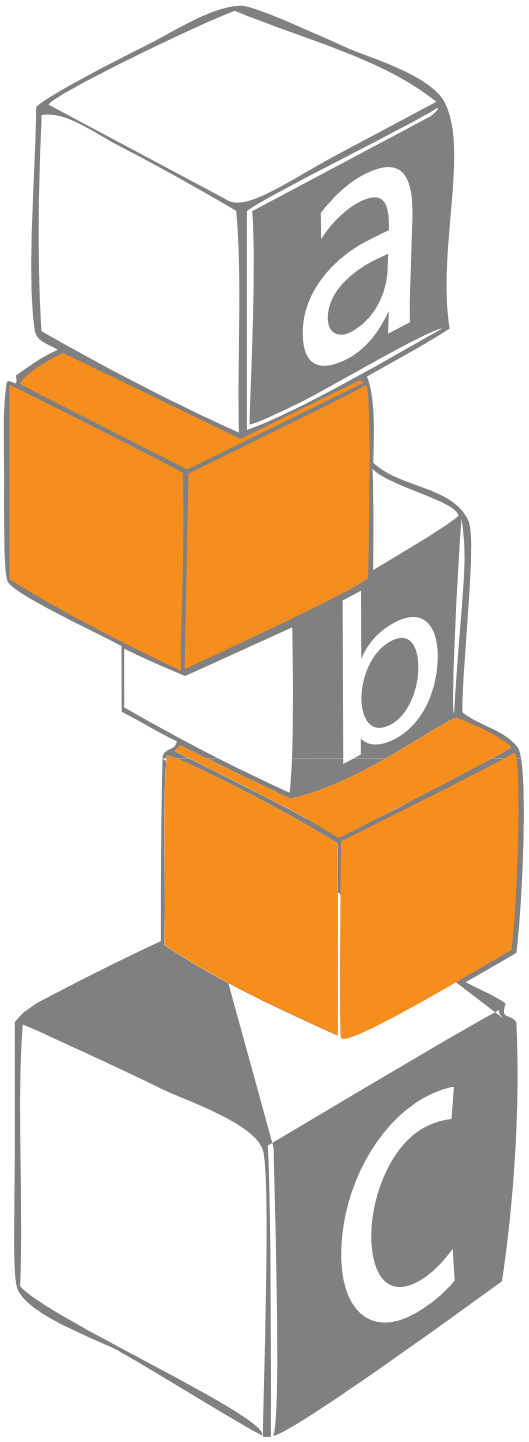
integrating new migrants
communicating important information
part two: what's out there



Communities and Local Government

improvement and development agency for local government

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Across the UK organisations are investing considerable resources in producing information. We looked at all the information resources we could find – over 30 of them from across the UK. We analysed their content, languages, costs, format and target audience. We took a snapshot of 22 of the most recent resources from around the UK and examined them in more detail. We were unable to analyse a few new resources which were in production at the time of our research.

The charts opposite show the analysis with regard to format and target audience.

Out of the 22 resources we analysed in the snapshot, 16 had also been translated into languages other than English. The resource developed for asylum seekers in the Glasgow area had been translated into 16 languages, the highest number of languages of all the resources we examined. Eleven packs were translated into French but we found there was only one translation each to Vietnamese, Hindi and Bengali.

Of the packs we examined in the snapshot, 50 per cent had colour covers, and 40 per cent were glossy. Forty per cent were in full colour, with 30 per cent in black and white and only 13 per cent in two colours. Some of the migrants we spoke to said that they found the use of colour more attractive than black and white; however, it is acknowledged that the use of more than one colour may add significantly to the cost of printed packs, and not everyone accessing packs online has access to a colour printer – with text on stronger colours not always being easy to read when printed in black and white.

Less than a third of the packs we analysed used photographs beyond the front cover. Thirteen per cent used cartoons or ClipArt. Simply from an aesthetic point of view, photographs and the use of some colour made the resources more attractive. This was not always the case with cartoons and ClipArt, where it may be difficult to

figure one: most packs were aimed at both new arrivals and refugees/asylum seekers.

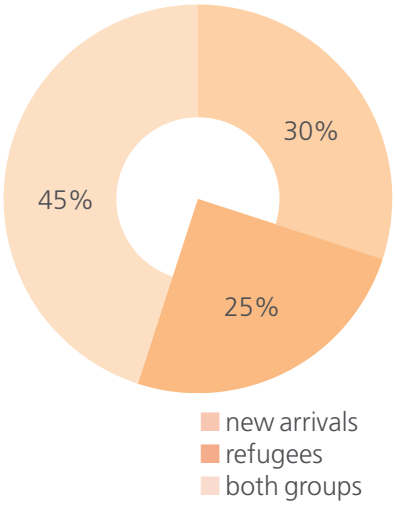
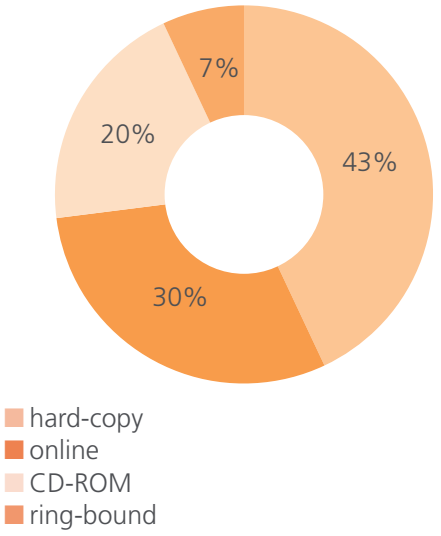


figure two: the majority of the packs were available as hard-copy only. Some of the online packs could also be printed. When all hard-copies and print-outs were compared, 58 per cent were in A5 and 42 per cent in A4 format.



content in over 50% of packs	no. of packs
legal advice	20
where to get advice and information	20
doctors	19
racial harassment	19
state services and emergencies	19
statutory organisations	19
voluntary/community organisations	19
dentists	18
libraries	18
police/crime	18
schools	18
ESOL	17
health – general	17
leisure and recreation	16
adult education	15
community groups – local	15
employment – paid	14
housing	14
religion	14
benefits/social security	13
computer access	13
public transport	13
interpreters	12
domestic abuse	11
health – sexual	11
living in Britain	11

content in less than 50% of packs	no. of packs
city/area map	10
health – mental/emotional	10
household services	10
money and banks	10
social care	10
women	10
driving in the UK	9
volunteering	9
entering the UK/immigration	9
international culture	9
keeping in touch	9
shopping	9
telephones – public	9
disability	8
health – drugs	8
area background	7
return to country of origin	7
drugs – the law	6
childcare	4
registering to vote	3
births and deaths	2
community groups not local	2
rail map	2
trade unions	2
bus map	1
national minimum wage	1
telephones – mobile	0

other inclusions:

advice from other new arrivals
charity shops
criminal justice system
detained person's rights
explanations of terms
fire safety
greetings in other languages
lost and found property
offensive weapons – the law
missing persons reporting
personal ID
personal portfolio section
personal safety
pre-school arrangements
recreation/meeting places
refugee rights
refugee websites
UK time/BST
UK holidays
UK political system

source cartoons and ClipArt that will not inadvertently give offence or indicate a lack of respect.

It should be noted, however, that the use of many photographs and/or a complex format may greatly increase the number of bytes of an electronic resource and make it time-consuming or difficult to download or email a whole resource to someone. Where colour was used, we found that limited use of dark colours was preferable for printing off in black and white.

Only a third of resources used maps. This was surprising given the potential value of incorporating maps in resources which are available online as these may be accessed as know-before-you-go information by people still living overseas. Some of the migrants we spoke to said that they found the use of maps and appropriate photographs helpful.

Only three per cent of packs we examined used diagrams or flowcharts; however, it is possible that diagrams and flowcharts are not easily interpreted, particularly by readers who are unfamiliar with these methods of presenting information.

The content of the 22 packs was also analysed; the findings are set out below:

From the snapshot analysis and from discussions with resource producers, it appeared that producers were being led primarily by the services they or the commissioning organisation provided or by their need to communicate certain information to migrants. Perhaps as a consequence, only one of the packs we analysed mentioned the national minimum wage and only 40 per cent of packs explained driving in the UK, whilst we found a significant body of information regarding crime and the police.

As a result of these findings, in the following phase of the project we focused on consultation with recent and new arrivals about what they would like to see in an information resource. We also undertook a review of recent research, and negotiated with commissioning organisations to obtain free access to recently produced welcome pack text in English.

A library of electronic copies of information resources was collated. Initially held by MENTER, the e-library is now housed on the welcome information page of the Migrant Gateway portal (www.migrantgateway.eu) to help promote ease of access to the library. Migrant Gateway is a family of projects providing integrated access through several channels (including a portal) to information, advice and guidance for people moving to live or work in the EU, and for people working with migrants. This site was chosen to host the library because, although regional in its current scope, it has the potential to be developed into an international resource and is addressing its sustainability.

2 outcome of focus groups with migrants

During the research, we talked to two focus groups comprising people who had recently arrived in the UK as well as those who had lived in the UK for over six months. They advised us of the subjects that it would be most useful to have in information resources, what the resource should look like, and their experiences of seeking and receiving information.

The following 20 information subject areas (or topics) were chosen by migrants as the most important subjects to be included in information resources. Our aim was to develop a generic structure from the grassroots; although a list of subjects was given to focus group participants, they made suggestions of their own and these were incorporated into the list. The priorities were also checked against data on advice requests held by two services advising migrants ie Kings Lynn Area Resettlement Service (KLARS, generalist level) and Advice for Life (specialist level).

There was a strong consensus of opinion about the top 20 topics and the first level of content. Further work would be required to develop and test the lower, more detailed, levels of content. There was evidence that a tiered approach to providing information might be most appropriate, with more detailed information and a wider range of subjects made available outside information resources. This may well be through a national, regional or county-wide coordinating resource.

