

BEN

Black Environment Network



Promoting Employment Opportunities to Ethnic Communities

Guidance for the environmental and heritage sectors



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BEN and the BEN EQUAL Project

Black Environment Network UK (BEN) is established to enable full participation by ethnic communities in the built and natural environment.

The Commission for Racial Equality has identified through its many reports that ethnic communities face disproportionate levels of unemployment across the UK.

The BEN EQUAL Project 2002-2005 was focused on the promotion of employment opportunities within the heritage and environmental sectors to ethnic communities in Scotland. It recognised that it is a long term process, with different developmental stages. The project therefore worked to:

- Reach out to ethnic community groups to engage them in learning about employment opportunities in the heritage and environmental sectors
- Advise and support mainstream organisations in the heritage and environmental sectors to open up employment opportunities to ethnic communities
- Develop and deliver training modules to enable them to engage with ethnic communities
- Work in partnership with the heritage and environmental sectors to promote a positive image of the sectors to ethnic communities
- Develop and facilitate partnership work and projects between mainstream organisations and ethnic community groups to create awareness of employment opportunities and aspirations towards working within the sectors
- Promote good practice

This publication gives guidance to support the heritage and environmental sectors in promoting employment opportunities to ethnic communities. It is based on methodology developed as a result of the work of the BEN EQUAL Project.

The BEN EQUAL Project is a development partner of EMPOWER (Ethnic Minorities Participating on Wider Economic Responsibilities). The aim of EMPOWER is to promote the potential of ethnic minorities within the world of work. Each development partner had its own area of expertise while working in partnership with each other.

The five development partners are:

- Black Community Development Project (BCDP)
- Black Environment Network (BEN)
- Centre for Human Ecology (CHE)
- Meridian
- Skillnet

For further information about the project and its achievements, see the BEN website www.ben-network.org.uk

Organisational development of mainstream organisations

In order to open out employment opportunities to ethnic communities, organisations must position themselves and gain the capacity to engage effectively with ethnic communities. Although specific new actions may be identified, it must be realised that how existing actions are carried out are also of paramount importance. This can be achieved only through the framework of a fully committed organisation.

1. Organisational commitment to engagement with ethnic communities

Commitment grows out of awareness. Awareness raising is needed at all levels within the organisation. Organisations tend to concentrate on front line staff when addressing issues of engaging with ethnic communities. Commitment at the top is essential in order to drive policy and strategies and release the resources needed to enable action.

Organisations need to:

- Identify the need for awareness raising at different levels of the organisation, develop and implement an action plan.
- Work with representative organisations of ethnic minorities to develop relevant awareness raising sessions and continued learning for the organisation

Examples of action:

- Visit by key staff to ethnic community organisations in order to meet and learn about ethnic minority cultures at first hand from members of the community
- Building short awareness raising exercises into meeting agendas, e.g. short talk on equal opportunities or ethnic monitoring
- Sharing the latest examples of good practice at board meetings

2. Put into place relevant policies, strategies and action plans

Policies and strategies position all parts of an organisation to take relevant action.

Each part of an organisation needs to:

- Identify its particular strategic role within the policy framework
- Establish the baseline, set targets within an action plan and monitor progress
- Evaluate progress and act on lessons learnt
- Commit personnel time and resources, including writing specific actions into job description
- Identify training needs and develop and implement a training plan
- Put into place mentoring and developmental support as necessary

Examples of actions:

- Share draft policy, strategies and action plans with ethnic community groups in order to benefit from their advice and engage their support
- Set up a joint monitoring group with members of ethnic communities
- Buy in developmental support for staff new to the work in order to address their need for mentoring during the first stages of engaging with ethnic groups
- Fund a diversity co-ordinator to drive action throughout the organisation
- Research external funding to develop focused work with ethnic communities

See the resources section for a range of relevant publications and papers

Awareness raising and creating aspirations

Ethnic communities are very small in Scotland. Traditionally many of the ethnic communities have worked within a limited range of jobs. There is therefore a lack of role models of a wide range of jobs. People simply are not aware of what particular jobs involve, e.g. a nature reserve warden, or a museum curator. Additionally there is a lack of awareness as a whole of the heritage and environmental sectors. Some jobs, after all, occur in every sector, e.g. accountancy. Therefore, the lack of applications to such jobs within particular sectors are a result of unfamiliarity and a lack of positive image of those sectors within the ethnic communities.

