

Landscapes of opportunity

The future of the British emigrants

www.alil.co.im



Contents

1. Introduction	1
2. Current emigration opportunities	3
i) Overseas learning	
ii) Professional work abroad	
iii) Retiring abroad	
iv) Popular destinations for emigrants	
v) Reasons for moving abroad	
vi) Perceived barriers to emigration	
3. Forces of change for the future	7
i) Greater global demand for skilled migrants	
ii) Greater mobility in Europe	
iii) The international expansion of organisations	
iv) The thirst for new experiences	
v) The desire to change lifestyle	
vi) Dissatisfaction with work and increased perceptions of stress	
vii) Increased priority given to personal relationships and “happiness”	
viii) A greater yearning for safety and security	
ix) The multi-faceted role of new technology	
4. Scenarios in the future	13

1. Introduction

British people enjoy ever more opportunities to study, train, live, work and retire in foreign countries.

These opportunities are expanding for all segments of the population. Young people enjoy more “gap years”, where they often travel, live and work abroad.

According to the Universities and Colleges Admission Service (UCAS), around 25,000 students took a gap year in 2001, an increase of 15% on the year before. When they enter university, students will increasingly be more likely to be involved in an overseas exchange programme, especially as governments encourage them. It is expected that around 8,400 students will go abroad in 2003, according to a recent Guardian article.

British multinational corporations are sending more people overseas on expatriate assignments. In 2002, around 55,000 British employees worked in America as “intra-company transferees”, up from 25,000 in 1997, according to the US Bureau of Citizenship and Immigration Service.

And choices to experience life abroad do not diminish for people as they get older. With rising incomes and second homes abroad (the Abbey estimates that British people own 1.2m properties in France and Spain), the older generation of today and tomorrow is in a better position to enjoy their retirement in a sunnier climate.

Evidence shows that international experience – in many different forms – benefits people in all sorts of tangible and intangible ways. A recent study of Erasmus students at Sussex University showed that those who had spent a year abroad earned more and had higher status jobs, according to a recent article in The Guardian newspaper. More anecdotally, workers who spend time working abroad typically feel that it “looks good on the CV” and will benefit their careers.

Economic factors, such as the value placed on skilled migrants in the world economy, globalisation and

rising prosperity, have increased choices for British people. But decisions about whether to stay in Britain or leave are not solely influenced by economics. A range of factors – many of them cultural – might influence individuals to stay or choose to live abroad.

For instance, evidence suggests that British people have increasingly positive views towards emigration. A Gallup poll has been asking people if they would like to settle in another country since 1948, and more people today (55%) answer yes than ever before, according to an analysis by migration expert Anthony King. A survey of expatriates carried out for this report by the Centre for Future Studies shows that a majority enjoy the experience of living abroad. When asked of their views of living abroad, 62% replied that it was “better than anticipated”, and 33% replied that it was “as good as anticipated”.

There are many other emerging cultural trends that will have a bearing on how British people grasp the increasing possibilities for emigration. Some of these include a thirst for new experiences, changes in lifestyle, but also increased feelings of stress and the value placed on keeping close ties with local friends and family.

This paper examines the current and future opportunities for British emigrants. The Centre for Future Studies (CFS) believes that British people will enjoy more choices for living abroad in the future. But as the future unfolds, a range of cultural factors will influence their decisions. In examining these issues, this paper draws on original research especially compiled for this report: a telephone survey of British citizens into attitudes towards emigration conducted by public relations firm Lansons Communications; and an Internet-based survey of British expatriates abroad conducted by the CFS.

The paper is structured in the following way. Section one examines the opportunities opening up for British

people to emigrate and enjoy life abroad, where people go, and why they move abroad. Factors include: •

Overseas learning

- Professional work abroad
- Retiring abroad
- Popular destinations for emigrants
- Reasons for moving abroad
- Perceived barriers to emigration

Section two examines the forces for change in the future. These are:

- Greater global demand for skilled migrants
- Greater mobility in Europe
- The international expansion of organisations
- The thirst for new experiences
- The desire to change lifestyle
- Dissatisfaction with work and increased perceptions of stress
- Increased value placed on personal relationships and “happiness”
- A greater yearning for safety and security
- The multi-faceted role of new technology

Finally, the Centre for Future Studies makes a number of forecasts about the future shape of emigration in two future years: 2012 and 2020. These are summarised below, and expanded upon in the last section of this paper.

In 2012:

British people will be more willing to contemplate emigration, and such a desire will be realistic because of greater choices afforded by economic development.

People will contemplate emigration for different reasons. Higher pay and improved standard of living will still be important, but Britons will value locations on the basis of whether they can offer new experiences to them that they could not get in Britain.

People will be less motivated to migrate because of their concerns about the “state of the nation”, reflecting an increasingly depoliticised, “me-focused” society.

The reduction of stress will have become a key motivation leading British people to contemplate emigration.

British people will increasingly base their aspirations around the enjoyment of fulfilling personal relationships, but this will act as a conservative barrier to emigration.

Emigrants will have a wider choice of new technology to help overcome language differences, such as language translation technologies.

In 2020:

More British will believe that they “deserve” to live abroad, but they will be migrating for increasingly superficial reasons, such as faddish lifestyle changes.

A greater value placed on lifestyle change and new experience will see an increased restlessness among expatriates, leading to more temporary forms of emigration.

Britons will more seriously contemplate nations such as India, China, Russia, Indonesia and Brazil as destinations for emigration because they will be economically attractive.

While the economic rationale for emigrating to large Asian “powerhouse” nations will be greater, Britons will be turned off by their stronger work-ethic.