In order to develop a guide that reflects current thinking about what information should be provided, we believed it was important to involve migrants themselves in the development of this guide, particularly as we found little evidence of their involvement in information resource production.

Through local migrant support organisations, we organised focus groups which were held in venues used by migrants (a community café and a support organisation-owned venue). Material was

the top 20 topics are:

1 getting a job
2 English language learning
3 where to get advice and information
4 national insurance and tax
5 rights at work
6 welfare benefits and social security
7 rights to live and work in the UK
8 doctors
9 adult education and training
10 housing in the UK
11 discrimination
12 racial harassment
13 rights to bring your family to the UK
14 school places
15 family services
16 housing – overcrowding and repairs
17 homelessness
18 interpreters
19 money, bank accounts, credit, debt
20 trade unions.

provided in their languages of choice. Everything we said was translated by an interpreter. We allowed extra time in the programme for the translation to be given. Refreshments were provided. The sessions were structured and interactive, so that participants had time and space to work together and to make their comments, whilst each section of the programme had a logical output that would tell us what we needed to know. At the end, people's time and travel were acknowledged by our giving each participant a £15 voucher for a local store; the vouchers were purchased by the support organisations to ensure that the stores were the most appropriate ones. The cost of the focus groups was borne by Fens Rural Pathfinder.

We found that the most effective group work happens in a single-language group that takes place independently of other local organisational activity (such as information talks or English classes) so that people come to the session reasonably fresh, do not have to leave early, and the results are as unbiased as possible.

It was clear that participants had definite views on how information resources should be provided and what they should contain; we therefore recommend that producers give consideration to working directly with migrants in the design and dissemination planning phases of welcome information production. There may be potential for migrants to develop information resources for themselves, for example in a social enterprise; however, the best environment for this kind of development would be with well-developed and appropriately supported community organisations.

Attendance and participation levels in the focus groups were high, as was the quality of information gleaned. By working through support organisations, we were able to make arrangements that made sense locally in terms of time and place, and it provided an opportunity for the support organisations and migrants to be paid for the consultation in which they participated. We believe it also demonstrated that the work of support organisations is both valuable and valued.

The focus group materials and details of how to use them can be found in part three.

3 deciding whether you should develop an information resource

The table on page 11 sets out the main factors involved in deciding whether or not to produce an information resource. The self-assessment tool was tested by workshop participants at the conference 'Working with Migrant Workers in Multicultural Britain' which took place in June 2007.

The 10 supporting factors are in green. The factors and the associated weightings have been derived from the findings of this research. We have suggested how the different factors might be weighted, and allowed for you to weight them further according to local conditions. Score your organisation out of the suggested weighting, and add up the total score. The score out of 100 will indicate whether or not your organisation should proceed with developing a new information resource. The tool includes a list of suggestions for how to increase the score.

Naturally you will want to check your assumptions around sufficiency and quality of the resources available to the project. In order to get a clear and honest assessment of your organisation's situation, it might help to work with a critical friend, or to ask colleagues to complete their own assessments anonymously before you collate and analyse the results, perhaps with the aid of a steering group.

If you have a score of less than 50 you should seriously consider whether to go ahead with development, or consider how you can dramatically improve the development environment for the resource.

If you have a score of 50 or over, conditions for developing an effective information resource appear more promising. Nevertheless, you should still consider how to improve the supporting factors that score the lowest, and check how realistic you have been on the higher scoring factors.

Suggestions for how to improve the development environment are set out below. You will see we have transformed the supporting factors into their opposite 10 inhibiting factors, and then made suggestions for improvement.

F1 lack of a local migrant support organisation

Consider ways to provide the resource directly or indirectly; this might involve a partnership approach and/or help and guidance for community groups to lever in funding. As a minimum you could consider identifying and working with an organisation which has links with the community and has an understanding of the current issues.

You will need to find out how many migrants live in your area, and what are the nationalities and language groups. There is no single resource that will give you a comprehensive picture of your area. An indication can be derived from school admission figures, which record the first language of pupils, and requests for National Insurance numbers from Jobcentre Plus (although statistics do not register when someone leaves the UK). Other organisations such as the police, the Racial Equality Council, the community development department of your local council or an umbrella BME organisation may also be able to give you some information.

You need to be clear where migrants can go for information and advice. In our research, migrants listed 'where to get advice and information' as the third most important topic. We also found that information resources seem to be distributed most effectively in areas where there is a good support structure. If you are going to refer people to voluntary and community sector organisations such as Citizens' Advice and other advice centres, you should talk to them about this first; such centres are often under-resourced and there may be resource implications of enabling them to deal with the anticipated extra demand for services which may be generated by the information.

supporting factors		supporting score
F1	There is a local migrant support organisation that can support the development and distribution of the resource (score out of 15)	
F2	There is no existing quality, evaluated resource which might be updated (score out of 15)	
F3	There are adequate financial resources available to develop, translate, disseminate, maintain and update a resource for at least the next two years (score out of 15)	
F4	Your organisation has experience of working with migrants (score out of 10)	
F5	Your organisation has recent experience of producing effective information targeted at minority ethnic groups (score out of 10)	
F6	There is sufficient expertise within your organisation or readily available to it capable of developing the resource in line with good practice in community engagement and development management (score out of 10)	
F7	Your organisation has sufficient access to established networks through which the resource could be disseminated (score out of 10)	
F8	Your organisation is committed to resourcing effective monitoring and evaluation of the resource, and to learning from the results (score out of five)	
F9	There is sufficient communications expertise available to the project (score out of five)	
F10	You have (access to) a website that could host an electronic resource and update it from time to time (score out of five)	
	total out of 100	

F2 there is an existing information resource

If there is an existing resource that can be updated and reissued, there is probably no reason to produce a new resource. If the resource was produced by another organisation you may need to talk to them about working together to produce an updated version, and to sort out copyright issues.

If the problem is that the information resource does not reach new arrivals, you will need to talk to migrants and support organisations to find out why.

If the problem is that the resource could be more effective if reissued in a different format or via a different mechanism, for example online, you will need to talk to migrants and other stakeholders to find out what format and/or mechanism would be most effective. This would also be a good opportunity to evaluate the existing resource with users and non-users.

F3 there are inadequate financial resources to develop, translate, disseminate and maintain a resource for at least the next two years

We found that an information pack costs at least £10,000 to produce from scratch. Other options might include:

1 Some generic nationally produced resources are available free or at reduced cost (see appendix one for details).

2 There may be a good resource produced in a locality near to you, or there may be other organisations thinking about producing a resource. Appendix one lists packs which do not have copyright, and one pack where we have negotiated for you to buy the translated version at a reduced price.

3 There is a lot of good information online. It may be enough to map and list online resources and signpost migrants to this information and to local support organisations. This could be done by distributing a leaflet. You should only signpost to online resources that are kept updated and where you can be sure of their quality, for example national specialist information providers and government-sponsored sites. This approach is not recommended where there is no support organisation that can help migrants to access services.

4 You may be able to raise funds from traditional and other sources such as employers and trade unions.

See the section on Keeping it up to date, in this guide.

F4 lack of experience of working with migrants

It is crucial that you have input from migrants and/or an organisation that understands the current issues. Your pack will fail to reach migrants if you are unfamiliar with the community or have no links with it.

Find an organisation that has good community links and experience of working with migrants and invite them onto the steering group. If there is no support organisation in your area you may find that an organisation in an adjacent geographical area deals with migrants living in your area. You should consider how the organisation can be resourced to participate in the development of your resource.

See the section on Distribution, in this guide.

F5 lack of experience of producing effective information targeted at minority ethnic groups

Please see section F4 above.

F6 Insufficient expertise within your organisation or readily available to it capable of developing the resource in line with good practice in community engagement and development management

You may be able to invite an organisation with this

experience to give you advice and practical assistance with community engagement. You should consider how the organisation could be resourced to give you this help.

You may be able to procure the services of a consultant to develop the resource. In commissioning a consultant to develop the resource for you, you should build into the brief and selection criteria experience of developing good quality information resources and engaging meaningfully with community and organisational stakeholders; this would include having good facilitation skills. Make sure that meaningful engagement is in the project plan. Ensure that the people making the selection decision have the right skills and knowledge to know whether they are choosing the right consultant. Do not appoint a consultant unless you are satisfied that they are right for the job.

If you have neither experience of working with migrants nor of producing effective information for BME groups and you lack the expertise to develop a resource in line with good practice, you need to ask whether yours is the right organisation to develop a welcome information resource or whether a partnership approach with a more appropriate organisation might be preferable.

F7 insufficient communications expertise available to the project

Communications expertise is essential for community engagement and working with the media. You may be able to bring in this expertise from elsewhere in your organisation or from a consultancy.

See the section on Communications, in this guide.

F8 lack of (access to) a website that could host an electronic resource and update it from time to time

There may be an organisation in your local area that already has a website and would be willing to dedicate a page to the information resource. Preferably these will be organisations that have an advice and/or support function in the community or have links with the community. You could also consider asking your local council if they would be willing to host the resource (but you will need to ensure there are arrangements for updating it).

Migrant Gateway's portal is under development; it has the capacity to hold pages for other geographical areas and you could link into this; contact them through www.migrantgateway.eu to discuss. Alternatively, there may be a county or other website that could host the resource for you.

It is important that the resource will be easy to find and have information that can be downloaded and/or printed off. Our research found that it was often difficult to find information packs even after long and extensive searches on websites. If you are developing a website, the developers should carry out work to ensure that it is picked up easily by internal and external search engines.

See the section on Distribution, in this guide.

F9 insufficient access to established networks through which the resource could be disseminated

This is as important as producing an up-to-date and accessible resource, and if not addressed will result in your having wasted your resources.