In order to increase employment of ethnic communities within the heritage and environmental sectors, organisations therefore need to:

- 1. Create awareness of the activities within the heritage and environmental sectors through the provision of information and experience**
 - Create appropriate programmes of enjoyable activities for ethnic communities in order to build up an image of what the environmental and heritage sectors involve
 - Provide information and support to increase access by ethnic communities to opportunities for enjoyment and activities
 - Identify and promote access to sites with particular cultural or historic links to ethnic communities

Case Study: Ethnic minority Youth Participation in the built and natural environment Programme of a range of activities suitable for young people from the Westerhailes Multicultural Welfare Project

- 2. Build a positive and inclusive image of the heritage and environmental sectors**
 - Black History month is a good kick off point for organisations wishing to promote a positive and inclusive image to ethnic communities

- In order to consolidate a positive and inclusive image of the sectors, there needs to be ongoing work to identify and make visible cultural elements within heritage and environmental sites and to ensure that there is a policy for achieving a holistic multicultural history of Scotland
- Pay attention to the inclusion of ethnic minority images within publicity and resource materials in the appropriate context in consultation with community groups

Case Study: 'People and Historic Places Project' in Scotland

Visits to historic houses by members of ethnic communities. Chinese elders and their family members were delighted to learn that the mother of the Earl of Dalkeith was born in China and particularly enjoyed various Chinese artefacts at Drumlanrig castle. Staff introduced aspects of their work.

3. Create awareness of specific environmental and heritage careers

- Create opportunities for young people to have enjoyable experiences of what specific professionals or specialists do
- Create opportunities for young people to meet with professionals so they can act as role models
- Create volunteering and placement opportunities as stepping stones to the consideration of entering particular careers
- As members of ethnic communities begin to take up environmental and heritage careers, it will be useful to gain their support to maximise their presence as role models

Case Study: The Junior Countryside Ranger Project

The project enabled young people from The Black Community Development Project to have hands on experience of what countryside rangers do.

4. Positive action training initiatives

Give specific opportunities to members of ethnic communities to receive supported training in order to enable them to enter a new field of work and compete on a level playing field

Case Study: Scottish Museums Council Positive Action Traineeships

Many undergraduates are not aware of the various career paths open to them in terms of careers in the environmental and heritage sectors. The promotion of these careers through positive action traineeships, such as the Scottish Museums Council Positive Action Traineeships, have led to members of ethnic communities taking up training for careers that they would otherwise not consider.

Building working relationships

Due to the historical lack of connection between the heritage and environmental sectors and ethnic communities, the simple promotion of the sectors or the provision of information without direct engagement with ethnic communities is not enough. This is because there is a real need for learning from both sides. The existing range of activities and the manner in which they are run always express who is already involved. They show us what the sectors offer them and in turn how particular social groups have been able to make a contribution.

Through the involvement of ethnic communities, ultimately the range of activities offered by the environmental and heritage sectors will be increased. The sectors, as the result of a fruitful working relationship, will both benefit ethnic communities and be benefited by ethnic communities.

Organisations need to:

- Reach out and nurture interest by ethnic communities in the sectors
- Develop and sustain a meaningful working relationship with ethnic communities
- Use participatory methods to engage members of ethnic communities in feed back, evaluation and reporting
- Organise meetings and events for members of ethnic communities to propose and jointly plan activities, actions and ideas
- Develop opportunities for members of ethnic communities to participate in decision making structures
- Build the capacity of members of ethnic communities to participate meaningfully in working relationships with mainstream organisations, drawing on the expertise of the voluntary sector as a whole
- Work in equal partnership with ethnic community groups
- Support ethnic community groups in gaining the resources that they need in order to devote time to work with mainstream organisations
- Scope the range of ethnic communities within the big picture. Target particular groups initially but build on the work, using ethnic groups to expand contacts
- Capture successes and write up case studies to inspire ethnic communities and other organisations to take similar action, making due acknowledgement of the contribution of ethnic community groups in the process
- Network with other mainstream organisations and ethnic community groups in order to share experience and support each other to develop this area of work. Set up a forum if appropriate

Case Study: The One World Quilt Project

The project opened out opportunities for women from various ethnic groups to come together to raise issues around sustainable development and followed up with workshops about accessing funding and seeking venues for displaying their work.

Working innovatively

Working to promote employment opportunities, especially in relation to young people, is about working creatively and often in an oblique way to inspire and make links to employment opportunities.

The end point is about employment, but in order to arrive at engaging members of ethnic communities with employment we need to innovatively develop methodology which address:

1. Creating an enjoyable and inspirational entry point

- Catching the attention of people who are not connected to the environmental and heritage sectors, giving them an opportunity to gain a positive experience of the sectors and be motivated to find out more
- Ensuring a welcome from the host organisation
- Providing enjoyment
- Recognising cultural identity and historical presence. Multi-cultural interpretation of historic sites and objects is an important approach
- Providing activities that give inspiring experiences, such as using the arts, and lead onto motivation to gain more awareness or access education
- Giving practical experience of a range of specific careers. Professionals may need some guidance and support to be involved in doing this in a fun and inspiring way

2. Maintaining interest and building on what is achieved

The fact that giving initial experience of the sectors is like planting a seed that needs nurturing and continual care. Stimulating awareness, building on interest as an ongoing effort and relating it to employment opportunities, working in partnership with ethnic communities and investing in the process are all essential

