



School for

Environment

How and why to engage Sheffield's ethnic communities

A brief guide



Equal



Introduction

Effective communication is essential if Sheffield's growing black and ethnic communities are to be represented in the environmental sector

Over the last 18 months School for Environment has tried to identify why Sheffield's black and ethnic communities are not engaged with, or represented in, the environmental sector to any great extent. This situation prevails despite a general consensus that this situation needs to change and some environmental organisations actively challenging the status quo.

This document is one practical solution to the issue. **On page 4 it lists black and ethnic community organisations which have agreed to be sent information by environmental organisations to pass onto to their staff, volunteers, trainees or clients**

Why should we engage Sheffield's black and ethnic communities?

A different perspective - School for Environment's experience is that ethnic communities are engaged with, and inspired by environmental issues, but that they do not necessarily use the same language or have the same context as the communities the environmental sector traditionally engages with. Have you ever considered:

- What conservation skills we might gain from communities who have come to Sheffield from rural backgrounds?
- What we might learn about global environmental issues from communities who have experienced environmental exploitation in their home countries?

Addressing environmental injustice – Sheffield's black and ethnic communities typically live in Sheffield's less green and affluent areas. Their day to day experience of their environment affects what they consider to be important environmental issues. Maybe they would benefit from getting into the countryside to learn conservation skills, but maybe it's improving their own urban environment that would inspire them to get more involved?

Changing demographics - Sheffield's population has been growing since 2002, this is largely due to increased migration by BME people¹. Sheffield's black and ethnic population is increasing at a rate of 4750 people per year and now makes up over 13% of the population². In contrast the White British population is decreasing by 2750 people per year. Can we afford not to engage with the black and ethnic community?

Difference in employment levels between white and ethnic communities - In Sheffield the gap in employment rates between white people and all ethnic communities is 22.4%, which is the third worst compared with other 'core cities'. Sheffield has set itself a challenge to increase the employment rate of disadvantaged groups, and halve the employment gap by 2010.

¹ Developments in the Sheffield Population, powerpoint presentation by Roland Lovatt, Corporate Policy Unit, SCC

² Sheffield First Partnership: Demographic Profiles for Sheffield, 13.2.07

Case Study – From 2002 – 2005 the Black Environment Network’s (BEN)³ ran a project which focused on promoting the employment opportunities within the heritage and environmental sector to ethnic communities in Scotland. The main aims of the project were to engage ethnic groups in learning about employment opportunities in the environmental sector; advise and support mainstream agencies in engaging ethnic groups and facilitate partnership work between mainstream organisations and ethnic community groups

Theme	Recommendations	Examples of actions
Organisational development of mainstream organisations	Gain organisational commitment to engagement with ethnic communities at all levels of an organisation from front line staff to board members. Enact relevant policies, strategies and action plans as necessary.	Key staff to visit ethnic communities to learn about their cultures first hand Share policies with ethnic groups to engage support
Awareness raising and creating aspirations	Create awareness of activities through the provision of information and experience Build a positive and inclusive image of the heritage and environmental sectors Create awareness of specific environmental and heritage careers Create specific training initiatives for ethnic communities	Identify sites with particular cultural or historic links to ethnic communities Include images of ethnic communities in publicity materials in an appropriate context. Create opportunities for young people to meet with professionals, and volunteer their time or take up a work placement. Provide supported training opportunities.
Building working relationships	Organisations need to directly engage with ethnic communities, not just promote their industries at arms length.	Organise meetings and events for ethnic communities to develop activities and events.

Other Related projects

The Mosaic Partnership - includes Black and Ethnic community group leaders across England and Wales, four National Park Authorities (the Peak District, Yorkshire Dales, Brecon Beacons & North York Moors), the Youth Hostel Association (YHA), and the Council for National Parks (CNP). The partnership’s purpose is to promote National Parks and the way we can all enjoy them. <http://www.mosaicpartnership.org/>.