See the section on Distribution, in this guide.

F10 lack of (financial) commitment to effective monitoring and evaluation of the resource, and to learning from the results

We found that the majority of resources we researched did not appear to have been supported by effective monitoring and evaluation systems. As most of the people involved in producing the packs had moved on, the tacit knowledge held by them had also been lost. This means that those organisations could not know whether the packs had been effective and were not able to learn from the experience of developing, producing and

disseminating the packs.

Monitoring and evaluation need not be expensive or onerous.

We have included a sample monitoring and evaluation framework in part four.

Ongoing or formative evaluation can be carried out by the commissioning organisation's officers and be built into existing reporting arrangements by the simple addition into report templates of lines addressing 'what worked', 'what didn't work', 'what we learned' and 'what changes we will make'. Final or summative evaluation should be carried out by an external person. The cost of this should be built into the project costs from the outset. If there is no money to commission an external evaluator, you could consider carrying out peer reviews with other commissioning organisations using existing resources, you could develop a small team of volunteers (although you would need to think about how to cover their expenses), or you could consider whether a local college might supply a social policy student on placement.

4 the process for producing information resources

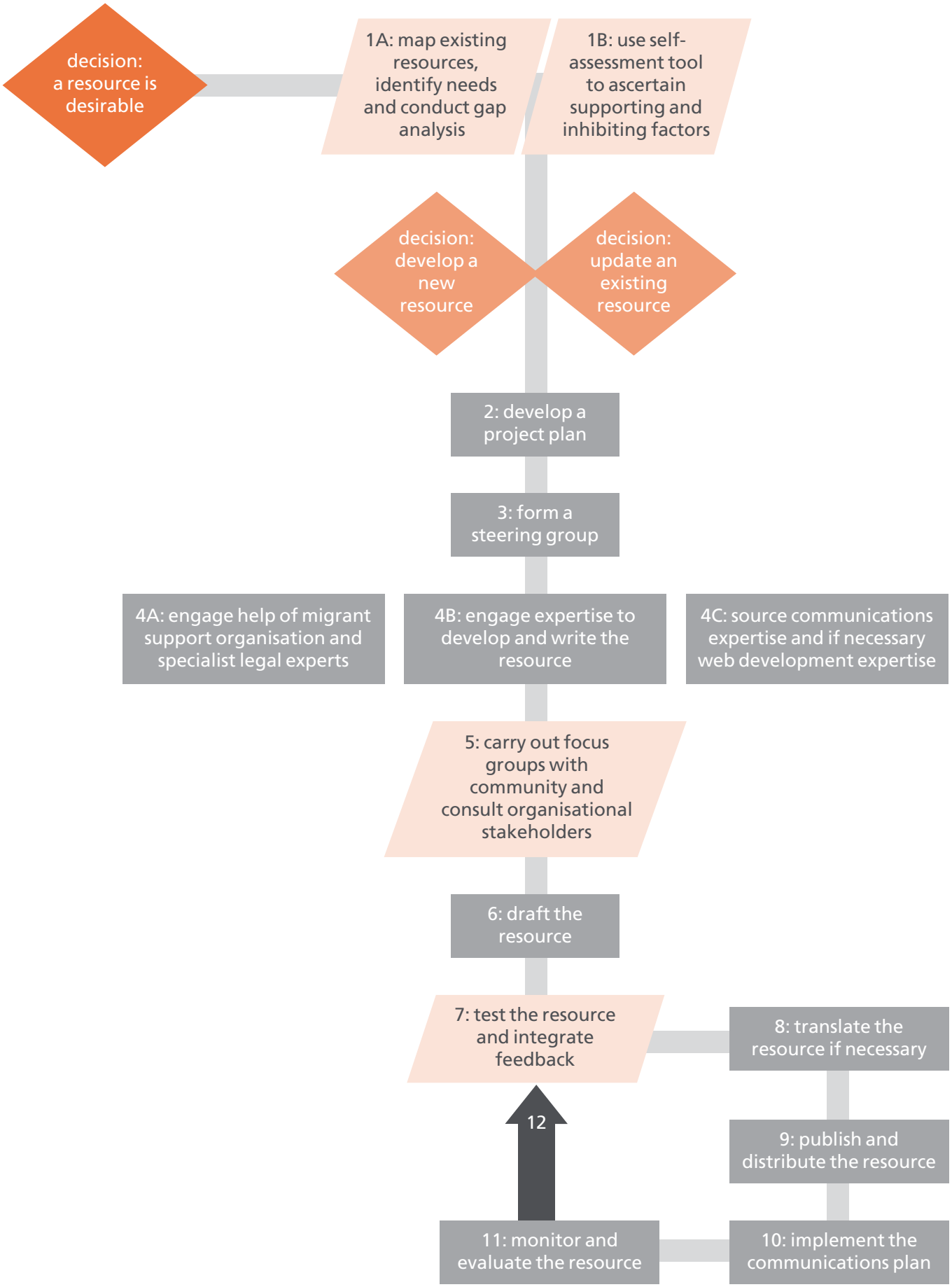
We provide below an outline 12-stage production plan for you to use as a basis for your project planning

stage	what's involved	who's involved	output
1	Research the need and distribution mechanisms for a resource, appraise options, compile the business case, and make a decision whether to produce a resource	Commissioner, community and organisational stakeholders including multi-agency forums on migration where these exist. Use the decision-making tool in this part, with other stakeholders and a critical friend	Business case for producing a resource, and a decision whether to proceed
2	Develop a project plan encompassing the following elements: • timetable for development • sources of expertise who can check sections of the resource • distribution • communications • monitoring and evaluation • risk assessment	Commissioner and steering group, plus experts on particular issues such as communications	Project plan
3	Set up a steering group and start work on any inhibiting factors identified in stage 1	Commissioner and organisational stakeholders	Steering group formed with terms of reference
4	Establish resources for the project	Commissioner and steering group	Budget and other resources in place
5	Identify or set up a community stakeholders' panel, and consult with and involve appropriately community and organisational stakeholders	Commissioner, steering group, community panel. Use the tools in part three.	Feedback from organisations and community Stakeholders contribute to the design and shape of the resource

stage	what's involved	who's involved	output
6	Start developing the resource	Commissioner, steering group, consultant/s Check copyright status of information you intend to use. Use the generic resource in part one	A draft welcome information resource
7	Check the resource for accuracy of content, proofread it, format it, test it with potential users, accessibility-proof it	Commissioner, steering group, user panel, experts	A tested final draft of the resource
8	Translate the resource into any required target languages and test the translations with potential users	Commissioner, qualified translators, community panel	Different language versions as necessary. Advice on translation is available in 'Guidance for Local Authorities on Translation of Publications', which is available from the Department for Communities and Local Government website: www.communities.gov.uk
9	Publish and distribute the pack, making it available online if possible	Commissioner, publisher, webmaster. See the section on Distribution, in this guide	Printed and electronic copy of the resource
10	Put the communications plan into action, identifying and briefing spokespeople	Commissioner, communications officer, steering group, community panel. See the section on Communications, in this guide	Targeted and well prepared communication to stakeholders including potential users
11	Put the monitoring and evaluation system into practice	Commissioner, evaluator. Use the framework in part four	An effective monitoring and evaluation system resulting in regular reports and capturing learning and feedback
12	Maintain the resource. Build maintenance of the resource into organisational plans	Commissioner. Consider forming a virtual panel of organisational and community stakeholders who could comment on future needs/drafts. See the section on Keeping it up to date, in this guide	An up-to-date resource, updated at least annually

It is recommended that you include a disclaimer in the information resource setting out what efforts you have made to ensure the accuracy of the information it contains. You should also acknowledge the assistance of stakeholders and any developers or other experts or consultants involved (getting permission to list personal or organisational names and checking the spelling and preferred citation of these).

There follows a flow chart to show the stages involved in developing an information resource:


decision: a resource is desirable
1A: map existing resources, identify needs and conduct gap analysis
1B: use self-assessment tool to ascertain supporting and inhibiting factors
decision: develop a new resource
decision: update an existing resource
2: develop a project plan
3: form a steering group
4A: engage help of migrant support organisation and specialist legal experts
4B: engage expertise to develop and write the resource
4C: source communications expertise and if necessary web development expertise
5: carry out focus groups with community and consult organisational stakeholders
6: draft the resource
7: test the resource and integrate feedback
8: translate the resource if necessary
12
9: publish and distribute the resource
11: monitor and evaluate the resource
10: implement the communications plan

5 cost of producing an information resource

We asked a number of producers of information for a breakdown of their production costs. In most cases this information could not be obtained, for example because the commissioning officer had moved on and the information was no longer readily available. However, where figures were available it appeared that commissioning organisations were spending from £5,000 to £20,000 per resource, although this is probably an underestimate as several organisations reported giving help in kind, for example in the form of staff time.

Although in most cases detailed costs were unavailable, it appeared that money was being spent chiefly on developing taxonomies or information structures and accompanying text in English, and on production costs, with generally fewer resources being available for translating text into community languages (for those who cannot read English), and for evaluation. It appeared that to some extent resources were being wasted, for example in the form of quantities of unused or outdated packs. This is another reason to develop a web-based resource that can be printed as and when required.

Our research found that much of the content of welcome information resources was generic and could be developed from a central source, with local information such as telephone numbers and addresses bolted on. This approach would obviously help to keep down the development costs of producing welcome information resources which in turn might be redirected to fund necessary translation and/or dissemination through support organisations, maintenance of the resource, and evaluation.

From the snapshot of resources we examined in depth, we identified what works in published information. These four success factors arose from and were tested in discussions with migrants, migrant support organisations, and people involved directly in developing information.

