2014

# Multicultural Homecoming Review



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#### **Executive summary**

Cultural expression as a conduit for integration, celebration of diversity and promotion of active citizenship have been key themes within the Multicultural Homecoming programmes message.

These 'Positive Cultural Interfaces' facilitated through the MCH14 programme have sought to provide a new dimension for interaction, experience and recognition for our diverse communities.

In short Scotland's heritage and traditions are a 'Living Tradition' – Our diverse communities enrich Scotlish identity and become part of her story and future.

These concepts were reflected in the broad range of participants, diverse groups and events which took place under the auspices of this inaugural programme.

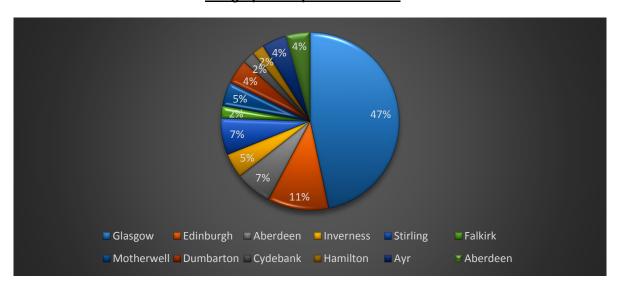
The MCH14 programme significantly increase not only the numbers of individuals and communities engaged in a national programme but reflection of the diversity and nature of modern Scotland.

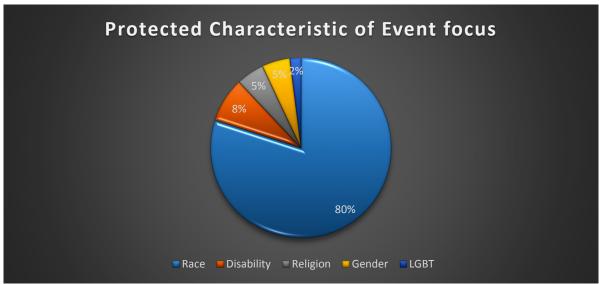
#### **Outcomes included;**

- The advancement of an inclusive national identity
- Increased awareness of the Year of Homecoming 2014 and the broader range of national and local events
- The development of Scotland as a <u>'living tradition'</u> across all aspects of the programme including;
  - National events led by BEMIS and stakeholders
  - Via the small grants scheme
  - In key partners understanding of <u>'intangible cultural heritage'</u> (which is a core theme with Cabinet Secretary Fiona Hyslop) and how this influences community ownership, direction, relationship and future within society
- Increased understanding of the diversity of Scotland via BEMIS interpretation of EHRC 'Race characteristic' of Equality Act 2010 engaging communities on their own terms within the spirit of the Equality Act, enabling them to take control of a positively defined experience of home in Scotland.
  - > 17 ethnic or cultural minority communities
  - > 43 local community events
  - > 12 cities and towns across 10 local authorities
  - ➤ 5 Characteristics across the Equality Act (2010)

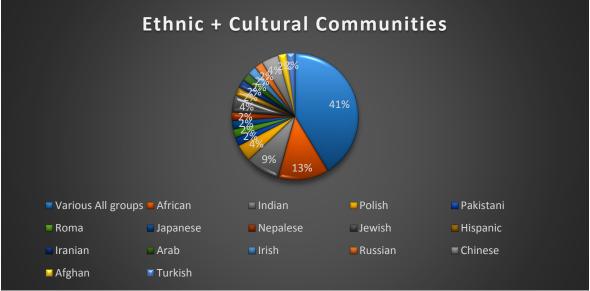


#### **Geographical spread of events**









#### **Attendance:**

- The estimated total number of attendees across programmes based upon attendee projections
  of small grants awards and national events is over 6,000 people. This figure is a combination
  of;
- ➤ The April Launch event (200)
- Small Grants Funded events (43 Local community events est. average of 125)
- National Events
  - ✓ Multicultural Homecoming Cup with SFA (250)
  - √ Film series 2014/15 and documentary premiere (300+ ongoing)
  - ✓ Celebration Finale Dinner (230)
- Integration to other National events / festivals
  - √ Solas Festival Perth (200+)
  - ✓ Just Festival Edinburgh (50)
  - ✓ Pride Festival Pride House @ Commonwealth Games (100)

Across Scotland communities responded to the call to host local community events. These events fostered good relations, brought communities together in the spirit of cultural ecumenism and afforded them a place within the national celebrations of 'Homecoming' to articulate what Scotland means to them as home via their own cultural characteristics.

