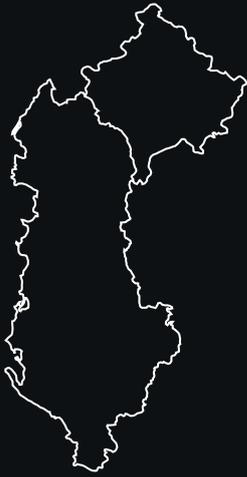




IOM International Organization for Migration



ALBANIA & KOSOVO

MAPPING EXERCISE
LONDON, SEPTEMBER 2008



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The aim of this Mapping Report is to guide IOM's outreach activities and communications strategies. The report does not purport to be exhaustive. The mapping consultant who conducted the exercise and wrote the report on behalf of IOM has taken every effort to ensure accuracy in his/her reporting and the views expressed in this report are his/hers. IOM cannot be held responsible for any omissions or inaccuracies.



INTRODUCTION

AIM AND OBJECTIVE OF THE MAPPING EXERCISE

The aim of the mapping exercise carried out by the International Organisation for Migration (IOM) was to identify the location of potential beneficiaries of IOM's voluntary return programmes, which are open to asylum seekers and irregular migrants, as well as identify the main channels of information used by them. The ultimate goal of the mapping exercise is to help IOM improve its communications with foreign language communities in the UK through media articles, advertisements and presentations to community groups. The group that was considered in this particular exercise was the Albanian diaspora living in the UK. Whenever the term "Albanian" is used in this report it refers to Albanians from both Albania and Kosovo.

IOM designed a questionnaire with nineteen questions divided into two sections. The first section asks about the whereabouts of Albanians in the UK, and the media and other sources of information available to them. The second section of the questionnaire requests specific baseline data from individual respondents, which encompass personal data such as age, gender and location.

A Kosovo Albanian was recruited on a part-time basis as a mapping consultant to engage directly with the Albanian community and gather the necessary mapping information. The mapping consultant's inside knowledge of the community, and his established contacts with its members in the UK, proved to be an essential resource for this exercise

The mapping exercise was conducted using multiple approaches to data collection. Data was gathered using in-depth interviews with community activists and individuals of particular standing in their community. This was done face-to-face, by telephone and by e-mail correspondence.

Extensive networking was carried out to identify media, community organisations, religious centres and individuals that play an important role. Around 70 questionnaires were distributed and 37 were returned. Around half of the completed questionnaires were from people who had been interviewed. In those cases, the questionnaire was completed in the presence of the consultant or was assisted by him. Most of the community leaders or activists did agree to the mapping consultant's request for a meeting.

This report includes charts and tables of all of the results of the questionnaires. A contact list was created which contains information that was gathered directly from completed questionnaires, as well as from information provided by community leaders and activists during interviews.¹ This tool will be used by the Information team at IOM to disseminate information on IOM's voluntary return programmes to the Kosovar and Albanian diasporas in the UK.

¹ The contact list is confidential and for IOM use only.

1 ALBANIANS IN THE UK

1.1 ALBANIA

The Republic of Albania is situated in south-eastern Europe on the Adriatic coast of the Balkan Peninsula. It lies between Montenegro in the north-west, Kosovo in the north-east, Macedonia in the east and Greece in the south-east. To the west, across the Adriatic Sea, is Italy. Tirana is the capital and largest city. According to a 2005 census, the total population of Albania is 3,563,000 and it covers 11,101 sq. miles (28,752 sq. km)².

Albania gained independence from the Ottoman Empire in 1912 after the Balkan War. At first, it was a republic. Ahmet Zogu proclaimed himself president in 1925 and then king (Zog I) in 1928. King Zog ruled until Italy annexed Albania in 1939.

After World War II, Albania became a communist country under Enver Hoxha, who seized power in 1944. Hoxha was a devotee of Stalin, emulating the Soviet leader's repressive tactics and imprisoning or executing landowners and others who opposed communism. Hoxha eventually aligned himself with Chinese communism, which, in 1978, he also abandoned. From then on, Albania went its own way and forged its individual version of a socialist state. It became one of the most isolated communist countries in the world.