New communications and virtual technologies, such as multi-media, data-intensive mobile networks, holograms and virtual reality, will allow people to stay in touch more effectively.

2. Current emigration opportunities

Overseas learning

According to a recent article in The Guardian, it is expected that around 8,400 British students will study in foreign universities in 2003 (see 'What a difference a year makes', 26.6.03). For journalist Polly Curtis, evidence suggests this number is set to rise in the coming years. She notes that in 2002 there was a 44% increase in the number of British students choosing Australia as their destination of study.

In recent years, the British government has taken important steps to increase the flows of students abroad. At present, many universities are held back from exchange programmes because learning credits are not transferable. However, the government has launched a study to improve credit transfer schemes between British and European universities.

In 2002, a report by IDP Education Australia into student mobility predicted a 5.8% annual growth rate of international students. It is expected that 7.2m students will study abroad in 2025, as opposed to 1.7m today (see the report, 'Global Student Mobility 2025').

IDP makes the point that foreign students constitute a major source of disposable income for markets in destination nations. For instance, they estimate that foreign students in the US, who number half a million, contribute \$11bn to the US economy. Governments, however, are only just waking up to this fact. They also want to encourage more foreign students because they can bring in the best brains from around the world, with positive economic spin-offs once graduates enter their workforces.

Professional work abroad

Around the world, government and industry complains of skills shortages in crucial areas. To overcome the problem, they increasingly want to

attract skilled migrants from overseas. This basic trend underpins the growth of opportunities for skilled British workers to work abroad.

America provides an example. A 2000 US survey of public officials entitled, 'Examining skills shortages in American Cities', carried out by the United States Conference of Mayors, found that skill shortages were rife the most in the following industries:

Industry	Respondents
Technology	86%
Health	73%
Construction	72%
Manufacturing	71%
Communications	64%
Retail/wholesale	50%
Entertainment/tourism	50%
Finance	49%
Government	41%

Many other countries are grappling with the same problem. A study in South Africa in 1999 by the Human Sciences Research Council found shortages in experienced managers and professionals across all areas of the economy. Three quarters of all organisations surveyed replied that they lacked adequate skilled labour. Half of the organisations that employed engineers reported difficulties in recruiting mechanical, civil, electrical and industrial engineers. Half of the organisations employing IT professionals reported shortages in the areas of computer programmers, software engineers and systems analysts. Other shortages existed in high-growth occupations, such as finance and economics analysts, medicine, accounting and actuarial services.

A recent study in 2002, called 'Global Skills Shortages' by academics Malcolm Cohen and Mahmood Zaidi, examined this problem in more depth. As they put it:

"Countries seeking qualified workers are drawing from

a worldwide talent pool instead of a national labour force, forcing one to think in terms of ‘brain circulation’ rather than ‘brain drain’.”

These academics have developed a scheme to measure skills shortages around the world. Occupational shortages are ranked on a scale of 1-5, with five representing greatest shortages. As an example, the table below shows where demand for computer engineers is greatest and where the potential opportunities lie.

Skill shortages in the computing profession worldwide

Country	Rating
Australia	4.33
Germany	4.33
United Kingdom	4.33
United States	4.25
Spain	4.0
France	3.33

These statistics suggest that British computer workers will be better off emigrating to Australia, compared to, say, Spain or France.

Retiring abroad

A recent study by the Centre for Future Studies (see ‘The new age of retirement migration’) examined the opportunities for older British people to retire abroad.

According to the Department of Work and Pensions, nearly a million people receive British pensions abroad, one measure of retirement migration, a 22% increase in the last five years.

There are a number of reasons for the increase in British retirement migrants. The taking of more foreign holidays increases people’s exposure to foreign cultures and experiences, and prepares the ground for later

retirement abroad. Second, today’s older generation is the first to have bought property abroad in significant numbers. The Abbey estimates that 1.2m British people own properties in Spain and France. The increased affluence of British people, the strong pound and booming property prices in Britain have all boosted the market for overseas buying.

Popular destinations for emigrants

Research conducted for this report by public relations firm Lansons Communications interviewed 2011 British citizens to uncover their attitudes to emigration.

One question of the survey asked, where would you like to live and work? The answers are summarised below.

Most desired destinations for emigration

Country	% of respondents mentioning
Australia/New Zealand	53%
America	46%
Spain	45%
Canada	41%
France	28%
Italy	27%
Caribbean	25%
Portugal	21%
Africa	15%
Asia	14%

Source: Lansons Communications 2003

These figures, however, hide substantial differences of opinion between occupational groups. Senior managers named France and Spain as joint favourites, with 50% mentioning both. City and finance workers (68%), manual staff (57%) and middle managers (52%) named Spain as their favourite. America was named favourite among students (81%). Among those in paid occupations, service sector staff were the most enthusiastic about migrating to Africa and the Middle East, with 25% and 15% mentioning them respectively.

Reasons for moving abroad

The original research for this report suggests that the two most important motivations among people to emigrate are, first, to improve their standard of living and second, to enjoy a new experience and challenge.

In the study conducted by Lansons Communications, these reasons were mentioned by the most people, 33% and 25% respectively.

The same finding also emerged with the survey conducted by the CFS. Here, 39% mentioning standard of living and 38% mentioned a new experience as their prime reasons for emigrating.

The next most important reasons in the Lansons survey were the weather (16%) and less stress (6%). In the CFS survey, the next most important were joining partner/family (33%) and employment issues (22%). Better weather was named in fifth position (21%).

However, again, these general findings mask substantial differences among occupations. Senior managers are possibly the most materialistic group. They would most like to emigrate in order to improve their standard of living, with 64% mentioning this reason.

