

BEN

Black Environment Network



Engaging Ethnic Communities in Natural and Built Heritage

Guidance for the environmental and heritage sectors

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Outdoor learning and activity in a National Park

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Using Cultural Links to introduce the Royal Museum Collection

Using physical activities to introduce the historic environment to ethnic minority children

Linking the experience of African asylum seekers to Scottish history and heritage through a museum visit

Discovering built and natural heritage destinations and personal historical connections to Scotland

Meeting the special needs of Asian youngsters at a Scottish historic house

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The guidance was written by Taja Sidhu and Judy Ling Wong OBE.
The case studies were written by Taja Sidhu and edited by Pam Green.

The BEN Discover Heritage Project

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

The BEN Discover Heritage Project was focused on working across Scotland to make heritage participation a part of ethnic minorities' lives

It worked to:

- Reach out to ethnic community groups to introduce them to what is on offer in the natural and built heritage sectors
- Nurture awareness among ethnic community groups across Scotland that the heritage sector is an area of major opportunity to improve the quality of their lives
- Support ethnic community groups to organise programmes of visits and activities
- Raise awareness among heritage organisations about the potential for ethnic communities to contribute to the sector
- Create new opportunities for the heritage sector and ethnic communities to work together
- Provide advice, training and support to the heritage sector to enable organisations to work effectively with ethnic communities

Our partners include:

- | | |
|--|--|
| <ul style="list-style-type: none">• Scottish Museums Council• Scottish Wildlife Trust• National Trust for Scotland• RSPB• Council for Scottish Archaeology | <ul style="list-style-type: none">• National Museums of Scotland• Historic Scotland• Scottish Natural Heritage• Forestry Commission |
|--|--|

This publication gives guidance to support the natural and built heritage sectors to work effectively with ethnic community groups to open out what they have to offer to ethnic communities across Scotland. The guidance comes under the following themes:

- Organisational development
- Raising awareness and promotion
- Building working relationships
- Working innovatively

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

Organisational Development

Social inclusion is high on the contemporary political and social agenda, with ethnic inclusion backed up by the Legal Duty to Promote Race Equality. The increasing emphasis on sustainable development is also fuelling inclusion through the recognition of the importance of concept of sustainable communities as an integral part of achieving a sustainable economy and environment.

"Social inclusion is not about doing a favour to small numbers of disadvantaged groups. It is about a vision of an inclusive society, of which we can all be proud."

Judy Ling Wong OBE

Against this backdrop is the recent highlighting of social and national identity, with issues of heritage at its centre. All of these come together to accentuate the significance of the Discover Heritage Project as a vehicle through which a sense of belonging and a claim to the Scottish national identity can be a reality for ethnic communities.

1. Building commitment at all levels of the organisation

- Build a commitment at the top of the organisation by ensuring that there are board members who focus on and represent diversity and access issues. This is fundamental. Commitment at the top enables diversity and access policies to move into strategy and action.
- Share inspirational examples of good practice at board and senior management meetings to form the link between policy, management and work on the ground
- Link social, cultural and environmental issues to provide a broad base for participation
- Work with the representative organisations of ethnic minorities to develop relevant awareness raising sessions and continued learning for the organisation

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

- Ensure that a diversity and access policy is in place. A diversity and access policy is the key driver for opening up access for ethnic communities and other disadvantaged groups
- Establish the baseline of participation, and set targets within an action plan with monitoring for progress
- Evaluate progress and act on lessons learnt
- Commit the personnel time and resources needed, including writing specific actions into job descriptions
- Identify training needs and develop and implement a training plan. Identify the range of staff that should have mandatory diversity training
- Put into place staff mentoring and development support as necessary

Raising awareness and promotion

Many ethnic communities do not access the natural and built heritage simply because they have no information and have never been introduced to what is on offer. As shown by this project, there is a substantial dormant interest that can be awakened. In order to raise awareness and promote what is on offer, we found that there is a need to:

1. Create awareness and promote the sites and activities available within the natural and built heritage sectors

- Promote what is on offer where ethnic minorities gather - take up a stall at Melas and other community events particularly in the urban areas where groups are concentrated; distribute information at libraries and Places of worship; and most of all pro-actively reach out directly to ethnic community groups to introduce and explain the opportunities and give support to putting the first taster programmes together
- Besides providing information through publicity and information materials, spend time with ethnic community groups to enable them to gain a better understanding of the mechanisms involved in implementing projects
- Provide gatekeepers from ethnic community groups with an opportunity to learn about places and activities through experience. Often community workers, who we expect to be our ambassadors, have themselves never been in contact with the natural and built heritage sector. Investing in gatekeepers is one of the most effective ways of presenting what the heritage sector has to offer
- Use positive images that ethnic community groups can identify with

Case Study - A special day to introduce activities in Pollok Country Park was a huge success. The rangers unlocked the potential of the park for youngsters living nearby.