1 audience clearly identified

- We found that it was important to be clear about the target audience for the resource. For example:
  - different content may be needed depending on whether the resource is for migrants and/or refugees
  - before translating material, find out what languages the target groups read, which may be different from the ones they speak, and they may be able to read more than one language.
- If you are publishing hard-copy packs, you will need to ascertain as accurately as possible how many to produce in the target languages so as to avoid stockpiles of unused packs.
- You should also consider the fluidity of migration, and try to anticipate needs in the medium term.

2 balanced

- Resources currently span the spectrum from superficial to very detailed and prosy, with entire sections not applicable to all sections of newly arrived communities, which may discourage them from reading the whole document.
- Keeping information in hard-copy packs to three signposts per subject helps to keep the pack a manageable size. Many organisations may be keen to be included in the resource although they lack the capacity to deal effectively with enquiries from migrants whose English is not fluent. However, this may restrict signposting to the generic/mainstream, which may have the unintended effect of concealing targeted services, which in turn could lead to unintended second-generation effects such as under-use and over-use of certain services and users not being able to access the right help first time. Regarding one pack, three attempts were made by an organisation responding to consultation before a targeted service was successfully included in the pack.
- One option may be to have more than one level of resource graded according to length of time in the UK, eg, entry level (hard-copy and e-version both signposting forwards to the next level available online), been here up to six months (e-version), been here over six months (e-version). Further research may be necessary to establish the need for translation of these resources. Findings for the Joseph Rowntree Foundation recently suggested that the majority of migrants arrive with little or no English but that over time their spoken English improves quickly. It is also known that people who speak little English prefer to have written material either in their first reading language or in English to work through at their own pace.
- It has also been noted that some resources are heavily weighted towards certain issues, which may reflect the main organisation behind the resource. Greater balance could be achieved by organising the material differently and including a wider variety of relevant topics.
- Information should be accurate (a further reason not to produce documents which rapidly become historical), and should be truthful and seen to issue from a trusted source. Some migrants preferred that information should come from a non-governmental, or independent, source. Several people commented that information they had been given at work or at employment agencies was partial or incorrect, which may mean that in addition to making accurate information available through these channels, information should be available through independent

channels.

3 relevant

- See the section above about balanced content. In addition, different groups of migrants have different information needs, eg, A8 nationals have different rights from other EU nationals. Content needs to be relevant to a diverse audience. These views may strengthen the case for different levels of information, and have implications for how the information is targeted, produced, and disseminated.
- It was noted that resource content often appears to be driven by, and therefore at risk of fulfilling only or mainly, organisational needs. However, there may be a need for some information to be conveyed to migrants even if they do not identify it as a need.
- Migrants said that they liked to read real-life experiences of other people who have come to the UK and that they paid attention to what other migrants say about their experiences and what they learned.

4 practical

- People need to be able to go and do what it says in the resource, and get a result. If the information does not work in practice, this can lead to a bad experience and/or a poor outcome for users. It might also impact on the reputation of the information and of the organisations involved.
- In order to help people get to the right organisation the first time, one approach might be to limit signposting to no more than two or three organisations in any one section and to use more subheadings to help people navigate the system.
- It was suggested that it might help to emphasise the most important parts of the text.

The table on pages 22 to 24 sets out the match between the areas of greatest interest for migrants (the top 20) and the content of existing resources.

It should be noted that even though some subjects did not make it into the top 20, this does not mean that they are not important or of interest to migrants, or that they should not be communicated to migrants. Information about responsibilities and cultural norms can be as important as that about rights and accessing local services. It should also be noted that information may be more pertinent or relevant in some geographical areas than in others. This is one reason for the importance of identifying information needs.

Use the tools and guidance on involving community stakeholders in part three.

top 20 topics for migrants	number of resources including these or related topics
getting a job	employment – paid (14)
English language learning	ESOL (17)
where to get advice and information	legal advice (20) where to get advice and information (20) libraries (18) computer access (13)
national insurance and tax	
rights at work	national minimum wage (1)
welfare benefits and social security	benefits/social security (13)
rights to live and work in the UK	entering the UK/immigration (9) return to country of origin (7)
doctors	doctors (19) dentists (18) health – general (17) health – sexual (11) health – mental/emotional (10) health – drugs (8) disability (8)
adult education and training	adult education (15)
housing in the UK	housing (14)
discrimination	0
racial harassment	racial harassment (19)
rights to bring your family to the UK	0
school places	schools (18) pre-school assessments (0)
family services	social care (10) childcare (4)
housing – overcrowding and repairs	as for housing above
homelessness	as for housing above
interpreters	interpreters (12)
money, bank accounts, credit, debt	money and banks (10)

top 20 topics for migrants	number of resources including these or related topics
trade unions	trade unions (2)
outside the top 20 for migrants	
emergencies	state services and emergencies (19)
political system	statutory organisations (19) registering to vote (3) UK political system (few)
voluntary and community sector	voluntary and community organisations (19) community groups – local (15) volunteering (9) community groups – not local (2)
crime prevention	police crime (18) domestic abuse (11) driving in the uk (9) drugs – the law (6) criminal justice system (few) offensive weapons – the law (few) missing persons reporting (few) personal safety (few) fire safety (few) detained person's rights (few)
leisure	leisure and recreation (16) recreation/meeting places (few)
religion and belief	religion (14)
transport	public transport (13) rail map (2) bus map (1)
living in Britain	living in Britain (11) UK time/BST (few) UK holidays (few)
area information	city/area map (10) area background (7)
women	women (10)
culture	international culture (9)
communications	keeping in touch (9) telephone – public (9) telephones – mobile (0)

outside the top 20 for migrants	number of resources including these or related topics
shopping and services	household services (10) shopping (9) charity shops (few)
personal responsibility	births and deaths (2) lost and found property (few) Personal ID (few)
Refugees	Refugee rights (few) Refugee websites (few)
Other helpful inclusions	Advice from other new arrivals (few) Explanations of terms (few) Greetings in other languages (few) Personal portfolio (few)

It is suggested that the different rights of EU nationals, A8, A2, and non-EU nationals, and of refugees and asylum seekers, might be best presented in a matrix as follows (please note that the information in this matrix is given as an example only and may not be accurate):

topic	EU Nationals	A8 nationals	A2 nationals	non-EU nationals	refugees	asylum seekers
right to vote in local elections	yes	yes	yes	no	no	no
right to vote in general election	no	no	no	no	no	no
right to vote in EU election	yes	yes	yes	no	no	no

Naturally this would involve simplifying what can be very complex rights, and consequently the matrix should signpost people to the sections of the pack or to other sources of advice. However, it would mean that each subject area would not need lists of the rights relevant to each kind of status, which would greatly simplify the resource. Setting out a summary of rights in this way would also help people to see whether they might have a right which can be pursued. However, drawing up a table such as this requires specialist advice; you could ask (and resource) a local specialist advice centre such as a law centre to draft the table for you and to keep it up to date.

In terms of presentation of the information, a traffic-light approach might be adopted, for example:

green = information on rights

amber = other things you should know about

red = what to do if things go wrong.

This would help to highlight important information (which migrants indicated to us would be desirable), and make it easier for people to navigate the resource. The traffic-light concept is almost universal, but should be explained at the beginning of the resource. If you adopt this approach, the draft resource should be tested from this perspective with potential users.
Use the tools and guidance provided in part three.

It should be noted that colours have different connotations in different cultures, for example red in Chinese culture carries positive connotations and does not signify danger or 'stop' as it does in the UK. Moreover, some readers may be colour-blind. If the resource is likely to be photocopied or printed in black and white it would not be advisable to make colours critical to the sense of the resource and they should therefore be accompanied by symbols.

Where to get advice and information should be listed under each subject, with additional sources in a separate section.

It would be desirable to include migrants' experiences in the introduction or related to subject areas. This would help to promote facts, debunk myths and attract migrants' attention. Naturally, regard should be had to protecting contributors' identities and obtaining permissions to use their material.

Resources should also include the date of publication, details of the commissioning and funding organisation/s and of the developer/s who carried out the work, copyright, the publication formats and languages, how to access further copies, whom to contact for information, and how to give feedback and make suggestions.

7 what works – format and style

From the snapshot of packs we examined in depth, we identified what works in published information. These four success factors arose from and were tested in discussions with migrants, migrant support organisations, and people involved directly in developing welcome information.

1 portable

- Ring-binders, loose-leaf packs, and electronic resources are viewed as being more easily and cheaply updated. However, ring-binders lack portability and visual appeal and are therefore perhaps more suitable for organisations.
- Loose-leaf packs carry the risk of sections becoming detached, although this aspect means that migrants can break up packs to share amongst themselves.

2 readable

- It is costly to have information translated, and migration patterns can make certain languages either obsolete or high-demand overnight; also some migrants may not be able to read their own language. These factors could result in large numbers of obsolete and expensive hard-copy packs. E-versions (which can be more easily and cheaply updated) in a limited number of carefully targeted languages, and a greater use of appropriate photos (rather than cartoons and ClipArt), may be the most flexible responses.
- Text needs to be tested with new arrivals; making assumptions about plain language could lead to resources being 'dumbed down'. Also, some English words and Western concepts have no easy and/or exact equivalents in other languages and cultures and are open to misinterpretation. Migrants who have been in the UK for some time may be less likely to detect problems with the material than people who are newly arrived, owing to the former's greater familiarity with the UK.
- Migrants we spoke to said that they preferred brief and clear material in simple English, and in a large plain font.
- It is helpful for both migrants and advisers for the English word to be put next to key words or headings in translated material. This will introduce migrants to some basic English words and phrases and help the adviser to point to the right section.

3 accessible

- A5 documents are seen as portable and attractive; they are also cheaper to post. However, printing these from downloads can be difficult (A4 printable downloads in portrait and web-based versions might complement A5 hard-copies).