By contrast, workers in services, retail and leisure are the least motivated to emigrate for a better standard of living, with only 21% mentioning it. In fact, these workers place far more value (the only occupational group in paid work to do so) on the search for new exciting experiences and challenges, than they do on earning more money.

It is also perhaps not surprising that this group favours unconventional places to emigrate. They are the keenest on moving to Africa (25%) and the Middle East (15%).

City and finance workers are also unique among all occupational categories with the exception of those in retirement. They are more motivated to move abroad in order to reduce stress, than they are to enjoy a new exciting experience and challenge. While 27% mentioned stress, only 9% mentioned the desire for a new adventure and challenge. It seems that City and finance workers are looking to move abroad for more defensive and escapist reasons, rather than positive aspirations for a new experience.

The survey of expatriates conducted by the CFS found that the prime reasons for moving abroad differed between recent and longstanding expatriates.

Those expatriates who had lived abroad for over 15 years were relatively unmotivated by the prospect of a new experience or challenge, with only 4% mentioning it.

By contrast, 23% of recent expatriates living abroad between 0 and 5 years mentioned this as a motivation. More longstanding expatriates were more likely to mention employment factors as important motivations (12%), compared to only 3% of recent expatriates. This probably reflects the economic conditions and higher unemployment rates in Britain at the time of their emigration.

Longstanding expatriates seemed more motivated to leave Britain because of dissatisfaction with broader social issues. By contrast, recent expatriates appear to be more motivated by personal issues. While the first group registered their explicit dissatisfaction with education, public services and bureaucracy, the latter group did not appear dissatisfied with them. Similarly, recent expatriates were more dissatisfied with their existing standard of living and having to pay high tax, compared to longstanding expatriates.

To conclude, the CFS findings suggest that today's generation is more of a "me-generation". They are more motivated to emigrate by a desire to have new experiences and a more adventurous lifestyle. They are more motivated to migrate because of factors that directly affect them, rather than feeling upset at political or social issues that might affect British society more broadly.

The survey by Lansons Communications suggests that motivations for emigration can differ a great deal between occupations.

Workers in services, retail and leisure view emigration from the perspective of gaining new experiences. City and finance workers, by contrast, view it more from the perspective of reducing stress. Senior managers are the most materialistic, being motivated by a higher standard of living.

Perceived barriers to emigration

In their survey, Lansons Communications asked respondents to mention their "biggest worries" about moving and living overseas.

The top answer, with 59% mentioning it, was "missing family". The next most mentioned categories were "the logistics of moving home" (47%), healthcare (45%) and language (37%).

In its survey of expatriates, the CFS asked respondents what they most missed about Britain. The top answer, by some distance, was "family and friends" (mentioned by 67%). In other words, the fears that potential expatriates have about moving abroad actually do materialise in some way!

A caveat, however, is that missing friends and family is not something that makes people want to return to Britain immediately. It is important, but not crucial. The

CFS survey also found that people's experience of living abroad and expatriation is overwhelmingly positive. For instance, when asked of their views of living abroad, 62% replied that it was "better than anticipated", and 33% replied that it was "as good as anticipated".

3. Forces of change for the future

Greater global demand for skilled migrants

British workers will be a better position to enjoy work abroad because of a new trend among governments to welcome skilled labour in significant numbers.

As Cohen and Zaidi note in their book, *Global Skills Shortages*:

“Countries seeking qualified workers are drawing from a worldwide talent pool instead of a national labour force, forcing one to think in terms of ‘brain circulation’ rather than ‘brain drain’. Evidence of this phenomenon is found in the immigration policies of countries experiencing worker shortages in certain fields. Canada’s immigration policy is already focussed on accepting workers with special skills. Australia’s immigration policy is aimed at easing the immigration of highly skilled workers. Singapore’s government provides tax incentives to companies that bring in needed talent from other countries. And the US high-tech industry increasingly draws on foreign talent.”

Other examples of new policies include:

- Germany has introduced the Green Card system to encourage specialist IT workers to enter its borders.
- Ireland has a new fast track work authorisation for the highly skilled.
- Germany, France and Norway now allow foreign students to enter their workforces upon graduation.
- New regulations in Denmark allow spouses to work, covered by their partners’ work permits.

Greater mobility in Europe

The ideal of a single labour market in Europe is straightforward enough: employers in one European country should find it easy to recruit workers from

another. And, workers themselves should be easily able to find work in Europe.

In practice, however, progress has been slow. Only about 0.5% of Europeans live in other European countries.

Developments in recent years, however, have been encouraging. In the last few years, the EU has considerably stepped up attempts to create a single, pan-European labour market.

The High Level Task Force on Skills and Mobility was set up in 2001. And, in September 2002, the EC launched its action plan on skills and mobility. These initiatives encourage national governments to increase the proportion of educated workers, and attempt to make the labour market more responsive to skill shortages. The EC has also launched the European information campaign on mobility and the one-stop Job mobility portal, which provides better information to employees and employers about opportunities and potential recruits.

Yet more initiatives include:

- An EU-wide health card which allows universal access to health services
- Portability of pensions – making it possible for individuals to stay in their current pension scheme when moving abroad.
- The harmonisation of professional qualifications across borders.

The international expansion of organisations

Globalisation has become a major theme for private and public organisations in the last decade. There is an economic rationale for why it rises in importance. As domestic markets mature, firms rely on profits from expanding markets overseas.