Free and democratic elections in 1992 gave the Democratic Party a landslide victory that marked the end of communist rule. Sali Berisha became Albania's first elected president. But Albania's experience with democratic reform and a free market economy went terribly wrong in March 1997. Rioting broke out and the country's fragile infrastructure collapsed. The mob, gangsters and rebels took over and plunged the country into anarchy. Order was eventually restored but many Albanians left the country, emigrating to Western Europe.

In spring 1999, Albania was heavily involved in the affairs of its fellow ethnic Albanians in Kosovo. Albania offered help to NATO troops and hosted around 440,000 Kosovar Albanian refugees, who were driven from their homes in Kosovo.³

² <http://infoplease.com/ce6/world/A0803042.html>

³ <http://www.instat.gov.al>

1.2 KOSOVO

When Albania became independent in 1912, more than half of its territory and population were given to Greece and Yugoslavia by the Five Powers. Kosovo, with a majority Albanian population, was included in Yugoslavia. Serbs and ethnic Albanians were engaged in a struggle for control in Kosovo throughout the twentieth century. In the 1970s, the suppression of an Albanian national identity in Kosovo gave way to a more tolerant and liberal line from Belgrade. Kosovo and Albanians gained autonomy by becoming a constitutive element of the Yugoslav Federation.

But, resentment over Kosovo's influence within the Yugoslav federation was harnessed by the communist Serbian leader, Slobodan Milosevic. In 1989, Milosevic violently abolished the autonomy and the constitution of Kosovo.

In the mid-1990s, the Kosovo Liberation Army, a guerrilla movement, stepped up its attacks on Serb targets. The KLA movement provoked a brutal Serbian military repression. The persecution of Kosovo Albanians and the guerrilla war led to the intervention of NATO against Serbian military targets in Kosovo and Serbia in March 1999. In revenge, the Serbian regime began a campaign of ethnic cleansing against Kosovo Albanians. Around 800,000 refugees fled to Albania, Macedonia and Montenegro. Thousands of people died in the conflict. Serbian forces were driven out in the summer of 1999 and the UN took over the administration of Kosovo.

The Kosovo Government declared independence from Serbia in February 2008. The Republic of Kosovo won recognition from the United States and major European Union countries. But Serbia, with the help of Russia, is still blocking Kosovo from taking up a seat at the United Nations.⁴

Kosovo is in the Balkan Peninsula. It covers an area of 10,908 sq. km and has a population of about 2.4 million. The capital, and the largest city, is Prishtina with a population of 300,000. Kosovo shares borders with Serbia in the north-east, with Macedonia in the south-east, with Albania in the south-west and with Montenegro in the west.⁵

⁴ http://news.bbc.co.uk/2/hi/europe/country_profiles/3524092.stm#facts

⁵ <http://www.britannica.com/EBchecked/topic/322726/Kosovo>

1.3 THE ALBANIAN DIASPORA IN THE UK

The history of the Albanian community in the UK began at the start of the twentieth century when a small group of Albanians arrived in this country. Among them was one of the greatest of Albanian intellectuals, Faik Konitza, who moved to London and continued to publish a periodical, *Albania*.

Just after World War II there were about 100 Albanians in Britain. The majority of them were from Albania; very few were from Kosovo.

The 1991 Census records that there were only 338 registered Albanians in England. By 1993, the figure had grown to 2,500. Most of them were young Kosovars avoiding conscription in the Yugoslav Army, who had requested political asylum. In June 1996, a High Court decision accepted that Kosovo Albanians were persecuted in former Yugoslavia. This implied that all Kosovar Albanians should be given leave to remain in Britain. After this decision, Britain was faced with a sudden, large influx of Kosovo Albanians and Albanians from Albania, Macedonia, Montenegro and Serbia. The Home Office has not revealed as yet any figure for Kosovar asylum seekers but by the end of 1997 the Albanian community estimated the number at 30,000.

The majority of Kosovo Albanians who arrived in England before 1996 settled in London. Most of them were young and well-educated. A considerable number of them continued with their studies at universities in London and elsewhere. In 1992, Albanians living in London formed a cultural club, *Faik Konitza*, named after the great Albanian intellectual (and later a diplomat) who had lived in London at the turn of the century. The club became popular and was transformed in 1995 into an Albanian community centre.