4 appealing

- There is a clear preference for colour and photos over text-heavy monochrome documents, and for lively presentation. However, documents with photos and several colours are more expensive to produce. If colour is critical to the sense of the content, and/or strong colours are used, they may not work when the information is printed in black and white.
- Some cultures attach positive and negative connotations to colours, and this should be considered in the production and testing of targeted resources. Symbol recognition should also be tested where symbols may be used to highlight text or alert readers.
- Many information resources have chosen to include a welcome to the local area.
- There is support for the idea of information being developed by migrants themselves, but the only evidence this is already taking place is the pack produced by the Federation of Poles in Great Britain. The potential for a social enterprise approach seems to exist.

8 consulting on and testing the resource

In order to develop information resources that meet identified needs, we recommend that developers undertake work with focus groups and/or a user stakeholder group to test what the detailed levels of information should be, including what they think are the most relevant subjects locally. Where there is an existing welcome information resource, you could use this as a basis for discussion, such as whether people found the resource useful and why or why not, and how they accessed it. Appropriate involvement of stakeholders may go beyond consultation; for example you may wish to actively engage community stakeholders with the appropriate skills in designing or writing the resource.

Tools and guidance on involving community stakeholders are provided in part three.

organisational stakeholders

Involving organisational stakeholders is crucial to the accuracy of information contained in the welcome information resources as well as to the access and distribution of information. Community cohesion issues form another reason to involve organisational stakeholders: in our research some information producers reported that there were local problems around refuse collection – although some migrants may not see the reason for the inclusion of this kind of information in a welcome information resource, it may still be important for you to include it.

We held discussions with organisational stakeholders chiefly through meetings of the multi-agency forums (MAFs) on refugee/asylum seeker and migration issues in the East of England. We also brought together and held discussions with welcome pack developers, comprising local authority officers, support organisations, and consultants. Where possible we utilised existing opportunities for engagement such as seminars and conferences in order to test ideas and approaches in this guide.

tips for involving stakeholders

- Work with local support organisations to help you set up focus groups with community stakeholders.
- Acknowledge the help of, and dignify, support organisations by resourcing them to set up focus groups and by taking their advice on the best time and place to do group work.
- Acknowledge the participation of community stakeholders by providing appropriate vouchers for local stores (these could be purchased on your behalf by the support organisation).
- Work with single-language community focus groups and have an interpreter present.
- Use participative methods in focus groups rather than structured questionnaires, and use an experienced facilitator.
- Utilise existing opportunities for engaging with organisational stakeholders, such as multi-agency forum meetings.
- Set up a steering group (or use an existing multi-agency grouping) with clear terms of reference.
- If there are other agencies developing welcome information in your region, consider bringing them together to share learning and test draft resources.
- Consider setting up a community panel of migrants or another mechanism to test the resource and give you feedback on its effectiveness when in use.
- Source experts to check specialist sections of the resource for accuracy.

In order to help ensure that a resource is developed and project managed effectively, we recommend the formation of a steering group to support the work. The group should involve stakeholders from inside and outside the commissioning organisation, and from different sectors. The role of the group is to steer the project's development from inception to evaluation, which might include acting as critical friends to the project. The group should develop clear written terms of reference prior to starting the work. The role of the steering group might be taken on by an existing migration multi-agency grouping, which would enable the work to be carried out without having to form an additional group probably involving a similar cohort of people. In addition to a steering group, you may wish to invite experts to check sections of the information pack.

distribution tips

- Start developing a distribution plan early in the process.
- Research the need (and distribution points) for the languages in which you may publish the information resource.
- Ask organisations about their links with migrants and new arrivals, and ask them how many copies of which language versions they can distribute, realistically.
- Check that the organisations involved in distribution can ensure effective distribution. You may wish to include outlets such as libraries, council offices and one-stop shops, employers, trade unions, faith organisations and places of worship, shops, pubs, restaurants, cafés, voluntary organisations, advice providers, schools, colleges, community centres, rail and bus stations and airports.
- Think about working with community and mainstream local media.

Information should be easily available, and our findings on this aspect are set out below:

- There is a preference towards a combination of electronic and hard-copy resource that is distributed at a wide range of outlets frequented by target users, such as community cafés and shops, libraries, and places of worship. However, regard should be had to the confusing nature of much of the information environment. Publicity to support on-arrival information should be made available at bus and rail stations, ferry terminals and airports.
- It is thought that migrants have increasing access to the internet here and overseas, and that an increasing number of migrants have IT skills. However, it may be difficult for migrants to access resources because of the plethora of websites; resources are often deeply embedded in sites, and search engines may direct one to the wrong information, such as welcome messages.
- One option might be to establish a single portal through which resources are made available, an approach currently being tested through Migrant Gateway, or a countywide site such as www.welcometonorfolk.org.uk. There could be links to local sites; however, research indicates that information should be ideally no more than three clicks away. Some funders may be averse to funding the development of resources which can be accessed outside their geographical scope. Using the generic resource in part one should enable organisations to focus energy on producing local specific information.
- For the distribution of hard-copies, it is crucial that the producer maps potential outlets and the numbers of migrants who visit and their main reading languages. It is also essential to ensure that hard-copy resources and information about electronic resources are targeted carefully to organisational users, as we found examples of information bottlenecks and dead-ends. Many producers and distributors have reportedly

thrown away hard-copies as they were in the 'wrong' language or were out of date. This is an indication that either there was no need for the resource or the distribution process was so poor that the resource did not reach migrants. Using part , Monitoring and Evaluation, will help you learn from what has and has not worked before, to capture the information, and to use it to drive change.

- The majority of migrants we spoke to had asked friends or contacts for advice and information, so word of mouth is clearly a good means of communication, although it should not be relied upon as not all migrants choose or have access to this route to information.
- Where possible, information should be free at point of use.

We found that areas where migrants and stakeholder organisations had been given copies of packs benefited from having local migrant support organisations. These support organisations are often the first port of call for migrants, recommended by word of mouth, and they act as a conduit of information to new migrants.

Rather than simply handing out packs, support workers in such organisations are on hand to supplement the written information with practical assistance. Some organisations expressed the opinion that packs were used as a palliative measure, ie, something to give away and to help staff feel that they had dealt with enquiries from migrants, and also that in practice migrants may not be able to act on information contained in packs particularly regarding access to services. By providing practical assistance to help migrants act on information in packs and access mainstream services, migrant support organisations may help to close this integration gap.

Several organisations appeared to believe that if one migrant knew about the information pack, word would spread throughout the community very quickly. Whilst it appears to be true that word of mouth is a very good way of transmitting information, it cannot be relied upon. This is because not all migrants are part of recognisable communities which have good communication mechanisms. Some migrant communities are small and/or disparate, and may find it more difficult to communicate information to peers. Moreover, communities may be fractured and comprise different factions who may try to control access to information. In addition, individuals will have their own preferred way of accessing information, and so relying on one main distribution mechanism may not be sufficient. Migrants are also subject to the way that access to information traditionally works for most people in their locale, for example whether people habitually use an established local paper, or where travel patterns naturally lead to one rural town or village being the information hub, or where patterns of worship lead to some places of worship becoming information hubs.

In addition to word of mouth and migrant support organisations, other successful mechanisms for advertising information resources appeared to include community radio, free and local newspapers, places of worship, community shops and cafés, and points of entry into the area such as bus and rail stations and air/sea ports. One producer of welcome packs informed us that local employers such as the hospital had shown interest in being involved in distributing packs. Obviously it is important that you factor in access to resources by workers whose employers are not proactive in ensuring their wellbeing.

This piece of work and our experience of working with communities and the organisations serving them lead us to believe that the production of welcome information resources should be supported by a distribution map that has been thoroughly researched and consulted on, and by commissioning organisations working with

migrant and faith organisations as well as local media. As noted elsewhere in this part, voluntary and community sector organisations may be relied upon heavily by statutory organisations because of their links with the community (which they may be struggling to find the resources to maintain), and you may need to consider how they could and should be resourced to provide this linkage for you.

10 communications and working with the media

communication and media tips

- Start planning your proactive and reactive communications and media work at the start of the project.
- Develop a communications plan to support the welcome information resource; this should include media work and other aspects of communication around the resource.
- Ensure those dealing with the media have experience and/or training in working with the media and have knowledge about dealing with the media on migration issues.
- Identify people who will support the project and properly brief them for being contacted for quotes and interviews; proactively suggest that media organisations contact them.
- Identify your target audience/s and define your message for each.
- Plan your communications work according to the message, audience, and channel.

Producing an information resource is an achievement, and producers would like their success to be celebrated by local media such as radio stations and newspapers, which would also help to promote the resource to the target audience. However, asking for media attention does not necessarily mean that you will get it, or that you will get the positive coverage you would like. Your press release could backfire on you and this may have serious consequences for the communities that you are trying to help.

Research by Article 19, amongst others, indicates that refugees and asylum seekers feel overwhelmed by a culture in public life that they experience as hostile to them. The same is probably also true for migrant workers, although there is less research to support this view.

In order to ensure that you get the most out of the media, you will need to think about working with them from the start of your project. If you or a partner organisation employs communications officers, you may wish to involve them. However, you should ensure that they are familiar with or have had some training in media work regarding migration issues. Media coverage about migrant workers, refugees and asylum seekers is renowned for its inaccuracy and false perceptions. What may seem to you to be a reasonable statement may be interpreted negatively by press who have their own agenda. For example, 'equal access for vulnerable communities' may be portrayed as 'wasting taxpayers' money on people who should learn English'.

which message for whom

When planning your communications work, consider carefully what your key message is, whom the message is for, how it should be delivered, and how it is likely to be received. For example, if you approach the media or write a press release about your new information resource, be clear about whether it is to show the work that you are doing with taxpayers' money, to

tell migrants that there is a new and useful resource for them, or to assure the public that the resource is one of the ways in which you are responding to perceived local problems.