For instance, the International Monetary Fund (IMF) publishes its World Economic Outlook twice yearly. Its latest version, published in September 2003, shows that the world economy as a whole will grow at 4.1% in 2004. However, this masks important differences between mature and emerging economies. Advanced economies are only expected to grow at 2.9% for that year. By contrast, India is expected to register 5.9%, with China growing at an impressive 7.5%.

Back in 1997, The World Bank conducted a long-term forecast of the world economy till 2020 in a paper named 'Global Economic Prospects and Developing Countries'.

It estimated that in 2020, for the first time, the "big five" emerging economies – China, India, Indonesia, Brazil and Russia – will be producing more goods, services and trade than the European Union. British organisations will increasingly want to be in those markets to tap the rising disposable income of billions more consumers. And, as a result, the opportunities for British workers to be drawn into these new global networks will be immense.

The thirst for new experiences

As a director of The Work Foundation, John Knell, recently relayed in an article in The Observer newspaper:

"Younger people see their lives as a series of experiences; in relationships, in travel, in things they've done. They no longer necessarily want to say they've got a nice car or a nice house." [The Observer, 19.5.02, 'Young, free, single and totally fed up']

The younger generation today, indicates John Knell, does not base its identity, or expect to get social status, around material values. Rather, they want to develop their sense of character through experiencing new things.

It perhaps not surprising that business is trying to tap into this shift in values. Business writers now talk of 'The

Experience Economy', (the title of a recent book by B. Joseph Pine and James H. Gilmore).

The message they convey is that businesses will fail if they play up to materialistic values about accumulating more material possessions. It is not the possessions that are important, they stress, but the fact that people want more active experiences around goods and services.

In the research for this report, we have discovered that large sections of Britain's workforce – those in services, retail and leisure – want to emigrate primarily not to earn more money, but to enjoy and benefit from a new exciting experience and challenge. And, as the CFS survey shows, expatriates who recently moved abroad, compared to those who moved abroad 15 or more years ago, are more likely to reveal their desire for a new experience. This indicates where the wind is blowing with regards to the values of the future generation.

The desire to change lifestyle

British society increasingly expresses its aspirations and identity, through lifestyle concerns, compared to older more traditional issues of community, politics and religion.

Interest in lifestyle is perhaps most starkly expressed in the print and broadcast media. In recent years, there has been an explosion of articles and programmes (and new celebrities) around subjects such as gardening (Groundforce), cooking and food (Jamie Oliver, Nigella Lawson), DIY and interior design (Changing Rooms), travelling (Michael Palin), escaping to the countryside to live an alternative lifestyle ('Tales from River Cottage' with Hugh Fearnley Whittingstall), to name just a few.

As an aspiration, emigration is promoted in a similar way: it provides individuals with a new chance to start afresh, reinvent their lifestyles and therefore, with luck, themselves. The recent television series, 'A Place in the Sun', for instance, explored the trials and tribulations of

British people who bought properties abroad and were looking for a fresh start and new lifestyle as expatriates.

One reading of this trend is that it hides an underlying sense of dissatisfaction with existing lifestyle. In this sense, British people are constantly on the lookout to change their lifestyle at the blink of an eye. This suggests that the motivations for emigration will become increasingly superficial and faddish in nature in the future. In the past, people may have moved abroad because of high unemployment levels. Now, they might do so because of a more superficial desire to “do something new” for the sake of doing something new.

Dissatisfaction with work and increased perceptions of stress

A recent book (‘Work Stress’) by two academics at Bristol University, David Wainwright and Michael Calnan, points out that stress has become a “modern epidemic”. By that, they mean that the idea of being “stressed out” has become generalised across British society, almost independently of the issue of whether there is a genuine basis for such feelings. This was perhaps confirmed by recent news stories in October 2003 that British children were suffering from too much stress.

One point about today’s generalised feeling of being “stressed out” is that it radically alters how people look at work and the world around them. Relatively suddenly, work in pressurised Britain can seem undesirable, and countries that appear to offer a more relaxed lifestyle can become far more attractive than they really are. For instance, one thing that is commonly forgotten with today’s talk of stress is that people choose challenging jobs precisely because they want to enjoy intellectual stimulation and avoid boredom. Many countries that appear relaxing could easily become boring for them within even a short period of time.

However, new social notions of stress are being acted on all the time. A clear illustration is the “downshifting” phenomenon, where relatively well-paid people would rather be paid less, and work less hours, even at the expense of lower pay.

Datamonitor, the market analysts, recently estimated that the downshifting phenomenon in Britain is very real, with 2.6m people doing it in 2002, compared to 1.7m in 1997. They believe that there is now a “quiet revolt against the culture of getting and spending”. They believe that by 2007, Britain will have 3.7m downshifters on its hands.

In 2003, a prominent member of the British government, Alan Milburn, the health secretary, was perhaps the most high profile figure to “downshift”, dramatically abandoning his post in search of a better work-life balance.

In the future, it is highly likely that notions of stress will influence how people look at various destinations for emigration. Put simply, people will want to emigrate to countries that they perceive as less stressful. At the same time, countries which can market themselves as places of reduced stress will be the beneficiaries of more emigrants.

Increased priority given to personal relationships and happiness

In recent times, the study of happiness has come into vogue. Late in 2002, the Downing Street Strategy Unit of the British government held a special seminar on happiness, or life satisfaction, for interested parties. It presented the latest research into what makes people happy and unhappy.

In Spring earlier this year, Lord (Richard) Layard, also an economist at the London School of Economics, gave a series of high-profile lectures on happiness. He

presented research which argued that there are various activities that make us happy and unhappy. Top of the list are sex, socialising after work, dinner, relaxing and lunch. Bottom of the list are the morning commute, working, evening commute, childcare and housework.