2. Provide culturally and socially appropriate activities

- Make available opportunities for the group to have pre-information followed by a hands on visit to explore possibilities and identify needs. This is applicable in the context of the social and cultural needs of all ethnic minority groups, and in particular for groups with special needs such as mental health or disabilities
- Follow up a visit with discussion and evaluation forms to gain feedback to enable ongoing refinement of services to ethnic community groups
- Link Scottish heritage and ethnic communities groups, by identifying and paying attention to the potential of shared history, thereby encouraging pride and interest
- Celebrate diversity by investing in the understanding of the changing shared history of the indigenous Scottish people and settled ethnic communities in Scotland

Case Study - UMOJA visited the David Livingstone Centre gained insight into the life of David Livingstone in Scotland and connected with his extraordinary travels through the uncharted expanses of Central Africa

Building working relationships

By providing an appropriate welcome and building on the initial relationship, some of the outcomes that heritage organisations can expect, as demonstrated by the Discover Heritage Project, include:

- Motivation to do follow up work beyond the initial participation, thereby developing further opportunities, making a range of new links
- Enthusiasm to explore and develop different kinds of projects involving the natural and built heritage
- Development of knowledge and skills to access funding
- Opening up the understanding and enjoyment of Scottish heritage
- Ongoing development of project work and partnership with heritage organisations
- Building educational access through using heritage activities
- Promotion of access to heritage opportunities to other ethnic community groups
- Matching opportunities with target groups such as young people, and supporting them to undertake educational visits to heritage sites

Case study – Many groups have found the taster programmes of visits and activities a revelation and they want to continue. The Multicultural Family Base and Saheliya have undertaken repeat visits to enjoy the activities at the Royal Museum.

1. Maintaining interest and building ongoing partnerships

As the groups get to know the range of activities, interests and resources that are available within the natural and heritage sectors, they will begin to take initiative to repeat visits and deepen their interest and involvement.

Engaging new audiences is not simply about fitting them into established programmes of activities. It is important to recognise that each new audience, including ethnic communities, have different needs as well as something different to contribute.

Through working with them in a way that stimulates their contribution, their specific knowledge, skills and creativity will inform the existing range of activities and extend it, bringing something new to the organisations and to the mainstream audience. In order to fuel ongoing partnerships:

- Invest time and resources as appropriate
- Work with groups to produce resource materials tailored to their needs
- Maximise the use of ethnic minority role models, community champions or ambassadors to consolidate your links with the community
- Offer more challenging opportunities
- Offer support in new areas of endeavour
- Work consistently with awareness, enthusiasm and in equal partnership

2. Representation and positive image

It takes time to achieve and maintain a positive image of your organisation. Many organisations, expert in their own field, find it difficult to position themselves in an area of work that takes them into new territory. Engaging with ethnic communities is one such area. We are working within a contemporary climate in which social cohesion and social inclusion is put onto the table as a constant challenge. In this transitional stage, everyone is in the same boat of being at the very start of a journey for inclusion. It is thoroughly legitimate to be proud of endeavour and leadership.

- Build up the positive image of your organisation on an ongoing basis, involving members of ethnic minorities as appropriate
- Be ambitious about your organisational employee profile. Although ethnic minorities make up a very small percentage of the population, representation in the context of staff remains important. Consider creating opportunities for staff shadowing, placements for young people, and positive action training programmes
- Look at how you can bring members of ethnic minorities to aspire to represent their needs, wishes and concerns through taking part in your decision-making structures, from advisory groups for single projects to being a board member. The historical lack of experience in these areas, within the natural and built heritage sector, means that such work remains a mystery. Consider opening up these aspects as potential areas of development for your organisation through allowing members of ethnic minorities to attend meetings as observers, and offer to buddy aspiring participants to give support
- Staff turnover is a constant reality for mainstream organisations. It is necessary to monitor that training and support are available for any new key staff on the ground to ensure continuity of provision for effective work with ethnic communities

Working innovatively

A highly organised society with high levels of expertise and information around key themes tends to fragment into discreet areas of activities. Daily life simply is not like that. We think and deal with our families and our personal lives in an integrated way. There is a real need for organisations to move back towards working with a broad base of social and cultural concerns when engaging with members of the community. As a social group that has been historically neglected by various sectors, there are vulnerabilities within ethnic communities. However, running alongside this, there is a spectrum of strengths, skills, knowledge and spiritual frameworks that can make a difference to a predominantly individualistic and material contemporary society.