Think about the way that your target audience will receive the message. For example, the message to taxpayers should be clear enough to ensure they understand that the resource is a good use of money and can help new migrants to understand their responsibilities to the community. Migrants should be able to understand from the communications in English that there is a new resource for them. Research shows that migrants rely more on the written word such as newspapers and websites if their English is not fluent.

When you have drafted your key messages and clarified your target audiences, you will need to find appropriate channels to transmit the messages. In order to do this, you will need to assess media channels on the composition of their audience and their agenda, for example based on their previous coverage of migration issues. You may also wish to think about using websites, community newsletters and radio stations, as well as established community and organisational networks. If your message and audience do not match a communications channel, you should not be inclined to use the channel simply on the basis that you have done so before. You will need to take into consideration that the information may reach these channels anyway and you will need to plan for this in a way that best serves your objectives.

Having a written communications plan to support the information pack will help you to be clear about who is responsible for communicating what, how, and when. It will enable you to think about both proactive and reactive communications work. Including an assumptions column will help you to think about what assumptions you are making and what is likely to happen if these assumptions are incorrect, as well

further guidance on working with the media

You can access the East of England Regional Assembly (EERA) Strategic Migration Partnership media guide 'Good Practice Guidance for Media Work' at www.eera.gov.uk. In the past, EERA has also organised training for media officers in refugee and asylum issues.

The Communities and Local Government website contains accurate information around migration to help you promote facts and counter myths and misconceptions about new migrants and minority ethnic groups, at www.communities.gov.uk/index.asp?id=1509340.

The Refugee Council's website contains information to help counter misperceptions around refugee issues, at www.refugeecouncil.org.uk , or you can contact the press office for guidance on 020 7346 1213 or 0113 386 2235.

See also 'Let's Talk to the Media' by the Refugee Media Group in Wales, email bucolliv@cardiff.ac.uk, or phone 029 20 874681.

Article 19 has published 'What's the Story? Media Representation of Refugees and Asylum Seekers in the UK', www.article19.org or phone 0207 278 9292.

The Society of Editors and The Media Trust have published 'Reporting Diversity', phone 01223 304080. The Media Trust can be contacted on 020 7874 7600, www.mediatrust.org

as what you could do if things go wrong. The planning should also include a resources element to help you identify what people, money, time and other resources will be needed to support effective communication around the welcome information resource, and where these resources might come from.

Having a communications plan should save time later, for example by helping to ensure that communication gets off to the best start and by helping you anticipate what could go wrong and to think proactively about how you should deal with this. It should also help you to surface who you need to get on side to support the information resource, for example elected members.

In order to ensure effective communication around the information resource, you should make sure that media work such as press releases, quotes, and TV and radio interviews are carried out as professionally as possible. People from all communities are likely to appreciate well-prepared communication.

responding to negative media coverage

According to the media guide published by the East of England Regional Assembly (EERA), reactive media work can have a positive impact as it is an opportunity to communicate positive messages. Reactive media work is based on three key principles:

1. rapid response

2. helpful and open response

3. comment is usually better than 'no comment'.

11 monitoring and evaluating information resources

During this research we found only one instance where formal or informal monitoring and evaluation of information resources had been carried out. Whilst this does not mean that evaluation is not happening elsewhere, it indicates that there may be significant gaps in organisational understanding of and learning around issues such as take-up and usage of packs, current and future need and how needs might be met most appropriately. We also found that in many cases producers of packs had moved jobs or left their organisations, taking their knowledge of pack production with them. This indicates that organisations that have produced packs may be hindered in future by this loss of knowledge about pack production.

We recommend that arrangements for formative (ie, ongoing) evaluation are put in place at the beginning of projects to produce information resources. Such evaluation would enable producers to elicit and capture learning during the project, which would help to shape and improve the product, and inform future projects. Such learning might also be transferable, for example the production of targeted information for other sections of the community. The formative evaluation arrangements might amount to as little as a section of a project manager's periodic monitoring report, and could probably be carried out within existing resources.

We recommend that arrangements for summative (ie, final) evaluation are planned for and put in place. Such evaluation would help producers to understand what had worked for them and the target audience, and how the production process and end product could be improved next time. Such learning might be transferable to other information production projects. The evaluation should involve people from the target audience, both users and non-users, organisational and community, and could be carried out using focus group and/or one-to-one interviews facilitated by someone not involved in commissioning or producing the resource. There are clearly cost implications to this approach; however, the quality of knowledge gained might offset this by helping to prevent future costly mistakes.

As part of its work, Fens Rural Pathfinder resourced the development of a monitoring and evaluation framework for information resources, a version of which is provided in part four.

12 keeping it up to date

We found disillusionment with the 'big bang' approach to producing one-off information resources. But stakeholders had doubts about resources being available to cover the maintenance and updating of information, which would lead to continuing and eventually institutionalised disparity of information provision between different parts of the region and between different language groups.

13 towards a generic information structure

The first part in this series contains the generic information resource which we have prepared, based on feedback from migrants and organisations, and covering the top 20 topics prioritised by migrants in our focus groups.

Please note that the generic resource is written from an England perspective; laws and services in other UK countries may be different. We have made every effort to ensure that the information it contains is accurate.

In order to promote the sustainability of this resource, a living version is being embedded in www.migrantgateway.eu. We chose this website because it is potentially an international portal and is specifically addressing its own sustainability. If you wish to make suggestions about the generic resource, we have arranged for the Migrant Gateway team to deal with this; you can contact them through the portal.

14 copyright

Please note that this part, part two in the series, is copyright. Part one is free of copyright so that you can use the generic resource.

However, you should credit the guide, its producers and commissioning body (set out in Further Information on page 37) if you use these documents in the development of your own information resource.

15 acknowledgements

We would like to thank all the people who took part in the Fens Rural Pathfinder generic information resources project for their generosity, honesty, and creativity. Any errors in this guide is our own.

16 further information

This guide was produced for the Fens Rural Pathfinder by MENTER and Loretta Hurley Development Consultant, and is published by IDeA and the Department for Communities and Local Government (DCLG).

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appendix one: overview of information resources

Bedford

Title: 'A guide to Bedford and life in the UK'

Producer: Bedfordshire Multi-Agency Forum

Publication date: 2006

Format: 1) Hard-copy – 10-page leaflet, 2) Electronic file

How funded: Multi-Agency Initiative Fund (Partnership Development Project, MENTER)

Photos: Colour photo front only, maps

Highlights: Comprehensive 10-page leaflet, translated in 10 languages. Created by the multi-agency forum, in partnership with statutory and voluntary bodies for new arrivals in Bedford.

Contact details: BRASS, 01234 211381

Available languages: Arabic, Bengali, Chinese (Simplified), Chinese (Traditional), English, Farsi, French, Hindi, Kurdish, Latvian

Part of snapshot: Yes

Birmingham

Title: 'Welcome to Birmingham: information pack for newly arrived children and families'

Producer: Birmingham City Council

Publication date: 2003

Format: A5 online

How funded: Children's Fund

Photos: Yes

Contact details: No information

Available languages: Arabic, English, French, Kurdish, Somali

Part of snapshot: Yes

Breckland

Title: 'A guide to public services in the Breckland area'

Producer: Keystone Development Trust

Publication date: 2005

Format: A5 booklet

How funded: Home Office, Breckland Council and European Union Objective 2

Photos: Colour photos and map

Highlights: Well presented A5 booklet with colour photos and a district map, 2nd edition. First edition published in September 2004.

Contact details: Keystone Development Trust, Equalities Project, 01842 754639, www.keystonetrust.org.uk

Available languages: English, Portuguese, Russian

Part of snapshot: Yes

Cambridgeshire

Title: 'A Guide for Newcomers to Cambridgeshire'

Producer: Cambridgeshire Constabulary

Publication date: 2007

Format: Hard-copy – 10-page leaflet which folds out and is inserted in Fenland and East Cambs' 'Living and Working in Fenland and East Cambridgeshire'

How funded: Cambridgeshire Criminal Justice Board

Photos: None

Highlights: Leaflet dealing with crime and safety issues, covering emergency help, acceptable behaviour, personal safety and 'stop and search' powers etc.

Contact details: Jo Buxton, Marketing Manager, Cambridgeshire Constabulary, Jo.Buxton@cambs.pnn.police.uk

Inspector Dave Summers, Cambridgeshire Constabulary, David.Summers@cambs.pnn.police.uk

Available languages: English, Bulgarian, Latvian, Lithuanian, Polish, Portuguese, Romanian, Russian

Part of snapshot: No

Copyright: No copyright and is available for partners to publish on their website

Cambridgeshire

Title: 'A newcomer's guide to policing and the law in Cambridgeshire'

Producer: Cambridgeshire Constabulary Corporate Communications department

Publication date: 2007

Format: Hard-copy – 20-page A5 stapled booklet

How funded: Cambridgeshire Criminal Justice Board/Cambridgeshire Constabulary

Photos: Colour photos

Highlights: Leaflet dealing with crime and safety issues, covering reporting crime, alcohol and drugs, drinking and driving, domestic violence and 'stop and search' powers etc. A clear, well laid-out leaflet.

Contact details: Jo Buxton, Marketing Manager, Cambridgeshire Constabulary, Jo.Buxton@cambs.pnn.police.uk

Inspector Dave Summers, Cambridgeshire Constabulary, David.Summers@cambs.pnn.police.uk

www.cambs.police.uk

Available languages: English, Polish, Portuguese, Russian, Latvian, Lithuanian, Bulgarian, Romanian, Kurdish (Sorani), Czech, Arabic, Farsi, Slovak, Urdu and French

Part of snapshot: No

Copyright: No copyright and is available for partners to publish on their website

Derby

Title: 'A Guide to Derby for Asylum Seekers and Refugees'

Producer: Derbyshire Constabulary, GO East Midlands, Derby Law Centre, Derby City Council

Publication date: September 2004

Format: A4 ring-bound

How funded: No information

Photos: Maps

Highlights: Bilingual. Each section is in the translated version and the English version.