For example the via the small grants scheme;1

Organisation	Event	Location	Attendee's
NEPALESE CULTURE AND WELFARE (ONCW) ABERDEEN, SCOTTISH	THE NEPALESE COMMUNITY OF	Aberdeen	100+
			150+

<sup>&</sup>lt;sup>1</sup> See ANNEX A – For further programme details

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St.Angelas Participation Centre Pollock	Pro Community Cup 2014 - Promoting Community Diversity through Sport (Our Common Wealth)	Pollock / Glasgow	
Highland Indian Association	Onam Celebration	Inverness	100+
Association of Gambians in Edinburgh	'Tanabiir'(Cultural name for women showcasing how to dance to African beat with the talking drum and uniform costumes)	Edinburgh	100+

Via participation in the small grants scheme and integration to other festival events organisations and community's awareness of the broader aims of 'Homecoming Scotland' were significant increased.

- For <u>90% of communities</u> this was the first time they had participated in a <u>national umbrella</u> <u>celebratory event such as Homecoming 2014</u>
- Across urban environments EM communities continue to reside disproportionally in areas of Multiple Deprivation. In addition to this Pakistani, Chinese and Indian communities reside in poverty in areas outside of these areas of multiple deprivation. In Glasgow 52% of applications were from groups engaged in activities in areas which score particularly high on the Scottish Index scale of multiple deprivation.
- Following this broad 'positive cultural experience' BEMIS and the Joseph Rowntree Foundation are returning to particular groups across Scotland identified via MCH14 to develop frameworks for tackling poverty in and out with areas of MD based upon necessity and needs as identified by communities experience and circumstances.
- ➤ 100% of small grant funded organisations expressed a willingness to participate in future national celebrations of this nature utilising cultural diversity as a conduit to active citizenship.

A critical piece of our evaluation centred on the legacy impacts of small grant hosted events. A sample of responses 'Under the heading' - Do you feel that your event has had a positive Impact on individuals or communities you engage with? Outlined the following experiences;

#### A+M - Training Glasgow:

Without doubt. The project engaged with hundreds of young people from across many of Glasgow's <u>most socially deprived communities</u>. They prepared for the Multi-cultural homecoming festival for weeks and the event itself was a massive success. Over 180 young people performed at the event and over 200 parents attended the event.

#### Rainbow Muslim Womens Group - Falkirk:

Our event was well received by the local community in the Dawson area of Falkirk they had a chance to share in our Asian and Scottish culture and Heritage. The local newspaper ran an article on our event.

#### **Central Scotland African Union**

This event brought the communities together, CeSAU, Raploch community and the Raploch Primary school. For some of the kids and parent; it was their first time mingling with Africans



outside school. Even toddlers joined in on the beats! Children were taught African songs and dance which was showcased at the last session with parents in attendance. Masks won by kids were handmade at the workshops. Both children and parents felt that it was a good exercise and that it had helped develop community awareness and friendships. Mothers brought their children to the sessions and stayed to the end.

#### **Highland Indian Association**

Multicultural Homecoming 2014 has provided an opportunity for our local community to experience and unite through celebrating Onam by engaging South Indian home cooked cuisine, traditional ladies Keralite dancing and children's Indian dance performances. As well as having the opportunity for all attendees to participate in the Onam tradition of tug of war, everyone was served a 21 course home cooked meal on a traditional banana leaf. 85% of feedback rated the meal as excellent and the remaining 15% rated it above average. Introducing local people to and sharing South Indian culture through celebrating the Onam Festival has proved invaluable in promoting and exploring the concepts of diversity, citizenship and home in Inverness - Multicultural Homecoming 2014 has definitely been a terrific success.