Layard also presented findings on the types of relationships that make us happy and unhappy. They were, in order of declining happiness, relationships with friends, parents/relatives, spouse, sons/daughters, co-workers, clients/customers and the boss. [See Lionel Robbins Memorial Lecture, number one: 'Happiness: Has social science a clue?' 2003]

Today's discussion on happiness reveals changing cultural values. On one reading, it makes a statement about what we like and do not like about modern life. It shows that British society values the private, interpersonal realm of close relationships. By contrast, it does not like, or feel very happy about, the public world of work.

In this context, the discussion on happiness mirrors the discussions on downshifting, work-life balance and stress, where there are similar negative sentiments expressed towards the work.

However, in the future, changing interpretations of happiness – as involving close personal relationships – will actually prove to be a conservative force making people think twice about migration. This is because the research presented in this report shows that people are worried about migrating because of breaking ties with friends and family and disrupting their personal relationships.

More value placed on safety and security in a risk-conscious world

Another conservative force that works against emigration is the increased value placed on safety and security today.

The last few years have been a jittery time for western societies, largely because of the events of September 11th and the US government's War On Terror. At the same time, global health panics seem to be on the rise, exemplified by the SARS virus.

It is increasingly evident that issues of risk, safety and security can have a negative impact on travel, tourism and the willingness to work abroad, at least in the short term. Industries – especially airlines and tourism – and even whole economies can suffer negative consequences.

In the long-term, the rise of "risk consciousness" in society is likely to reinforce a greater focus on safety. That might mean that expatriates are more exacting in demanding a safe, secure environment. It might also mean that certain locations quickly find themselves on black lists if, for example, they are seen as targets for terrorist attack or if they are attacked. For instance, the UK government message after particular terrorist attacks in popular overseas locations, such as Bali, has been "do not go there".

The multi-faceted role of new technology

Technologies have traditionally played a crucial role in the migration of peoples around the world. The most obvious example is the way that transport technologies – ships, trains, boats and planes – have transformed the migration experience into something far more comfortable and efficient.

In the coming decades, new technologies are set to transform the migration experience even further. For example, an important point is that technologies will help migrants overcome the fear of missing friends and families.

Hologram technology is an example. Already, the technology already exists for holograms of people to be projected over physical distances around the world,

so that one person can appear to be physically present in another location. The company Teleportec is already marketing this technology to executives who do not want to travel long distances to endless business conferences. But in the coming period, the technology will have many other applications. And, crucially, it could help migrants overcome their feelings of isolation in a new place. In the future, they will not just be able to chat to friends and family over the Internet. They will be able to speak to a life-like representation of them in their homes. And, there will be other many other, multi-media options – such as talking to relatives and friends interactively through television screens.

4. Scenarios in the future

In 2012, the Centre for Future Studies believes that the following scenario is most likely:

British people will be more willing to contemplate emigration. Such a desire will be realistic because of greater choices afforded by economic development. There will be a greater demand for skilled labour around the world, the opening up of Europe and greater international involvement of institutions.

People will contemplate emigration for different reasons. Higher pay and improved standard of living will still be important. But perhaps less so. In particular, Britons will value locations on the basis of whether they can offer new experiences to them that they could not get in Britain. Those experiences are more likely to be linked to non-work activities, such as leisure, and non-conventional forms of work such as volunteering work, which is closely related to a personal sense of ethical values.

People will be less motivated to migrate because of their concerns about the “state of the nation”. This will reflect an increasingly depoliticised society that is turned off by politics and more focused on fulfilling personal objectives and accumulating personal experiences.

The reduction of stress will have become a key motivation leading British people to contemplate emigration. This will be an even stronger motivation among pressurised, highly-paid, long-hour occupations, such as those in the media and finance. However, this will express a strong strain of escapism in British society. In turn, new destinations that promote a relaxed lifestyle will become more important. Work-oriented societies, such as America, will appear less attractive than smaller economies that place greater value on leisure, lifestyle and non-work experiences, such as Australia and Canada. For this reason, Scandinavia will improve in popularity.

British people will increasingly base their aspirations around the enjoyment of fulfilling personal relationships. This, however, will be a conservative trend, leading potential emigrants to think twice about leaving their friends and families.

Emigrants will have a wider choice of new technologies to help overcome language differences. In particular, language translation technologies will help them converse more immediately and easily with non English-speaking people.

In 2020:

More British will believe that they “deserve” to live abroad, given increasing flows of emigration afforded by ongoing economic development. But Britons will be migrating for increasingly superficial reasons. The desire to see a rapid change in lifestyle, almost for its own sake, will drive people to emigrate abroad. This in turn, however, will reflect a lack of direction in people’s lives and the breakdown of sturdier beliefs that gave people purpose in the past.

A greater value placed on lifestyle change and new experience will see an increased restlessness among expatriates. This will mean that emigrants are less prepared to stay in one location, and we will see a greater move towards temporary emigration.

Britons will more seriously contemplate nations such as India, China, Russia, Indonesia and Brazil as destinations for emigration. The underlying reason is that these nations will be more economically developed and will be able to offer a higher standard of living. Also, these fast growing nations will need skilled workers more than others.

The economic rationale for emigrating to large Asian “powerhouse” nations will be greater, but the cultural rationale will be less so. This is because some Asian

societies at least will be strongly focused around the work-ethic and material values, while Western societies such as Britain will be more concerned with the values of lifestyle, personal experience and happiness. However, those smaller Asian societies that can promote non-work values, perhaps those in tune with new-age spiritual beliefs, will become popular destinations for emigration.