- Working with school career officers to create placement opportunities
- Investing in awareness raising resource materials targeted at ethnic communities
- Creating positive action placement and training opportunities for members of ethnic communities to go onto career paths
- Maximising the use of ethnic minority role models, community champions, and ideas from the ethnic communities themselves
- Building social cohesion. When members of ethnic minorities see themselves as part of mainstream society, it follows that young people can take on mainstream role models as their own. This is important as there may never be sufficient numbers of local ethnic minority role models
- Systematically building up a critical mass of interest and awareness of employment opportunities, making the most of opportunities such as community newsletters
- Ensuring that personnel from environmental and heritage sectors are supported in this work so that they enjoy engaging with ethnic groups and are inspired to do more
- Sustaining the above, recognising that stimulating members of ethnic communities to enter employment in the environmental and heritage sectors is a long term exercise

Resources

The legal duty to promote race equality - the statutory code of practice and non-statutory guides for public authorities (CRE)

Pack of 5 guides from the Commission for Racial Equality Tel. 0870 240 3697 www.cre.gov.uk

Under this duty all statutory organisations and those substantially funded by statutory funds are legally bound to take action to ensure race equality. The Commission for Race Equality (CRE) has published a set of guidance with 5 guides. The most notable ones are:

- Statutory Code of Practice on the Duty to promote Race Equality
- The duty to promote Race Equality - a guide for public authorities (non-statutory)
- Ethnic Monitoring - A Guide for public authorities (non-statutory)

Note: A range of statistics and relevant summary reports are available on their website

Participatory Evaluation Toolkit (ET)

Downloadable free from the Evaluation Trust website www.evaluationtrust.org

An easy to use toolkit giving an extensive range of methods to ensure participation by members of the community in evaluation.

Engaging Disadvantaged Groups in Environmental Projects - some guidelines (CCW)

Downloadable free from the BEN website www.ben-network.org.uk

Available as hard copy from Countryside Council for Wales Tel 01248 385 500 www.ccw.gov.uk

This publication provides guidance on the process of engagement of a range of disadvantaged groups, including ethnic minorities in a range of environmental projects

BEN Resources/Training and Consultancy Services

Further information about BEN and its services are on the BEN website. All BEN publications and resources are downloadable free from the BEN website www.ben-network.org.uk

Hard copies from BEN email info@ben-network.org.uk tel. 01286 870 715

Ethnic Environmental Participation Volumes 1-5 (BEN)

Collections of BEN articles and discussion papers. Of particular interest are:

Involving urban communities in the environment (Vol.1)

Building multiculturalism as a framework for ethnic environmental participation (Vol.2)

Multicultural Interpretation and Access to Heritage (Vol.3)

Visualising heritage participation by ethnic groups (Vol.3)

Working with BEN for ethnic participation and representation (Vol.4)

Increasing physical activities within ethnic communities (Vol.5)

Ethnic communities and Green Spaces (BEN)

Downloadable free from the BEN website www.ben-network.org.uk

Available as hard copies from BEN email info@ben-network.org.uk

This publication consists of 12 guidance papers on engaging ethnic communities with green spaces, accompanied by a CD Rom with examples of green spaces that have increased access, involved ethnic communities in their care and maintenance or were created by members of ethnic communities.

Ethnic Environmental Youth Work (BEN)

Roots Culturifest (BEN)

Success story of an annual multicultural festival in a Northamptonshire Country Park, giving the process of the integrated engagement of ethnic groups and mainstream cultural groups.

Visits to National Parks - a guide for ethnic communities (BEN)

Black Environment Network

Working for full ethnic participation in the built and natural environment

Our Vision

To have representation and participation, at all levels, of ethnic communities in the built and natural environment, which reflects the profile of the ethnic population in Britain

Organisational Aims

To represent issues and concerns relating to ethnic participation in the built and natural environment

To address current issues and concerns relating to ethnic participation in the built and natural environment

To develop training and consultancy services in order to underpin ethnic participation

To develop, strengthen and maintain the BEN Network

To secure resources in order to maintain and increase operations across the UK

We use the word 'Black' symbolically, recognising that Black communities are the most visible of all ethnic communities. We work with Black, white and other ethnic communities.



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The BEN EQUAL Project (2002-2005) was funded and supported by:

Black Community Development Project (BCDP)	Meridian
British Waterways Scotland	Muslim Women's Resource Centre
BTCV Scotland	Multicultural Family Base
Centre for Human Ecology (CHE)	National Trust for Scotland
Chinese Community Development Project	National Galleries of Scotland
Communities Scotland	One World Quilt 2000
Connectivities Project	Royal Society for the Protection of Birds (RSPB)
Earth Charter Scotland	Scottish Agricultural College
Edinburgh Chinese Elderly Support Association	Scottish Environment Link
Edinburgh Greenbelt Trust	Scottish Environment Protection Agency (SEPA)
Emmanuel Christian Fellowship	Scottish Museums Council (SMC)
ESF EQUAL Theme B	Scottish Natural Heritage (SNH)
Forestry Commission Scotland	Scottish Filipino Association
Fife Council Community Services (Countryside)	Scottish Wildlife Trust
Glasgow Chinese Women's Association	Sikh Sanjog
Greenpeace Scotland	Skillnet
Historic Scotland	Taleem Tust
Lloyds TSB Foundation Scotland	The Green Team
Men in Mind	Westerhailes Multicultural Welfare Project

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Europe and Scotland
Making it **work together**

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