Sheffield Black and Ethnic Minority Environmental Network’s (SHEBEEN) aim is to promote the greater social inclusion and empowerment of Sheffield’s Black and Ethnic communities in relation to the built, human and natural environment at a local, regional and global level. They achieve this by providing links between environmental opportunities and the wide range of ethnic groups. www.shebeen.org.uk

³ All references within this document from Promoting Employment Opportunities to Ethnic Communities: Guidance for the environmental and heritage sectors. Black Environment Network, 2005. <http://www.ben-network.org.uk/resources/pubs.aspx>

Organisation	Address	Telephone	email
Arab Training and Information Centre	The Old Library, Firth Park Road, S5 6WS	0114 243 6093	aticuk@yahoo.co.uk
Barnsley Black and Ethnic Minority Initiative	Unit 4, Burleigh Court, Barnsley, S70 1XY	01226 284477	jonathan@bbemi.org
Black Women's Resource Centre	72a Burngreave Road, S3 9DD	0114 275 1817	bwrc72a@btconnect.com
Helping Environmental Regeneration in Broomhall	32 Havelock St, S10 2FP	0114 272 1814	polytone@doctors.org.uk
Burngreave Community Learning Campaign	Forum House, 35 Spital Hill, S4 7LD	0114 279 4960	parven@bungreavelearning.org
Burngreave NDfC Information Shop	131 Spital Hill, S4 7LF	0114 292 0464	infoshop@bndfc.co.uk
Crown Enterprise and Training Centre	Crown House 243/245 London Road, S2 4NF	0845 126 0808	info@crownetuk.co.uk
Darnall Forum	245 Darnall Main Road, S9 4QD	0114 249 0099	sidrah@darnall.org.uk
Ethnic Minority Achievement Service	Bannerdale Centre, 125 Carterknowle Road, S7 2EX	0114 250 6886	cypd-business-support-development.inclusion@sheffield.gov.uk
Fir Vale Learning and Resource Centre	Fir Vale School, Earl Marshall Road, S4 8LA	0114 243 9391	
Kurdish Community Centre	163 Verdon Street, S3 9QQ	0114 279 5318	kurdishcentre@yahoo.co.uk
Northern Refugee Centre	Scotia Works, Leadmill Road, S1 4SE	0114 241 2777	info@nrcentre.org.uk
Pakistani Advice Centre	58 Owler Lane, S4 8GA	0114 261 9130	
Pakistani Muslim Centre	Woodbourn Road, S9 3LG	0114 243 6091	info@pmcuk.org
Roshni Asian Women's Resource Centre	444 London Road, S2 4HP	0114 250 8898	admin@roshnisheffield.org
Rotherham Ethnic Minority Alliance	Elmfield House, Alma Road, Rotherham, S60 2AZ	01709 720744	team@rema-online.org.uk
Sheffield and District Afro-Caribbean Community Association (SADACCA)	48 The Wicker, S3 8JD	0114 275 3479	sadacca2002@yahoo.co.uk
Sheffield Association for the Voluntary Teaching of English	The Scotia Works, Leadmill Road, S1 4SE	0114 241 2765	hlp@savte.org.uk
Sheffield Chinese Community Centre	157-159 London Road, S2 4LH	0114 250 9994	cypproject@hotmail.com
Sheffield New Futures project in Burngreave	Forum House, 35 Spital Hill, S4 7LD	0114 275 5106	
Sheffield Positive Action Training Consortium	SYAC Centre, Units 5 and 6, 120 The Wicker, S3 8JD	0114 281 2320	admin@spatc.com
Somali Community Association in Sheffield	Carlisle House, 99 Carlisle Street, S4 7LJ	0114 272 1922	
Somali Mental Health Project	St Judes, 14 -18 West Bar Green, S1 2DA	0114 275 8556	cynthia.maana@tiscali.co.uk
Earl Marshal Connexions Centre	Earl Marshall Connexions Centre, Heathcote St, Fir Vale, S4 8GB	0114 243 9871	
SHEBEEN	SYAC Centre, Unit 9, 120 The Wicker, S3 8JD	0114 272 2030	maxwell@shebeen.org.uk