union, outside Europe, skilled, unskilled, etc
- Legal status and entitlements: complexities in relation to entitlements/ changing immigration rules, ....
- Role of national and local state agencies

## ***Profile : East and Central European Migrants***

- Predominance of Polish migrants , but other nationalities also involved- e.g. Bulgarian, Czech, Estonian, Latvian, Lithuanian, Romanian and Slovakian
- The majority aged between 20 and 45 years; most single , a small number with dependants
- Majority had Certificates/Diplomas or degree level qualifications which tend not to be recognised in the UK. However, many have difficulties in communicating in English.
- Majority employed in sectors ( food processing, manufacturing ,tourism and service sector) and jobs that require low levels of skills and attract low wages and are subject to seasonal variations .

( de Lima et 2005;2005; de Lima and Wright, 2009) )

# ***Retention Factors to Consider- Services***

## **Strengthen institutional infrastructures:**

- strategic approach to migration including understanding changing demographic trends and its implication for services
- improve procedures ,knowledge, skills, attitudes amongst staff and elected members to respond to increasing cultural diversity
- Allocate resources : human and financial
- Establish clear communication and mechanisms for consultation: 'Welcome' packs, consultation mechanisms, etc

**Example :**

**Toolkits and Support : Convention of Scottish Local Authorities (COSLA) : <http://www.migrationscotland.org.uk/>**

# ***Retention Factors to Consider- Communities***

Under researched and under-funded area

- Prepare receiving communities for living in increasingly diverse communities
- Counter misinformation and fears about resource( jobs, housing, etc) competition
- Create and encourage participation in bridging activities and spaces

**Example :**

Rural Media Company and SEEDs – bridging activities : de Lima ( 2009)  
*Building Inclusive Communities*

<http://www.futuresforcivilsociety.org/carnegie/media/sitemedia/Building-Inclusive-Communities.pdf>

## ***Retention Factors to Consider- Employment (1)***

- Policy makers and employers need to understand labour markets : international, national, regional and local
- Employer engagement : two way process
- Ensure recognition of qualifications gained outside the UK
- Enable migrants to access employment commensurate with their qualifications

## ***Retention Factors to Consider- Employment (2)***

- Good staff retention policies
- Address culture, language and communication issues

**Example : BSR – Tool kits for Businesses and employers :**  
<http://migrationlinkages.bsr.org/> :

- [http://www.bsr.org/reports/BSR\\_Migrant\\_Worker\\_Management\\_Toolkit.pdf](http://www.bsr.org/reports/BSR_Migrant_Worker_Management_Toolkit.pdf)
- [http://www.bsr.org/reports/BSR\\_LaborMigrationRoleforBusiness.pdf](http://www.bsr.org/reports/BSR_LaborMigrationRoleforBusiness.pdf)
- [http://migrationlinkages.bsr.org/doc\\_repository/BuildingPartnershipswiththePrivateSector.pdf](http://migrationlinkages.bsr.org/doc_repository/BuildingPartnershipswiththePrivateSector.pdf)

# ***Retention Factors to Consider - Access to Services (1)***

- Provision of appropriate, relevant and accessible advice and information
- Coordinated approach to service provision and the ability to navigate through the complexities of entitlements and changing immigration regulations
- Mechanisms for migrant users' voices and engagement in service planning and provision
- Access to appropriate( culturally sensitive ) public services- e.g. housing health, education, employment etc

# ***Retention Factors to Consider - Access to Services (2)***

- Provision of appropriate language and cultural familiarity opportunities
- Worker/s providing an interface between communities( migrant and local) and public, private and voluntary sector

## Examples :

- North Wales Race Equality Network (NWREN); Citizens Advice Bureaux- Engagement and advice and information : de Lima ( 2009) *Building Inclusive Communities*  
<http://www.futuresforcivilsociety.org/carnegie/media/sitemedia/Building-Inclusive-Communities.pdf>
- Report on 'integration' Rudiger and Spencer (2003):  
<http://www.oecd.org/dataoecd/15/4/15516956.pdf>



## ***Retention Factors to Consider – Civil Society and Social***

- Opportunities for socialising : intra-ethnic as well as across ethnicities: sports, leisure, faith, festivals
- Intercultural encounters as a two way process – migrants as active agents
- Understanding cultural and linguistic barriers
- Taking into account time poverty, costs, transport, distance ...

## *Place/Space Boundary Spanning activities*

- Send remittances
- Keeping in contact – internet, Skype
- Travel home – facilitated by development of regional airport and cheap travel- evidence of circular migration?
- Speciality food shops
- Participate in faith activities, celebrate festivals, establish societies, appropriate social spaces

*“In Morayshire a pub has come to be known as the ‘Polish Pub’ and is well known as a place for Poles to meet informally. In some areas the Catholic Church provides social and other types of support.”*

( de Lima et 2005 )

# *Migrants as Agents*

*Agency exercised by migrants is also important to recognise:*

- They may choose to forgo their welfare needs and rights (de Lima and Wright ,2009)
- Social interaction with local communities may be shaped by factors /decisions migrants make about how they prefer to spend the little time they have when they are not working .
- Claiming of social spaces and engaging in ‘home making’ activities ( de Lima, 2011)

Examples :

- “International Ceilidh”:cultural activity involving dance , music and food spanning Scottish and other cultures.
- Football as a vehicle for learning English and making friends

# Concluding Thoughts /Questions

- For rural communities and areas that have little or no experience of international migration, the presence of migrants present many challenges as well as opportunities.
- Retention cannot be isolated from pre migration decisions, migration itself and ‘adaptation’/ “retention” processes . These are part of the same phenomenon which require a holistic, multi-level and multi-domain framework for responding and understanding retention issues.
- Migrants are ‘mobile’ and ‘agentic’ ( in some senses) subjects whose experiences are complex, boundary spanning and contingent on a variety of factors which operate at different levels.

# Concluding Thoughts /Questions

- Migration changes whole communities, but we understand little of the impact on the communities they have migrated to and the skills required for these communities to respond appropriately.
- To what extent do retention strategies in rural areas help to meet demographic and economic objectives in the long term ?

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# Thank you

Dr Philomena de Lima:

[Philomena.deLima@invernessuhi.ac.uk](mailto:Philomena.deLima@invernessuhi.ac.uk)

CRRS website : [www.crrs.uhi.ac.uk](http://www.crrs.uhi.ac.uk)

CRRS email : [crrs@uhi.ac.uk](mailto:crrs@uhi.ac.uk)