#### **Scottish Government Equality and National Outcomes**;

Our approach to promoting and engaging citizens and communities via a medium of programmes will continue to focus on specific indicators overlapping with other variables within the implementation of our work including but not reserved to;

- Strong, resilient and supportive communities<sup>2</sup>
- Tackling inequalities<sup>3</sup>
- Promoting a strong fair and inclusive national identity<sup>4</sup>
- Our young people are successful learners, confident individuals, effective contributors and responsible citizens.<sup>5</sup>
- We realise our full economic potential with more and better employment opportunities for our people.<sup>6</sup>

Specifically within the context of 'Multicultural Homecoming 2014' the objective to promote and support an 'inclusive national identity' was particularly pertinent to the MCH14 programme. This fed directly into the 'One Scotland – Scotland believes in Equality Campaign' which received promotion throughout national events via social media and national press.<sup>7</sup>

#### Partnership Approach

Prior to the programmes development key partners were identified as providing mutual expertise in the creation of relevant programme aspects and implementation.

<u>Scottish Football Association:</u> The SFA a key cultural component of popular Scottish identity and administrator of the national sport of football, an important cultural characteristic, continued their positive and pro-active engagement with BEMIS Scotland as part of the MCH14 programme. This included prominent acknowledgement and support of the 'One Scotland Campaign' and 'MCH14' within the national teams match day programme of October 11<sup>th</sup> 2014<sup>8</sup> As part of the MCH14 tournament;

<sup>&</sup>lt;sup>2</sup> http://bemis.org.uk/publications/

<sup>&</sup>lt;sup>3</sup> http://www.bemis.org.uk/PDF/dignity and fairness 2013.pdf

<sup>&</sup>lt;sup>4</sup> http://bemis.org.uk/wp/wp-content/uploads/2014/04/Multicultural-Homecoming-Summary-Document.pdf

<sup>&</sup>lt;sup>5</sup> http://bemis.org.uk/project/gathered-together-cruinn-comhla/

<sup>&</sup>lt;sup>6</sup> http://bemis.org.uk/project/equality-internship-programme/

<sup>&</sup>lt;sup>7</sup> See Annex 2 – National Coverage and associated equality outcomes

<sup>&</sup>lt;sup>8</sup> See Annex 2- National coverage and associated equality outcomes



- > 20 teams
- 200 players
- 16 men's teams
- 3 ladies teams
- ➤ 1 LGBTI team

Winners on the day were Polish team The Goal Academy and Toryglen Thistle. A presentation was made in conjunction with Cabinet Secretary Fiona Hyslop and Polish Consul General Dariuz Adler at the finale event on St.Andrews Day. Mr Adler the Polish consul general commented on the positive nature of interaction with Scotland' Polish Community via MCH14 and acknowledgement of Scotlands positive relationship with its increasing and diverse Polish community.

**GRAMNet:** BEMIS and GRAMNet have a long standing and positive relationship in the development and promotion of equality themes via visual and audio formats and primarily our annual 'film series'. The film series in 2014 focussed on home and homecoming with our launch event for the 14/15 series including the premiere of the 'Multicultural Homecoming Celebration'.<sup>9</sup>

The film looked to encapsulate the experience and interpretation of 'home' and celebration under the umbrella of homecoming 2014 as part of the year's celebrations. As expected the film premiere was a popular event with over 120 people in attendance. As is the nature of the concept of 'home' the film provoked diverse and passionate responses around this topic. While recognising that we do not live in a social utopia the film reflected the stories and interactions of the participants in their experience within the themes of 'home' 'citizenship' and community. The film will stand as an archive of a specific moment in time, recognising the positive examples set by diverse community interactions led by citizens and as a reminder that we must continue to strive to promote cultural diversity. The film is now publically available via the link provided.

<u>Solas Festival</u>: A new partnership which flourished in 2014 was our inaugural presentation and performance as part of the Solas festival. The festival provided the opportunity to enhance recognition of the MCH14 programme aims and objectives and expose diverse artists and communities to new audiences. This partnership will continue into 2015.<sup>10</sup>

<u>Just Festival:</u> 2014 saw the integration of BEMIS and MCH14 into the just festival programme. The event focussed on the promotion and stories of diverse role models within the MCH14 framework and how their professional expertise and experience has shaped Scotland as 'home' to them. This event was held in conjunction with local Glasgow enterprise <a href="http://www.thegladcafe.co.uk/cafe.html">http://www.thegladcafe.co.uk/cafe.html</a>. The partnership work with both the Just Festival and Glad Café will continue into 2015 hosting shared themed events between Glasgow and Edinburgh to promote cultural diversity and social justice.<sup>11</sup>

