



Narrative change on migration and integration at the municipal level

Perspectives from Cardiff



Gweithio dros Gaerdydd, gweithio gyda'n gilydd
Working for Cardiff, working together



Contents

- The Cardiff context
- Cardiff's participation in Inclusive Cities
- Building our narrative practice as a strategic priority:
Rumourless Cities



Croeso I Gaerdydd!

(Welcome to Cardiff!)

- Capital city of Wales and one of the youngest capital cities in Europe
- Seat of the devolved Welsh government
- Wales' commercial centre and home to its national media
- A thriving, liveable and multilingual city



The town that pioneered multiculturalism

Nadifa Mohamed

Long before the term for ethnic diversity had even been coined, Butetown in Cardiff was home to communities from all corners of the globe



▲ Children in Tiger Bay, 1938. Photograph: Hulton Getty

The Guardian, March 2017



Somali and Yemeni seamen on Eid procession in Butetown

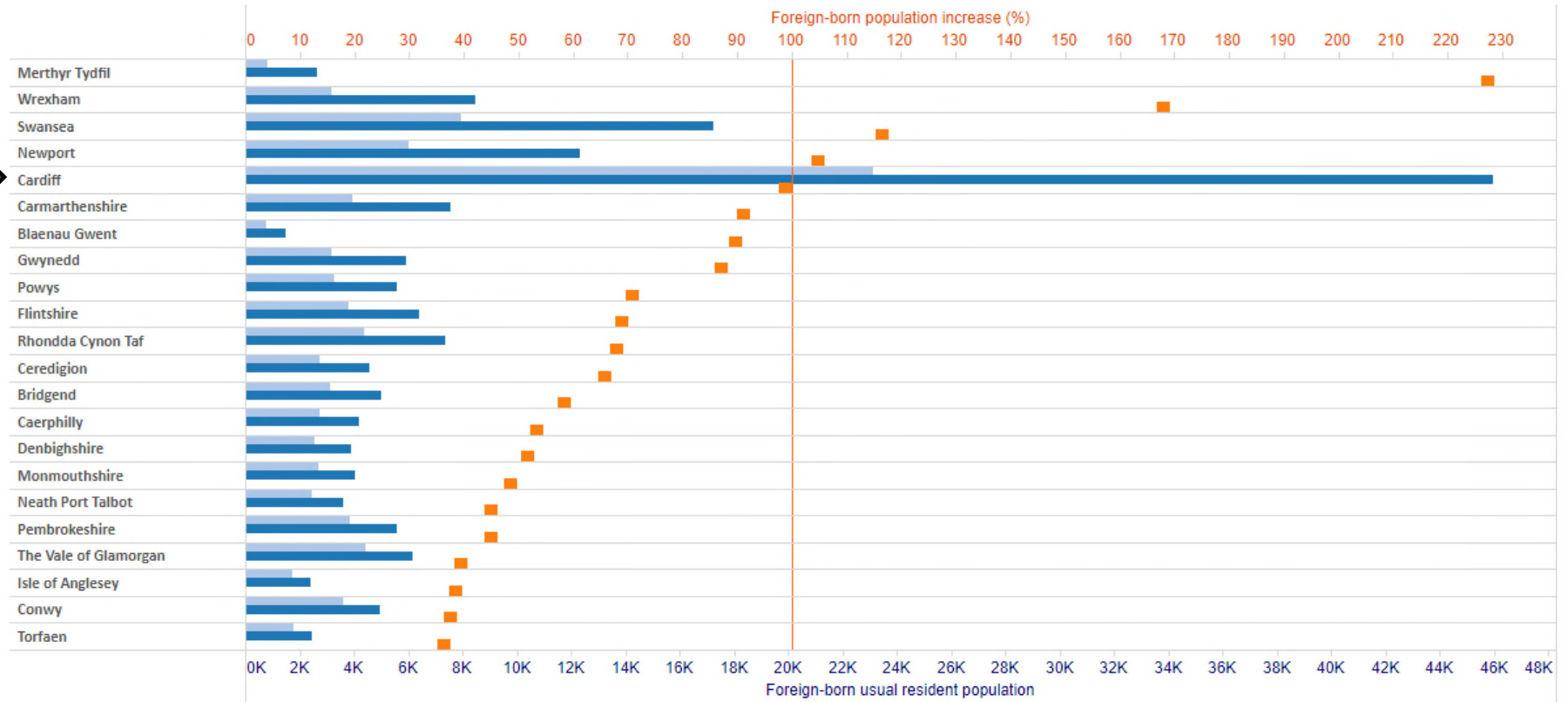


Non-UK born residents: Wales 2001-2011

Chart provided by migrationobservatory.ox.ac.uk

Area

(Multiple values)



Source: England and Wales Census 2001 and 2011, ONS. Usual resident population.