Contact details: Sue Holmes, 01332 344557, derbylaw@dial.pipex.com

Available languages: Arabic, English, Somali

Part of snapshot: Yes

Fenland and East Cambridgeshire

Title: 'Living and Working in Fenland and East Cambridgeshire'

Producer: Fenland District Council

Publication date: 2007

Format: 1) Hard-copy – 52 pages A5, 2) Online at www.fenland.gov.uk/welcome

How funded: Fenland and East Cambridgeshire Local Strategic Partnerships

Photos: Colour photos front only, maps

Highlights: Covers a wide range of subjects under the headings First Priorities, Health, Housing, Getting About, Places of Worship, Advice on the Law, Employment, Learning and Education, Leisure and Entertainments, Emergencies, Reporting a Problem, Local Papers, Websites and Contacts. Insert by Cambridgeshire Constabulary entitled 'A Guide for Newcomers to Cambridgeshire'. Has a clear index.

Contact details: mike.platten@tiscali.co.uk

Available languages: English, Bulgarian, Latvian, Lithuanian, Polish, Portuguese, Romanian, Russian. More translations are expected in 2007.

Part of snapshot: No

Copyright: The copyright for this booklet has been negotiated to allow FREE use of the English-language version by other organisations and the right to use the translated versions for a fee (£150 each translation or £500 for all seven translations). Contact Mike Platten, mike.platten@tiscali.co.uk.

Gateshead

Title: 'Welcome to Gateshead'

Producer: Gateshead Council

Publication date: 2005

Format: A4 online

Photos: Colour pictures on front cover and a map

Highlights: Well laid-out 18-page booklet with several sections including your home, your local council and practical information etc.

Contact details: Asylum and Refugee Team, tel. 0191 433 2684 or 0191 433 2633, asylumteam@gateshead.gov.uk

www.gateshead.gov.uk
www.gateshead.gov.uk/Housing/asylum/welcome.aspx

Available languages: Arabic, English, Farsi, French, Kurdish, Portuguese, Sorani

Part of snapshot: Yes

Copyright Yes

Glasgow

Title: 'Welcome to Glasgow: An information guide for new arrivals and refugees'

Producer: British Red Cross

Publication date: 2004

Format: Hard-copy – brochure A5

How funded: No information

Photos: Colour photos and maps

Highlights: Well laid-out booklet

Contact details: British Red Cross, Refugee and International Tracing Services (RITS), 402 Sauchiehall Street, Glasgow, G2 3JD tel. 0141 331 4170, ritsgla@redcross.org.uk

Available languages: Arabic, English, Farsi, French, Somali, Swahili, Turkish

Part of snapshot: Yes

Copyright: Yes

Glasgow

Title: 'Glasgow: COSLA'

Producer: COSLA

Publication date: 2003

Format: A4 online

Photos: None

Contact details: Asylum Support Project Team, 0141 222 7300

www.asylumscotland.org.uk

The pack is out of date and is therefore no longer available online

Available languages: Albanian, Arabic, Chinese (Traditional), English, Farsi, French, Kurdish, Pashto, Punjabi, Russian, Sinhalese, Somali, Swahili, Tamil, Turkish, Urdu

Part of snapshot: Yes

Glasgow City Council

Title: 'Welcome to Glasgow: Asylum seekers welcome pack'

Producer: Glasgow City Council

Publication date: 2000, updated in 2003

Format: 1) A4, 2) Online guide – no longer

available

Photos: None

Highlights: 13-page A4 booklet with information about council services and the police etc. Also lists free museums.

Contact details: Housing Resources Ltd. Unit 39, Concourse House, Dewsbury Road, Leeds LS11 7DF, tel. 0113 2723456

Available languages: Albanian, Arabic, Chinese (Traditional), English, Farsi, French, Kurdish, Pashto, Russian, Sinhalese, Swahili, Tamil, Turkish, Urdu

Part of snapshot: Yes

Hampshire, focusing on Portsmouth and Southampton

Title: 'Welcome to Britain: A guide for newcomers to Hampshire'

Producer: Race for Justice

Publication date: 2004, now out of print

Format: Hard-copy – A6 pocket-size booklet

How funded: Government Office – South of England and South East Refugee and Asylum Consortium

Photos: Cartoons, maps and colour photos

Highlights: 48-page booklet with comprehensive information, including pictures of relevant buildings such as the Job Centre and the City College.

Contact details: www.raceforjustice.co.uk

Available languages: Albanian, English, Farsi, French, Polish, Somali

Part of snapshot: Yes

Ipswich

Title: 'Welcome to Ipswich: in the town centre'

Producer: Suffolk County Council

Publication date: 2005

Format: Hard-copy

Photos: Colour photos and maps

Highlights: Picture booklet with speech bubbles and sample dialogue about services in Ipswich. It also aims to be used as part of ESOL classes.

Available languages: English

Part of snapshot: Yes

London/Croydon

Title: 'Croydon: a guide for newcomers'

Producer: Equalities in Action, Croydon Primary Care Trust, Croydon Council

Publication date: July 2003

Format: A5 brochure

How funded: European Union Funding

Photos: Colour photos front, inside black and white, map

Highlights: Well laid-out brochure. Second edition.

Contact details: Pankaj Doshi, 020 8407 1369, Equalities Unit, Tarberner House, Park Lane, Croydon, CR9 3JS

Available languages: English

Part of snapshot: Yes

London/Greater

Title: 'Information pack for new arrivals and refugees'

Producer: British Red Cross, East London and the City Health Action Zone, London Borough of Newham

Publication date: 2002

Format: 1) A4 brochure, 2) Online

Photos: Map and photos

Highlights: 27-page brochure with pictures, with

21 key sections. Each of these sections is designed to provide a general overview. Sections are separately available on the website. Sections cover a range of topics from Health Services, Legal Advice to Leisure Activities and The British Weather.

Contact details: Refugee Unit, British Red Cross London Branch, Aztec Row, 5 Berners Road, London, N1 0PW, refugeeunit@redcross.org.uk, www.redcross.org.uk www.redcross.org.uk/temp/NEWspARRIVALSnew.pdf

Available languages: English

Part of snapshot: Yes

Copyright: No

London/Greater

Title: 'Information Pack for Newly Arrived Refugees'

Producer: British Red Cross

Publication date: 2000

Format: A5 – 68-page booklet

How funded: British Red Cross and European Union funding

Photos: Colour photo front cover, drawings inside, underground map on back cover

Highlights: Specifically aimed at refugees, this booklet covers a wide range of issues such as connecting refugees and families overseas, shopping, racial harassment, and female refugees' services. It does not include information about the UK asylum process. It is out of print and no longer in use due to the new edition in 2002.

Contact details: Refugee Unit, British Red Cross London Branch, Aztec Row, 5 Berners Road, London, N1 0PW, refugeeunit@redcross.org.uk

Available languages: English, French, Spanish, Farsi, Kurdish, Somali and Russian

Part of snapshot: No

Copyright: Yes

London/Hackney

Title: 'Welcome to Hackney: A guide to health and social care for people recently arrived in Hackney'

Producer: Black and Ethnic Minority Working Group

Publication date: April 2004

Format: 1) Hard-copy – A5 brochure, 2) Online

How funded: Hackney Neighbourhood Renewal Fund

Photos: Colour photos

Highlights: This 37-page booklet covers health and other social care issues as well as education. On the BEMWG website a later (September 2005) version is now available, aimed specifically at refugees.

Contact details: Black & Ethnic Minority Working Group, Unit C4, 3 Bradbury Street, Hackney, London N16 8JN, tel. 020 7923 2229, post@bemwg.fsnet.co.uk www.bemwg.org.uk www.bemwg.org.uk/resources/English per cent20final.pdf

Available languages: Chinese (Simplified), English, French, Somali, Spanish, Turkish

Part of snapshot: Yes

London/Lambeth, Southwark and Lewisham

Title: 'Welcome Pack – Information for newly asylum seekers'

Producer: Lambeth NHS, Refugee Health Team LSL

Publication date: March 2007

Format: A5 – 22-page booklet

How funded: Lambeth NHS Primary Care Trust

Photos: Colour drawings

Highlights: This is the fourth edition of this welcome pack produced by the Refugee Health team. It covers health-related services, ie, NHS direct, contraception and immunisations.

Contact details: Refugee Health Team LSL, Master House, 4 Dugard Way (off Renfrew Rd), Kennington SE11 4TH.

Tel: 0207 840 5200. www.threeboroughs.nhs.uk

Available Languages: English

Part of snapshot: No

London/Tower Hamlets

Title: 'Tower Hamlets Welcome Pack'

Producer: Praxis

Publication date: 2005

Format: A4 online English; other languages hard-copy only

How funded: No information

Photos: Colour pictures

Highlights: Photographs of local area and people.

Contact details: Yesenia San Juan, Pott Street, London E2 0EF, 0207 2977985

Available languages: Bengali, Chinese (Simplified), English, French, Russian, Somali, Turkish, Vietnamese

Part of snapshot: Yes

Newcastle

Title: 'Welcome to Newcastle'

Producer: Your Homes Newcastle Asylum Team

Publication date: Unknown

Format: A4 online, 16 pages

Photos: Colour photos and drawings

Highlights 16-page A4 with information about One Stop Service, Leisure and Education etc.