Many of the members of Albanian anti-communist groups from Albania who moved to Britain after World War II were intellectuals. They joined the Anglo-Albanian Association, which was established by English intellectuals at the beginning of the twentieth century. During the 1960s, another British organisation for friendship with Albania was founded. It was called the Albania Society. The Albania Society continued to support left-wing politicians in Albania and Kosovo. The Anglo-Albanian Association, which is more influential in British politics, supports right-wing Albanians.

It was difficult for Albanians to organise themselves as a distinct group. Young Albanians, who wanted more engagement, formed the LDK (Democratic League of Kosova) in 1991. The same group of people, supported by the Prishtina political establishment, formed the Kosova Information Centre in 1992. During the same year, Kosovo Aid, a charitable organisation, took shape and became very active between 1997 and 2001. The Kosova Information Centre was set up to inform the British government about the situation in Kosovo and the aspirations of Kosovar Albanians. This centre still exists but will cease operating when the Kosovo Embassy is established in autumn 2008.

The Albanian community in the United Kingdom can be characterised as a new diaspora. The UK was not a traditional destination for Albanian emigration. Albanian *Zogists* (the supporters of King Zog) and *Ballists* (the supporters of the nationalists from Albania and Kosovo)⁶, who settled in the UK after World War II, were too few in number to be classified as a diaspora. A more appropriate term was the “Albanian émigré community”. There was also a small group of Enverist Albanians who fled the repression after the Albanian demonstrations in Kosovo in 1981.⁷

This situation changed radically in the 1990s. A large influx of Albanians from Kosovo and Macedonia, on the one hand, and from Albania, on the other, marked the beginning of the creation of the Albanian diaspora in the United Kingdom.⁸ There was a wave of Albanians arriving in the UK throughout the 1990s, following the abolition of Kosovo’s autonomy by the repressive Serbian communist regime, and the implementation of repressive and brutal policies in Kosovo. The number of Albanians in the UK went up again with the outbreak of armed conflict in other parts of former Yugoslavia, specifically in Kosovo after 1996. The number grew even more in 1999 during the NATO campaign against Serbia (or the Federal Republic of Yugoslavia, as it was then called).

⁶ Pettifer, James, “Ishan Bey Toptani” at <http://www.alb-netcom/pipermail/nyc-1/2001-June/000290.html>

⁷ Judah, Tim, *Kosovo: War and Revenge* (New Haven and London: Yale University Press, 2000), 102-120.

⁸ According to the UNHCR, 111,300 asylum-seekers from the FRY (of whom the vast majority are) were granted refugee and humanitarian status in Europe in the period 1990-1999. See <http://unhcr.ch/refworld/maps/europe>. 22,000 Kosovo Albanians arrived in the UK since 1995; see Rutter, Jill. “Refugees: A Long History”, *Language Issues*, Vol. 12, No. 1, 4-8: 5.



The IOM airlifted around 4,300 Kosovo Albanians from the camps of Macedonia to the UK through the Humanitarian Evacuation Programme in spring 1999.⁹ On their arrival, they were granted Exceptional Leave to Remain for one year.

The liberation of Kosovo (12 June 1999) created conditions for the return of the evacuees. They demanded to return back voluntarily to their homes in Kosovo. Responding to their needs, IOM created the programme known as KVARP (Kosovo Voluntary Assisted Return Programme). The first flight of returnees took off on 26 July 1999. IOM organised 32 flights in total.. On 23 June 2000, the last flight took off for Kosovo from the UK. This flight officially marked the end of KVARP: 2,906 Kosovo Albanians had returned home. 55 % of the evacuees who returned to Kosovo did so with the assistance of the KVARP.¹⁰

IOM organised further action to help these evacuees. 423 family representatives had been assisted in going to Kosovo after the war, to observe the state of their homes and the work situation, under the Explore and Prepare Programme. Additional important help was provided by the Transport of Household Goods Programme.

Kosovo Albanians continued returning even after KVARP had ended. Between 26 July 1999 and 31 August 2008, 3,968 Kosovo Albanians returned to Kosovo with the assistance of the KVARP and VARP assisted voluntary return projects. This is the highest number of returnees for an IOM UK operation to any country. Albania comes next with 3,867 returnees. This operation has also clearly shown that the concept of voluntary return does work. .