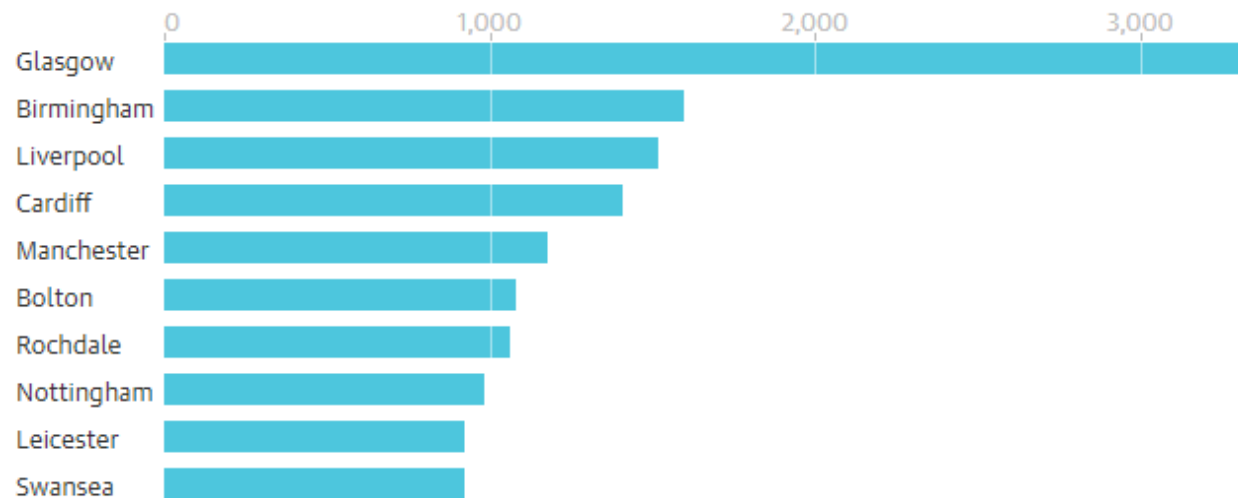
2001 2011 Increase (%)



Asylum dispersal in Cardiff

- Cardiff is the UK's fourth largest asylum dispersal cluster. We host approximately 50% of Wales' asylum seekers- equating to around **1300-1500 people** in dispersal accommodation at any given time + between 50-200 people in initial accommodation.
- A significant number of those awarded status, particularly families, remain in the city once they receive refugee status.

Ten local authorities are home to **one third** of all asylum seekers in the UK



Guardian graphic | Source: Home Office, 31 December 2016



Inclusive Cities – a knowledge exchange initiative

Founder cities: Bristol, Cardiff, Glasgow, Liverpool, Peterborough
+ Greater London Authority (Associate Member)

Aims to deliver a step change in the approach to inclusion of newcomers at the local level

3 levels of exchange

- Facilitated peer learning between the cities
- Policy maker/ researcher exchange
- International learning exchange

- **Strong operational and strategic commitment**
- **Taskforce of stakeholders to share responsibility**
- **Local authority owned**
- **Space for reflection and support**



Inclusive Cities — designed from research findings

Finding from research* that integration/ inclusion...	Reflected in inclusive Cities through...
Is concerned with both newcomers and receiving communities in a mutual, two-way process	Focus on all types of migration and on 'host' communities
takes place across society (not only through public services) and so requires a range of actors to be involved and to take shared responsibility	Taskforce model
is not a single process but takes place across a number of domains: structural (as in the labour market); social, cultural, civic participation, and in relation to identity and mutual belonging.	Action planning process and aim to mainstream across local authority activity and priority areas
takes place, mostly, at the local level	All of it(!)
*Drawn from Spencer and Charsely (2016)	



Inclusive Cities – Learning from Cardiff

- Strategic leadership from both officer and political levels is key
- Appointment of taskforce: formal invitation letter from Cabinet lead sets the tone and demonstrates intentionality- important in attracting new partners
- Action plan development: adopted a thematic workshop approach

Taskforce schedule

March 2018:	Introducing Inclusive Cities
June 2018:	Inclusive Economy
September 2018:	Narrative
December 2018:	Social contact and participation
March 2019:	Multilingualism



Inclusive Cities – Learning from Cardiff

Implementing Actions: Progress to date

Inclusive Economy	<ul style="list-style-type: none"> • Launch of local specialist advice service for EU nationals in insecure and/or exploitative work • ReStart (AMIF funded) – Employer Engagement Officer + specialist refugee employment support
Narrative	<ul style="list-style-type: none"> • Joined Rumourless Cities Network • Working with M&C Saatchi to develop a regional campaign on south east Wales' migration history • Centenary of Race Riots 2019
Social contact and participation	<ul style="list-style-type: none"> • Series of community conversations scheduled for October-December • Youth Cohesion Cup delivered by Cardiff City Foundation
Multilingualism	<ul style="list-style-type: none"> • ReStart AMIF funding- expanding ESOL provision to be more inclusive- enhanced childcare provision, barriers fund, increased number of pre-entry spaces • Developing pilot for highly-skilled



Rumourless Cities



Rumourless Cities
Prevent Discrimination, Strengthen Cohesion

URBACT is a European exchange and learning programme promoting sustainable urban development.

The programme enables cities to work together to develop solutions to major urban challenges, reaffirming the key role they play in facing increasingly complex societal changes.

URBACT helps cities to develop pragmatic solutions that are new and sustainable, and that integrate economic, social and environmental dimensions.

It is a network through which cities share good practices and lessons learned with all professionals involved in urban policy throughout Europe.



Rumourless Cities



Key aspects of the practice:

- Combination of developing a city-wide communications campaign and implementing local activities which have an emotional dimension and promote critical thinking- acting on both an emotional and factual level
- Not primarily targeting explicit xenophobes and those already fighting discrimination but the middle 'ambivalent' majority
- Not blaming or preaching but acknowledging we all have prejudices as starting point
- Goal is to build a long term strategy (which will go beyond the timescale of this transfer network)
- A strategy owned by the city- importance of the Anti-Rumour network: is more of a local social movement than a policy



Rumourless Cities



Our local transfer plan:

- Communications campaign (working with M&C Saatchi and Welsh Government on a regional footprint)- website, billboards, broadcast- telling the story of south east Wales' migration history + consistent and intentional coverage of key commemorations (i.e. Windrush Day, refugee week)
- Conversation with our residents on local experiences of migration and integration (learning from British Future/ Hope not Hate)
- Demonstrating strong political commitment to remaining open and inclusive: hosting international conference with Inclusive Cities and Rumourless Cities networks in October
- Exploring the development of a 'welcoming standard'
- Developing youth leadership and voice- school twinning with Valleys' schools