#### **Lessons Learned and Moving into 2015**

MCH14 Surpassed initial expectations in terms of the incredible diversity inherent in the programme and the flexibility and allocation of the small grant funding stream which enabled us to be inclusive and representative as possible to the modern demographics of Scotland. Key lessons include;

- The programme was significantly over subscribed too
- For those not successful in small grants schemes this was due to being out with area of relevance i.e. Scotland (we received two submissions from England) or having pre-existing significant funding streams.
- Some recognition encouraged from future grant applicants as to the engagement and development approach in some rural communities who have EM communities whom do not

<sup>&</sup>lt;sup>9</sup> https://vimeo.com/109068684

<sup>&</sup>lt;sup>10</sup> See Annex 2 national coverage

<sup>&</sup>lt;sup>11</sup> See Annex 2 national coverage



have the same capacity frameworks as city counterparts. For example The Highlands and Islands, areas such as Skye, Westar Ross and Sutherland.

- 77% of applications were successful This was due to rigorous engagement with communities who needed to slightly amend funding apps and provide further information. Our initial plan was to coordinate this with SRC and GRAMNet however due to significant work commitments across partners including 'Refugee Month' the vast majority of this element of the programmes dissemination was carried by BEMIS staff. Scottish Government colleagues were sent weekly updates on small grants awards and funding subcommittee via email.
- The documentary film provoked mixed reactions including;
  - > It was not representative of all experiences
  - It portrayed Scotland as being unrealistically welcoming

The supplementary narrative to these observations as articulated at the Q+A following the film premiere outlined the following;

- In relation to the celebratory umbrella event such as homecoming and outlined themes of 'citizenship' 'diversity' and 'home' the film was reflective of these positive origins of analysis.
- > The film was not a documentary about perceived or experienced institutional racism
- Cultural diversity and positive interaction creates a new dimension in tackling hate crime as it provides counter narrative to prejudice and positive experience isolating prevailing negative attitudes and allowing communities to take ownership of the future and not the burden of negative experience.
- All partnership work including SFA, Just Festival, Solas Festival and mirrored Edinburgh/Glasgow Glad Café events have been secured for the 2015 programme
- It would be worthwhile to ascertain what level of in kind support in terms of marketing or venue engagement can be sought via the formal partnership with Visit Scotland and associated subsidiaries. For example via the 'One Scotland' campaign BEMIS secured valuable press coverage of Multicultural Homecoming 2014. Via the partnership with the SFA MCH14 received prominence in the national programme for the international football match with Georgia on October 18<sup>th</sup>.
- We are keen to maximise the 'inclusive national identity' element of the programme harvesting the positive spirit which emanated throughout the programme in 2014 and capitalise on this uniquely Scottish interpretation of community engagement. In the current geo-political environment the positive benefits of diverse communities taking positive ownership of localised and national identity in conjunction with key national stakeholders and government leadership is both highly symbolic and beneficial in progressing the equalities agenda in Scotland.

#### **Outcomes and Evaluations:**

2014 Activity / Outcome	Evaluation	Status
Utilise our extensive database (over 1600 Projects and groups) and networks for EM communities sharing info. & raising awareness of all associated information: MCH	Significantly over reached.  • 6000 + total • Increased national coverage • 18 ethnicities + cultural communities • 4 major cities • 7 towns and rural communities	

## MULTICULTURAL HOMECOMING 2\$14

Launch event: minimum 100 representative participants attending and being informed of participation and celebration opportunities in addition to marketing the MHC	30 <sup>th</sup> April 2014 Event.  130 attendees  95% of small grant applicants understood the themes of 'citizenship' 'home' and 'cultural diversity'  43 successful grants	
Conduct THREE seminars reflecting on the historic structure of diversity in Scotland (Intangible Cultural Heritage, CITIZINSHIP AND HOME combining academic and grass roots EM debates with regards to Home, Identity and Belonging in Scotland.	Within the context of 2014 including the Independence Referendum these concepts in the format of Q+A's and debate around citizenship and home continually evolved into broader political discussions.  This reflected the mood music of the year and proved to be invigorating and informative for many involved. These included;  *Glasgow Uni May 2014 *Just Festival event 1 August 2014 *Just Festival event 2 August 2014.	
II.i Initiate, develop and deliver a structure of local celebration events where the diverse EM can conduct their own celebration events locally (Multicultural Homecoming 2014 Week) and increasing local participation.  BEMIS / Gramnet/ SRC/ SFA	<ul> <li>43 local community events</li> <li>2 national events</li> <li>5 BEMIS led partnership events</li> </ul>	
II.ii. Plan and deliver a national celebration event through sport (partnership SFA): "Homecoming 2014 Multicultural Cup" securing participation of at least 20 diverse community groups through teams including female participation to be placed at Toryglen /Hampden Park.)  BEMIS / SFA	<ul> <li>20 teams</li> <li>16 men</li> <li>3 ladies</li> <li>1 LGBTI</li> <li>200 Players from across Scotland</li> </ul>	