On 13 September 1999, the British Government changed the procedure for asylum applications from Federal Republic of Yugoslavia applicants. Albanians from Kosovo were no longer granted



⁹ See *The Messenger*, Issue 8 July 2000, Refugee Council

¹⁰ See *The Kosovar Programme*, 1999-2000, Refugee Council, January 2001

Exceptional Leave to Remain automatically. Instead, Kosovo Albanians were to go through the normal procedures.¹¹ Individual returns continued and today it is thought that around 70% of the refugees have gone back to Kosovo voluntarily.

So, the Albanian diaspora in the UK is relatively new. It is not properly established nor is it like other communities that entered the UK during the 50s and 60s. The Albanians who arrived in the UK in the 1990s represent the first generation of this diaspora.

Most Albanians who arrived in the UK from Kosovo throughout the 1990s were students, graduates or young professionals with children. Those who arrived following the outbreak of the Kosovo war in 1998, and then as part of the Humanitarian Evacuation Programme in 1999, were from different educational and social backgrounds. Many came from rural areas, which were initially most affected after the outbreak of fighting, and had a lower educational level. This influx reduced after the NATO intervention.

Many young Kosovo Albanians benefited from the decision of the Immigration Appeal Tribunal in 1997 that all Kosovo Albanians were genuine refugees.¹² The number of Kosovo Albanians arriving in the UK had dropped but some Albanian communities in the country were growing. This was caused by a secondary migration of Kosovo Albanians from other countries of Western Europe, where their stay was denied. Albanians from Albania also came from Greece and Italy for the same reason. There is good reason to believe that some of migrants have not yet settled legally. The average age of Albanians who arrived in the UK up to 2000 is thought to be young, around 30 years old.

¹¹ See *Status of Kosovars in the UK*, Refugee Council, September 1999

¹² "What Welcome for War Refugees?", CARF 50, June/July 1999 at <http://www.carf.demon.co.uk/feat28.html>

1.4 THE GEOGRAPHICAL SPREAD OF THE ALBANIAN COMMUNITY IN THE UK

There are no official estimates of the size of the Albanian community living in the UK. They vary according to agencies and community organisations. The majority of the respondents, and of those interviewed, believe that there could be anything from 70,000 to 100,000 Albanians in the UK. Around 70% - 80% of them are believed to be living in London. These figures cannot be verified and should be taken only as estimates.

Although most Albanians in the UK are or were asylum seekers, the Home Office has never released any estimates of their number. The fact that the Albanians were considered as citizens of former Yugoslavia could be a reason why there are no separate figures and evaluations.

The map below shows the approximate location and size of the Albanian community in the UK, based on the work of the mapping exercise and on interviews with community leaders and other people.

Greater London is the place where the majority of Albanians are settled. For further details, see figure 1.

Figure 1

LOCATION	POPULATION
West London (including Hounslow)	8,000 - 10,000
North London (Camden)	10,000 - 12,000
East London (Ilford & Barking)	15,000 - 18,000
South London	5,000 - 7,000