Contact details: Your Homes Newcastle's Asylum Team, Tel. 0191 278 8619 www.newcastle.gov.uk/wwwfileroot/yhn/yourservices/asylumseekersunit/ASUWelcomePack.pdf

Available languages: English

Part of snapshot: Yes

Norfolk

Title: 'Welcome to Norfolk' (www.welcometonorfolk.org.uk)

Producer: Norfolk Constabulary

Publication date: 2006

Format: Website

How funded: Norfolk Constabulary and Norfolk Criminal Justice Board

Photos: Colour photos

Highlights: Website covering many subjects, which also allows you to subscribe and take part in forums.

Contact details: www.welcometonorfolk.org.uk

Available languages: English, Lithuanian, Polish, Portuguese, Russian

Part of snapshot: Yes

Norfolk – West Norfolk, particularly King's Lynn, Hunstanton, Swaffham and Downham Market

Title: 'Welcome to West Norfolk'

Producer: West Norfolk Diverse Communities Forum

Publication date: 2005 – update due December 2007 in additional languages Lithuanian, Polish and Latvian

Format: 1) Hard-copy – loose-leaf inserts, 2) CD-ROM, 3) Update due on Welcome to Norfolk website

How funded: Community Legal Service

Development Fund. Update funded by West Norfolk Local Strategic Partnership

Photos: Colour photo front and logos only

Highlights: Loose-leaf welcome pack designed to be of use to newcomers and front-line support staff.

Contact details: Daisy Line, West Norfolk VCA, daisy@westnorfolkvca.org

Available languages: Russian, English, Chinese (Simplified), Portuguese

Part of snapshot: Yes

Copyright: West Norfolk Diversity Forum has kindly allowed their welcome pack and translations (Chinese, Russian, and Portuguese) to be reproduced without making a charge.

North East

Title: 'Model welcome pack for Asylum Seekers'

Producer: NECASS, North East Consortium for Asylum Support Services.

Publication date: 2001

Format: A4 – seven-page leaflet

How funded: NECASS

Photos: None

Highlights: Model welcome pack for local authorities; includes headings and a local authorities authorisation form.

Contact details: www.refugeesne.org.uk/pdf/welcome_pack.pdf

Michael Ball, North East Contracting Consortium for Asylum Support

Available languages: English

Part of snapshot: No

Copyright: No

Peterborough

Title: 'Information pack for new arrivals and refugees'

Producer: British Red Cross and Peterborough City Council

Publication date: 2003

Format: 1) A5 brochure, 2) CD-ROM, 3) online

How funded: Community Fund

Photos: Black and white photos and map

Highlights: Portable size, glossy and 21 sections of information covering legal advice to where to worship.

Contact details: Peterborough Branch of the British Red Cross, 01733 557472

Available languages: Arabic, English, Farsi, French, Kurdish

Part of snapshot: Yes

Peterborough

Title: 'Living in Peterborough: An Orientation Resource'

Producer: Refugee Council

Publication Date: June 2006

Format: A4 – 90-page pack

How funded: New Link

Photos: None

Highlights: The 'Living in Peterborough' materials provide newcomers to Peterborough (namely asylum seekers, refugees and migrant workers) with information on rights, responsibilities, services, support and expectations when living in the UK, with specific reference to local contacts. The resources were originally designed to be delivered as a training course, or to be embedded in ESOL classes. A contents list and extracts can be found at the following link:

www.peterborough.gov.uk/pdf/comm-asy-inf-contentsofthelivinginpeterboroughcourse020207.pdf

Contact details: Refugee Council Eastern Region, 4–8 Museum Street, Ipswich, Suffolk, IP1 1HT. Tel: 01473 297900.

New Link, Lincoln Road Centre, 439 Lincoln Road, Peterborough PE1 2PE. Tel: 01733 742801

Available languages: Arabic, Bulgarian, English, Czech, Kurdish Sorani, Latvian, Lithuanian, Portuguese, Romanian, Russian, and Slovak

Part of snapshot: No

Copyright: Yes

Scotland-produced but generic

Title: 'Model welcome pack (for asylum seekers)'

Producer: ATLAS Development Partnership

Publication Date: 2003–2004

Format: three-page A4 document in PDF, available online

How funded: ESF/Equal

Photos: None

Highlights: Sets out an information structure.

Contact details: www.equal-works.com/DPDetail.aspx?ety=0ed2425d-907e-488b-8962-9f6309f9179b&page=1

Available languages: English

Part of snapshot: No

Copyright: No

Staffordshire – East Staffs

Title: 'Welcome to East Staffordshire'

Producer: East Staffordshire Borough Council Policy and Corporate Affairs Department

Publication date: 2003

Format: A4 online

Photos: None

Highlights: 19-page A4 booklet including employment, education and a list of local CVS organisations etc.

Contact details: Ian Hutton, East Staffordshire Borough Council, Town Hall, Burton upon Trent, Staffordshire, 01283 508681

www.eaststaffsbc.gov.uk/downloads/language/welcome-english.pdf

Available languages: Arabic, English, Farsi, French, Kurdish, Punjabi, Turkish, Urdu

Part of snapshot: Yes

Strabane

Title: 'Welcome pack for newly arrived citizens'

Producer: Strabane District Council and Western Investing in Health Partnership

Publication date: 2006

Format: A4 online

Photos: Colour drawings on front

Contact details: no information

Available languages: Arabic, English, Hindu, Lithuanian, Polish, Urdu

Part of snapshot: Yes

Suffolk

Title: 'welcomepack.org.uk'

Producer: CSV Media Clubhouse, Ipswich

Publication date: September 2007

Format: Web and some printing tools from web

How funded: Connecting Communities, local authority, European Social Fund

Photos: Pictures of points of interest through interactive maps

Highlights: Content and translation management systems make it easy to publish, update and translate; agency and client feedback system; interactive maps.

Contact details: Anvar Valiyev, avaliyev@csv.org.uk

Available languages: English (some articles will be translated into Farsi, Kurdish, Polish, Portuguese and Russian, to begin with)

Suffolk – practically Ipswich

Title: 'Welcome to Suffolk: information for refugees in Suffolk'

Producer: Ipswich Primary Care group, The Refugee Council, Suffolk County Council, Suffolk Health Authority, Suffolk Inter Faith Resource, Suffolk Refugee Support Forum

Publication date: 2000

Format: 1) Word file, 2) A4 print-out

How funded: No dedicated budget

Photos: No pictures, maps or photos

Contact details: Suffolk Refugee Support Forum, tel. 01473 400 785

Available languages: English

Part of snapshot: Yes

Geographical Area: Suffolk – Western

Title: Welcome to Western Suffolk (different versions available for Babergh, Forest Heath and St Edmundsbury)

Producer: Babergh District Council, Forest Heath District Council and St Edmundsbury Borough Council

Publication date: Expected in September 2007

Format: 1) Hard-copy – brochure A5, 2) Online

How funded: Western Suffolk Local Strategic Partnership

Photos: colour photos/ maps on front and back cover only

Highlights: Covering a range of topics such as employment, housing, community services.

Contact details: Davina Howes, tel. 01284 757611, davina.howes@stedsbc.gov.uk

Available languages: English, Polish, Portuguese and Russian

Part of snapshot: No

Copyright: No

Swansea

Title: 'Information pack for new arrivals and refugees'

Producer: Red Cross

Publication date: Unknown

Format: A4 loose-sheet pack

How funded: British Red Cross

Photos: Front cover only, integrated in the design

Highlights: 13-page pack

Contact details: Villiers house, Charter Court, Phoenix Way, Swansea Enterprise Park SA7 9FS, 01792 7721246, mroberts@redcross.org.uk

Available languages: English

Part of snapshot: Yes

Notes: This pack is currently out of print and the Red Cross is reviewing the content.

Telford & Wrekin

Title: 'Welcome to Telford & Wrekin'

Producer: Telford & Wrekin Council

Publication date: Unknown, but recent

Format: Online A4 – 28-page leaflet

How funded: Telford & Wrekin Community and Neighbourhood Services Unit

Photos: None

Highlights: This information pack is available from the Telford & Wrekin Council's website only and covers general information about the UK, council services, but also racial harassment and motor vehicle licensing.

Contact details: www.telford.gov.uk/Education+learning/Adult+community+education/Community+Learning+ESOL.htm

Available languages: English, Polish, Slovak

Part of snapshot: No

UK

Title: 'UK Guide for International Workers'

Producer: Multicultural UK in association with Fractal Publishing

Publication date: 2007

Format: A5 – 38-page booklet

Photos: Colour photos front cover, inside black and white

Highlights: 38-page booklet, covering a wide range of subjects from bank accounts, festivals, and your rights.

Contact details: Miriam Roberts, info@multiculturaluk.com www.multiculturaluk.com

Multicultural UK Limited, 12 Noverton Lane, Prestbury, Cheltenham GL52 5BB. Tel. 01242 228025

Available languages: English, currently a Polish version is being produced.

Part of snapshot: No

Copyright: Yes. £2 per copy. Discounts are available for bulk orders.

UK

Title:' Jak _y_ i pracowa_ w Wielkiej Brytanii'

('How to live and work in Great Britain')

Producer: Federation of Poles in Great Britain

Publication date: Unknown

Format: 1) A5 Hard-copies 2) Online

How funded: Sponsorship from Language Line Services, Konsulat Generany Rzeczypospolitej Polskiej w Londynie, Central Wings and Dziennik Polski

Photos: Colour

Highlights: 84-page booklet covering wide range of subjects.

Contact details: www.zpwb.org.uk, laura@zpwb.org.uk,

Available languages: Polish

Part of snapshot: No

Copyright: Yes

disclaimer

Where possible the editors have verified the above information and to their knowledge it is correct. It was not always possible to have information on all the information headings or verify the information by contacting those involved in the production of the packs listed above, because they had moved on or simply because there were no contact details mentioned. We therefore cannot guarantee the accuracy or completeness of any information provided.

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