New communications and virtual technologies, such as multi-media, data-intensive mobile networks, holograms and virtual reality, will allow people to stay in touch more effectively. They will help allay fears that people have about leaving their friends and families behind.

Appendix

Is Britain Home Sweet Home?

On-line responses from expatriates

Britain will always be home to me but the incentive to return and live remains low. Compared to the average living standards and weather in places like Australia and Japan, Britain has no appeal. There is also the issue of different cultural attitudes. Other nations just don't seem to live in the past as much as the UK. I think the time has come for Britain to welcome and encourage change.

Suzanne, Japan (originally from N. Ireland.)

England does have its bad points just like any other country, but in England you have this feeling of security you would not have in other countries. Hearing from people living in other countries who are from England, it sounds to me like you don't know what you have got until it's gone. If you moved the English to other countries around the world, after about a year 90% would be begging to come back to the little island of St George.

Craig, England

I am a Brit, living in Kansas, USA. Stop whining! The ONLY thing that is better for me here is that I am paid around 50% more salary to do the same job I did in the UK. I cannot pretend that I hate it here...the locals are friendly in a dopey sort of way and I don't miss Britain's over-crowding or weather. BUT unless you live in one of a tiny handful of large American cities, the whole of the rest of the country is incredibly boring! There is almost no public transport, no free-healthcare, nothing to do after 9pm except heavy-drinking, unbelievably awful TV and radio, no variety in music or culture, violent crime - oh, I could go on and on! I miss London, the lights, the buzz, the pubs, the football, the theatre, TV, good music, being able to have a decent conversation with a stranger and lots more. If you lot want to whine, go ahead, and move over here to see what you would miss, but I'm coming home!

Jim, USA

I have lived in the USA for many years, also the UK. The difference between them is attitude - here people don't run their country down no matter what! Brits have always complained about their lot. Americans look always up and not down.

John, USA

England is where my heart is, I know that there are a lot of things wrong at this time, but we just bounce back to prove everybody wrong! I have been here in the US for over seven years and people here do not understand my patriotism for my country or my family, plus most of them (God bless them) do not still understand me! They still think I am Australian!

Margaret, United States

I recently moved to Singapore for employment reasons, and to be honest - it's a big relief to be away from the UK! Before I left, I used the railways - what was a one and half hour journey to London (pre Hatfield), turned into a 3-hour journey. Petrol had just gone up, again, and foot-and-mouth was just breaking out.

Miranda, Singapore

I moved to Northern Greece last year. I expect to stay until next year when I will move to the Netherlands or Belgium. I left because, having recently finished studying to be an architect, I could see no point in a career in Britain other than money. The increasingly puritan and backward looking nature of our national culture, the increasing cultural gap between generations and the general apathy towards culture and politics are among my reasons. At a time when we are supposed to be entering a brave new world, Britain feels like it is trying to move backwards in time, not just to stay the same. Personally I feel that it is a country with many admirable qualities but one that is increasingly scared of the future and seeks to hide in the past.

Matt, Greece

I live near the crystal clear waters of Port Stephens north of Sydney with its dolphins and diving after leaving England 10 years ago. If I won lotto, I wouldn't hesitate to buy a place near London in which to live for several months of the year. No country has it all and even the top 10 countries have serious downsides. There is no point in Americans prattling on about not expecting poor service when hardly a week goes by without kids being gunned down at school. Germany has some very serious racial problems to deal with. And the same applies to everywhere including my new homeland. Where's my lotto money?

Dave, Australia

I had never really asked myself the question "what is British culture?" until I moved away from the country. Although I have no immediate plans to return to the U.K., there are definitely things that I miss. The high levels of crime however are not something that I am proud of when I talk to people about my country. When I do return home I am constantly disappointed by the terrible levels of service in shops/restaurants etc. As for the rail services, when I said to a Japanese friend, "The trains in Britain are always late" they looked rather perplexed and just said "Why?" When trains in Japan don't run on time it's because there's been an earthquake! I guess whichever country you live in you've got to take the rough with the smooth!

Alex, Japan

I'll move back anytime. You really can't appreciate it until you've lived somewhere else. Where else can I live where I won't have to worry about how much money is in my chequebook when one of my kids is sick? Where else can my kids walk round to Grandmas house for a visit and be safe (not here in California). Where else can I afford to live near the beach in the same village as I grew up in? I miss many things about living in Britain, too many to list. There's good and bad to wherever you end up living. You have to find the good in where you are and enjoy life to the fullest,

money isn't everything - family is. For all it's bad, Britain is a great place, you just have to look a little harder to find it some days.

Pauline, USA ex UK

I left the UK for the USA several years ago, and have watched as Britain deteriorated into a violent, crime-ridden cesspool, the laughing stock of the civilised world. You have only yourselves to blame. I won't be back any time soon.

John, USA

It's only when you live abroad for long periods, as I do, that the heart stopping beauty of the British countryside comes home to you. It transcends mere words. I have travelled everywhere, but London has a charm and a buzz (this is true) that is special, despite what anyone says. Glasgow, of all places, has a unique aura that is almost mystical. Our imperfectly running railways and NHS reflect that we are laid back, human and tolerant. We are not so full of ourselves that we can't have a laugh at our own expense.

Simon, UK

Being in Hong Kong for 4 years has made me realise that Britain isn't that bad after all. I am not saying Hong Kong is bad, but Britain is free of major pollution or congestion, has a transparent government and the spread of wealth can be shared by the masses. On the whole, society is fairer. From my side of the fence I see Britain with low unemployment, a booming job market and strong economy.