III.i. GRAMNET & BEMIS FILM SCREENING EVENTS
SCREENING EVENTS MARKING HC 14 and A
documentary marking EM HC 2014 celebrations will be
produced and shown at
GRAMNET /BEMIS Homecoming 2014 Film
Series. Including launch in
present of SG and Ministerial Presence: the HC 2014 Title
(already agreed): screened
documentaries will reflect relevant films covering
Scotland and Homecoming

- 120 attend film premiere
- Publically available / published on internet
- Provoked passionate debate about home
- Film series continues into 2015



III.ii. Plan and deliver a National Event (show case) under the marking Of "Multicultural Homecoming Scotland 2014: Celebrating Scotland's Multicultural Heritage": showcasing celebrations through Music, Food, Poetry, Photographing gallery, and Art.

- National St. Andrews day celebration
- 220 participants
- Across 43 projects
- National stakeholders



#### **ANNEX 1:**

Small Grants Schemes Examples:

#### ONCW - NEPALESE COMMUNITY IN ABERDEEN

We aim to target our community members from Cornhill, Northfield, Mastric, Bridge of don, Craincry and surrounding localities where Nepalese population is concentrated. We estimate that over 400 Nepalese are living in these areas. In addition, we aim to bring people from other background to participate into the events.

We aim to organise these activities to celebrate Scotland as 'home'. The cultural programme will focus on songs and dances representing different ethnic community groups of Nepal. Many Nepalese living in Aberdeen are also from diverse ethnic background. Community people from other background will have opportunity to know and enjoy the programme that will help to build a strong feeling of neighbourhood in the target areas.

#### ST ANGELA'S PARTICIPATION CENTRE

The event is a mix of local school children currently in P6 and below (denominational and non-denominational and a local youth football club) taking part in a 7 a side football tournament. The procommunity cup also involves the children undertaking activities for the benefit of their local community, displaying good sporting behaviour and taking part in healthy sport. All of these elements will be considered when awarding the pro-community cup. The event will also provide free taster cricket sessions by volunteer qualified cricket coach to encourage healthy participation by all children



attending in other sports. The event involves sharing foods and listening to diverse forms of traditional music; embracing diverse and shared culture. There will be the police service and fire service in attendance representing their part in our community. We are supporting community diversity through sport - displaying our Common Wealth through positive action.

The communities that exist in the local community are: Chinese, Indian, Kenyan, Nigerian, Pakistani, Polish, Russian, Turkish

#### HIGHLAND INDIAN ASSOCATION

- This is a traditional harvest festival from the state of Kerala in India. Every year the festival
  is being celebrated in the month of September. The Highlights of the celebrations will be
  making flower carpet (Rangoli), Thiruvadara a traditional Dance performance, Folk Songs
  and sports activities like Rope-Pulling. There after a home- made Kerala vegetarian meal will
  be served on banana leaf.
- There are nearly 50 families from Kerala in Inverness area. Highland Indian Association aims to maintain the traditions and culture of home land by celebrating this festival in its original style and true spirit thus befitting the ethos of the funding 'Homecoming 2014'.
- This year we will include Gaelic song and Highland Dance as a part of 'Cultural Exchange' to promote 'Indo-Scottish' cultural heritage. Through this we could foster multiculturalism, equality and diversity, Social inclusion, Community cohesion and Citizenship

#### **Association of Gambians in Edinburgh**

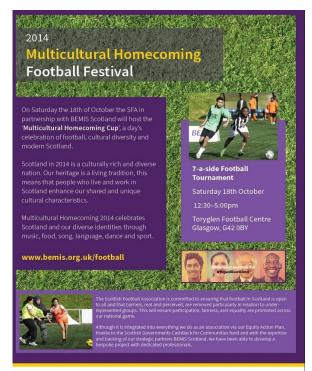
This event will create space for Gambians in Edinburgh to feel at 'home' through the expression of their culture. The showcasing of the dance style to members of the audience that are not familiar with this part of the senegambian culture will advance community cohesion and celebrate a multicultural Edinburgh.