1. Working across heritage, social and environmental themes

- Heritage sites can provide a wonderful setting for social gatherings, making a contribution to bringing people out of isolation. Activities do not always have to be complicated or demanding to be socially meaningful. It can be as simple as having a picnic and strolling through beautiful grounds, giving space to social interaction.

Case study - Oldhall Ponds was introduced to the KULOC group from Kilmarnock and the KAT-O from Irvine as a local site that offered a nice setting just to relax in, with a choice of activities that they can do, even on a wet winter's day

- Use multicultural interpretation to reveal shared history and experiences. Multicultural interpretation is a term coined by BEN, describing an approach that aims to uncover the fact that all cultures are intrinsically multicultural. It recognises the significance of the communication of the historical interface between cultures, giving a local and global perspective. This perspective can play a key role in the context of the social inclusion and social cohesion agendas. Historical information about objects or features of a site can link national and personal histories, stimulating personal anecdotes, enabling individuals to become visible through revealing hidden origins as well as positioning them within the history of Scotland.
- Using public transport - The identification of destinations that are not too far away and that can be reached by public transport makes it much more possible for some groups to return on their own.

Case Study - Visit by the West Dumbartonshire Asian Women's Group to People's Palace by public transport. Families took part in a range of learning activities.

- Connecting with Scottishness - Many members of ethnic groups have shown themselves to be keen to discover and engage with Scottish heritage and history, as they are now settled into the life of their adopted country.

Case study - The Aberdeen Filipino Association went to Tolquhon Castle. The participants all enjoyed going to Knight School!

- Dressing up and arts activities can enable people to make an imaginative leap across time and space to connect with aspects of history that can feel completely alien.

Case study - APNA brought their group to Stirling Castle. Individuals with different needs and abilities were able to enjoy dressing up in a range of historically accurate costumes and learn some traditional medieval dancing.

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 of 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 authority (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 the 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)

Promoting Employment opportunities to Ethnic Communities (BEN)

Guidance for the environmental and heritage sector

Roots Culturifest (BEN)

Success story of an annual multicultural festival in 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)

BEN

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

The BEN Discover Heritage Project was focused on working across Scotland to make heritage participation a part of ethnic minorities' lives. It has connected ethnic community groups to historic buildings and sites, Scottish history, diverse aspects of heritage, recreational and educational activities, museums, magnificent landscapes and wildlife.

This publication gives guidance to support the natural and built heritage sectors in opening out all that they have to offer to ethnic communities.

We would like to take this opportunity to thank all our partner organisations and ethnic community groups for their enthusiasm and their contribution to the project.

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Brodick Castle, Garden & Country Park Rangers	Multi Ethnic Aberdeen Limited
Cairngorms National Park	Multi-Cultural Family Base
Cairngorms Rangers Service	National Library of Scotland
Central Scotland Race Equality Council	National Museums of Scotland (NMS)
Chinese Healthy Living Centre	National Trust for Scotland (NTS)
Clare Robertson	North Ayrshire Council
Council for Scottish Archaeology (CSA)	Pollok Park Rangers
Culzean Castle & Country Park Rangers	Queen Elizabeth Forest Park
David Livingstone Centre	Royal Society for the Protection of Birds (RSPB)
DOSTI	Saheliya
Drumlanrig Castle & Country Park Rangers	Scottish Ethnic Minority Sports Association (SEMSA)
Dundee International Womens Centre	Scottish Forestry Commission
Dunvegan Castle	Scottish Interfaith Council
Edinburgh Castle	Scottish Museums Council (SMC)
Edinburgh Chinese School	Scottish Natural Heritage (SNH)
Glasgow Anti-Racist Alliance	Sikh Environmental Project
Glasgow City Council Museums	Stirling Castle
Guru Nanak Nishkam Sewak Jatha	The Rainbow People
Hidden Gardens	Tolqhoun Castle
Historic Scotland	UMOJA
Kat-O	West Dunbartonshire Asian Womens Group
Kelburn Castle & Country Park Rangers	

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