Gareth, Hong Kong

I think people are too negative - and do not focus on some of the key positives of the UK. It is a remarkably free, outward looking and tolerant society. The financial reforms over the last 20 years have made the UK a beacon of competitiveness in a sea of state-controlled European gloom. True, the weather is bad and crime is too high but when you consider some of

the negatives of other countries, the UK is not all that bad!

George, Hong Kong

I have lived in Canada for 26 years. I still refer to the UK as "home". I have been back to visit on numerous occasions. I believe the UK to be crowded, run-down and very small but it will always be "home" to me. Rule Britannia.

Caroline, Canada

I lived for a year in Germany, but came back in 1995. After the last 6 years, I'm seriously considering leaving again. I can't ever remember a time when people here have been so greedy, self-obsessed, insular, xenophobic, miserable and apathetic. I've had serious problems with every part of ordinary life - telephones, tax, health service, council, police. I'm afraid I don't like the grey, wet and miserable weather or football or warm beer. And I certainly don't appreciate being ripped off for everything, or having my wife - who is German - insulted, ignored and abused by people who still think we're fighting the Second World War (which, incidentally, we lost). I'm English born and bred, and I'm ashamed to say I feel let down and betrayed by my fellow countrymen.

Adrian, UK

I've travelled a lot in America, which I REALLY fell in love with - especially New England - beautiful place, friendly people, and so much room! When I get back to the UK, I find it small, crowded and "run down", but it's home. It's up to us to make it better - by investing in ourselves more.

Phil W, UK

I've travelled the world and the only thing that really pulls me back to the UK is my family. The thing that I never miss is the UK weather, especially winters - dark, damp, dismal, dreary, dull. In comparison with others, we are definitely going backwards. How could Tony be proud of only achieving 19th in the world league of

health care? It certainly seems that we have a political culture here that neuters any effective political action. Unlike other contributors, who advocate spending more taxes would remedy the problems, I think it would only follow the rest of the cash into the "black hole" and we'd be no better off. But I like the people, and British humour is light-years beyond the rest of the world.

Pete, UK

I have lived in six countries on three continents so I consider myself well qualified to have an opinion in this matter. Britain is not worse than other places. Britain is not better than other places. Britain is normal! Every place I've lived has had its ups and downs, that is what adds to the charm of living there. How boring life would be in a place where everything was perfect and there weren't any surprises! The only thing I think I'd change about living here is the attitude that a lot of Britons have regarding Europe. Britain is not better or worse than Europe, it's OK to love your country, but don't let that love ruin your chances to appreciate all the beauty in the rest of Europe.

Christine, UK

The grass is always greener on the other side. Let me just tell you that as a Brit living in Belgium. Belgian bureaucracy is far worse, Belgian public transport is not much better, Brussels has none of the get up and go dynamism of London or other UK cities. It is a dirty, grey city and needs major investment. We Brits do need to get our act together to improve our public services, but basically the country is in a pretty good state. If you don't like something, change it, don't just moan! In my view, the sooner we relish our European present and stop looking back at our imperial past, the better.

Nolan, Belgium (UK)

I returned to the UK after eighteen years in South Africa as my daughter was eight and education was an issue there. After a year in the UK (Chichester) we left in

disgust at what Britain has become. The children are revolting, precocious rude brats who drive their teachers to drink.

P & J, South Africa

I've been away from the UK for the past year. I've been to South America, New Zealand, am currently in Oz and will also be going to South Africa. I've seen the most amazing places but the only place where I would actually want to settle is New Zealand. It's a very laid-back life, a beautiful country and the people are fantastic. There are certainly things that I miss about home, notably, the humour, the BBC, pubs, Radio 1 and Boots.

Pam, New Zealand

I moved to Australia when I was in my late teens and have worked, gained my tertiary education, purchased my own home and flourished here for over twenty years. I also have been offered the opportunity to live and work in Britain several times and although happy to visit have never felt safe and fulfilled there. I think when Brits talk about the lack of "culture" in other countries especially Australia, what they may be missing is the sense of hierarchy and class distinction that I feel Britain still likes to claim as some kind of natural and right order. (Which it is not). I was lucky, I literally fell in love with the landscape of Australia and although, yes, British countryside can be lovely you have to be fairly well-heeled and mobile to enjoy it.

I miss the variety of fruit and blooms and the weather and the sea in Australia when I am in Britain but most of all I now find that the different way that Brits socialise, the guarded way of keeping "one self to ones self" in Britain is isolating and leaves me wanting to talk with fellow Australians to get a sensible take on events. Do I miss Britain? I miss the icons the West End and certainly Marks and Sparks, Cox's orange pippin apples and East End humour but not the class structure, aggression, poverty and masses of people all stranded

on broken-down public transport and I am always glad to get away from the somewhat insular snobbery that occurs in certain parts of British society.

Clare, Melbourne, Australia

I'm a self-confessed moaning Brit living in Singapore. While living in England I moaned about the public health system, about the public transport, taxes, mobile phones. Basically the UK is Third World. Singapore on the other hand has a world class health system, public transport and 9% growth rate last year. But it's still exactly the same standard as the UK, and I still moan. So either the UK is Third World or Brits always look at the negative side of things. We need to change our attitude, because the rest of the world is laughing at us. Put it this way, how many foreigners have you heard put down their own country. And how many of you would give up your British passport for a foreign one.

Max, Singapore

I travel extensively abroad on business. I have spent seven years living in three different foreign countries. I am always happy to return for my heart is in this country and always be despite incompetent politicians and wingers.

Chris, England

It's not only tangible things that endear a country to its people, but also such intangible elements such as the character of its people, its outlook, traditions and customs. So while other countries may have better railways, or less-infected livestock, or better healthcare, I would say that Britain's greatest assets are its people, history and culture, and it is this that endears many people, British or not, to the UK.