The event will give us the opportunity to practice 'proactive citizenship' as we seek to understand Scotland homecoming aspirations as well as be understood, through our different cultures and where they meet each other. During a short reception, cultural interpretations and explanations will be offered to our guests including MSPs, members of the council and local community leaders.

The dance event in itself is an expression of 'diversity', tolerance and respect for one another. This will very much form the basis for publicising, co-ordinating and organising the event.

ANNEX 2 - National coverage and associated equality outcomes

### MULTICULTURAL **HOMECOMING 2914**







Multi-instrumentalist Haydar Kupeli Multi-instrumentalist Haydar Kupeli halis from Kahmaraman Maras in Southern Turkey and is now resident in Glasgow's southside. Pictured here playing the Baglama, it is sometimes referred to as the saz (from the Persian ) Lu, meaning a kit or set), although the term "saz" actually refers to a family of plucked string instruments, long-necked lutes used in Ottoman classical music, Turksh folk music, Azeri music, Kurdish music, Assyrian music, Armenian music, and in parts of Syria, Iraq and the Balkan countries.











MULTICULTURAL **HOMECOMING 2014** 

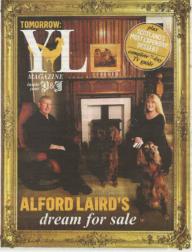
### Diverse but united Scotland

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The Scottish Governments One Scotland campaign aims
to promote diversity and celebrate equality for all in
Scottish communities. Your Job talks to Dipesh Regmireplaced by the data to promote diversity and celebrate acquality for all in
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Aberdeen-Space ambassador who is doing his bit for ally bailing from integration and community building in the north-east

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#### ANNEX 3 - SAMPLE TESTIMONIES OF Programme Experience

- "Multicultural Homecoming enabled us time and space to express our cultural identity through social entertainment. As such their sense of belonging and participation in other diverse community events in Scotland is highly foreseeable". Lamin Komma – President -Gambian Community in Edinburgh
- "Feeling proud and happy. 14 years ago I started to get my fiddle fingers around klezmer and wanted to offer live music for the Scottish Jewish community. Last night as Herbie and I played alongside Lebanese, Asian, Chinese, Scottish, Irish musicians in Glasgow, representing Jews in Scotland for a celebration of multicultural Scotland, I felt a sense of arriving. This is the Scotland I want to live in". Gica Leoning SCoJEC
- ➤ "African Challenge Scotland was very happy to host this event Homecoming Scotland for the ethnics Minorities living here in Scotland. In addition, Ethnic Minorities feel alone here compare to where they come from; this kind of event help them to remember many things and give them the confidence and help build capacity to participate in the community in which they live at this time and also to bring them together with the community" Magloire Sanou African Challenge Scotland
- "The Mandela celebration on 19th July and the Multicultural Homecoming Film screening on 23 October 2014 were wonderful events that brought people together from the diverse community of Pollokshields and the surrounding area. A particular highlight for me was the Gurdwara Children's Choir- they attracted a big crowd and everyone watching had a huge smile on their face!" Lorraine Barrie, SE Glasgow Integration Network
- "The aim of our event was to celebrate the long standing relationship between Scotland and Malawi with a focus on the rich and diverse culture of Malawi as expressed through traditional music, games and food. These traditional Malawian expressions come together to give a sense of what 'home' means for Malawians living in Scotland. I felt the event was a perfect match for the criteria of the Multicultural Homecoming Programme, and the support received was vital in helping to make the event such a success." Scottish Malawi Partnership.
- Please accept and convey my congratulations to all staff and volunteers at BEMIS that helped towards last night's fantastic launch of the Multicultural Homecoming event. Everything from the diversity of the audience, performers and catering was spot on. Everyone had an enjoyable evening. Thank you for the gracious hospitality and splendid evening.

Strathclyde University Equality Officer