M. M, UK in US

There are undoubtedly great things about Blighty, like humour, pubs, seasons, history etc. I have lived in Western Australia for the past 10 years, it's a great

lifestyle but it lacks what England has to offer. But fortunately we can afford to live well here in Australia, the cost of living in the UK is far too high.

Dave, Australia

I live abroad and have a great time! The public transport is affordable - £28 for a all zone 1 month pass (beat that London), fuel is much cheaper (not that I need a car), the health service in Sweden is superb, and the air is noticeably cleaner.

But I do miss sitting in a pub drinking a decent pint of beer (and at a reasonable rate - Swedish alcohol taxes are horrific). I also miss the fun home has with the weather - a month ago Scotland got 10cm of snow and ground to a halt (we got 20cm and nobody noticed) and I definitely miss all the British television offerings. At least the UK shows current versions of the top shows, not 5 year-old reruns. But don't complain everyone back home, at least your income taxes are low.

Alex, Wales, Living in Göteborg, Sweden

While I will always regard Glasgow as home, I will probably never live there again. Life in the Netherlands is much nicer - better working practises, good standard of living, good state benefits for all and of course where I live now the pub stays open until 2am! I left the UK when I was 16 to move here and it is probably the best gift my parents ever gave to me.

Joanne.

The Netherlands (ex UK)

I have been living and working in Australia and have found it a much better work environment, people are more laid back about their work. They manage to get the work done without getting stressed or being rude to other people. If you walk around in the streets in Sydney you feel safe and welcome, strangers will happily strike up conversations with each other. On the other hand, people on the streets of London are positively rude. They either walk around in their own

little world ignoring everyone, or go out of their way to express their anger at others. We English need to calm down and take time out to enjoy life and be more friendly to each other. We need to come together and be proud of what we have achieved as a nation, and generally just cheer up!

Alex, English, in Australia for 1 year

We emigrated to Australia 2 years ago and although I wouldn't rule out coming back, it's not on the cards at the moment. As a midwife I am astounded at the level of service available to public patients over here. The hospital I am working in would be comparable to a private hospital in the UK in terms of level of staffing and facilities available. Considering the total population is around 17 million (that of London) I cannot understand how the NHS can be in the state that it is. My husband used to spend 3-4 hours a day in traffic jams on the M25, he can now cycle to work!

The work ethic is totally different over here with a definite emphasis on making the most of life (but not at the expense of others). Although Australia is often criticised for having no "culture" what the Brits really mean is social class, I find it totally refreshing that you can have a decent conversation over here without being judged by-what car do you drive? or what job do you do? Standard of living is important but standard of life is everything!

Sarah, Australia

The UK is a Third World country. I am a sales exec living in France. We have 38 days holiday plus all the public holidays, greater job security, a superb health service and government-run electricity, telecoms and transport. That's the way it should be. I travel to the UK every month for work and I have a clause in my contract that should I fall ill or have an accident the company will immediately intervene so that I can be taken to hospital in France. No way would I darken the doorstep of a British hospital. By the way, I forgot to

mention state pensions here, 60% of the best average monthly salary of the best or last years of your career, whichever is greater. I could go on and on but I won't, it makes my blood boil!

Janis, France

I left Britain to live and work in Germany four years ago: and I can't imagine ever going back! The British media/government/industry have done a thorough job of polluting much of what made British society great (and I don't mean the Empire or the elite who abused their own people - and others - for so long). I mean the decent, polite, friendly, modest and caring majority of the working and middle classes. Many of these old-fashioned virtues are now often portrayed as boring or weak. Too many Britons (probably still a minority, however) have succumbed to the lure of American-style greed and selfishness. Unfortunately, this ugly minority seem to dictate the way we are supposed to live. Perhaps things aren't any better elsewhere (although my experiences in other European countries seem to indicate that they are) but it hurts more when you feel alienated in your own country. I didn't like the way things are going so I left!

Anthony, Germany (UK)

After many years away from the UK I'm returning later this year for lashings of Premier League, decent beer and public houses, predictably bad weather and a less boring, less sterile existence. If your fed up of Britain your fed up of life, mate!

D M, Australia

I left Britain in 1976 a few years before the "winter of discontent." I normally visit my family twice a year and have only one comment that things have definitely improved in the last three decades.

Colin, Netherlands

I have lived on three different continents and spent 11 of my 32 years in other countries, including South

Africa and parts of the Middle East. I have travelled widely elsewhere. Britain remains the best country to live in by some distance. It isn't perfect but it is beautiful, tolerant, prosperous and rewarding. The two worst things about living here are the climate, and the fact that as a nation we spend so much time introspectively punishing ourselves for the things we get wrong, instead of patting ourselves on the back for the huge number of things we still do better than anybody else.

Malcolm, USA



INVESTOR IN PEOPLE

Alliance & Leicester International Limited. Registered Office: Alliance & Leicester House, 19/21 Prospect Hill, Douglas, Isle of Man, IM99 1RY.

We may monitor and record your telephone calls with us in order to maintain and improve our service and for security. Compliants we cannot settle can be referred to the Financial Services Ombudsman Scheme for the Isle of Man.

Licensed by the Isle of Man Financial Supervision Commission to conduct Banking Business. Incorporated in the Isle of Man number 81918C.

Published July 2004 © Alliance & Leicester International Limited and Centre for Future Studies Stelling Minnis, Canterbury, Kent, CT4 6AQ.

Tel : 01227 709575

www.futurestudies.co.uk