Geographical Spread of the Albanian Community in the UK, 2008

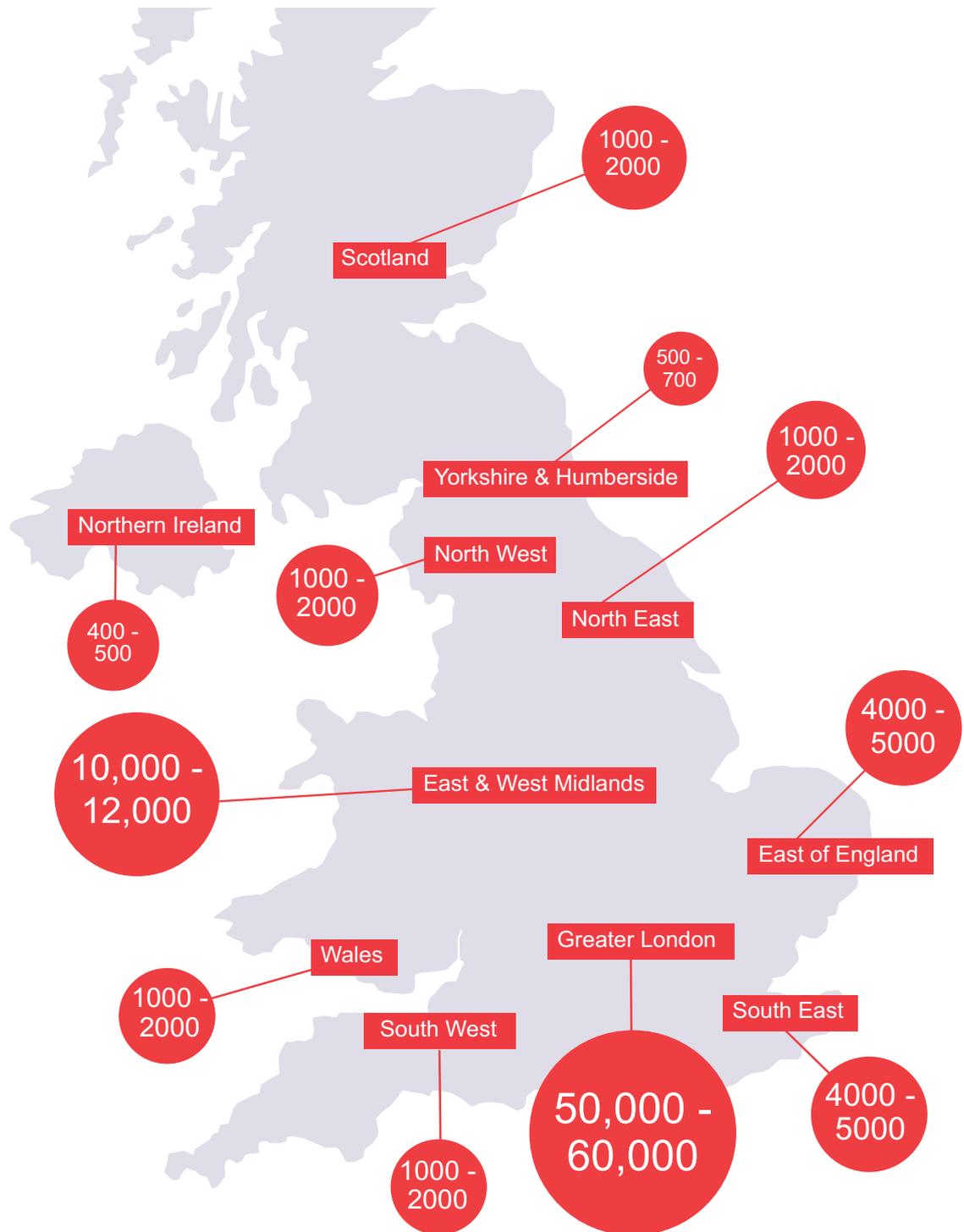


Figure estimates provided by community leaders

2 INFORMATION CHANNELS

The aim of this section of the questionnaire is to identify the main channels of information used by Albanians in the UK. The section is further divided into three main categories: media; community groups and organisations; and other sources of information.

The Albanian Community in the UK seems to be stabilising. No significant number of Albanians is arriving or leaving the UK. As there is no rapid growth of the community in size, no significant change in the number of media outlets is expected. The Albanian Community in the UK consists of members of two different countries (Kosovo and Albania) but they seem to merge in all community groups and other organisations. It is worth emphasising that Albanians from Albania seem to be better organised and more interested in community life. This used to be the case with Albanians from Kosovo up to the end of the war in 1999.

2.1 MEDIA

2.1.1 Media Comprehension

Half the respondents (35 or 50 %) preferred, not surprisingly, to read, listen and watch media in Albanian. But 32 respondents (44%) were comfortable with English.

Satellite TV and radio programmes from Albania and Kosovo are increasingly accessible to Albanians in the UK, who have a great interest in news and events in their home countries. The percentage that accesses media in English is also sizeable.

Most of the older generation of Albanians, from Kosovo and other parts of the former Yugoslavia, speak Serbian, Croatian and Turkish as second languages. Albanians from Albania have Italian as a second language. Nonetheless, the percentage of respondents that use media in these languages is fairly low.

Figure 2: Media Comprehension

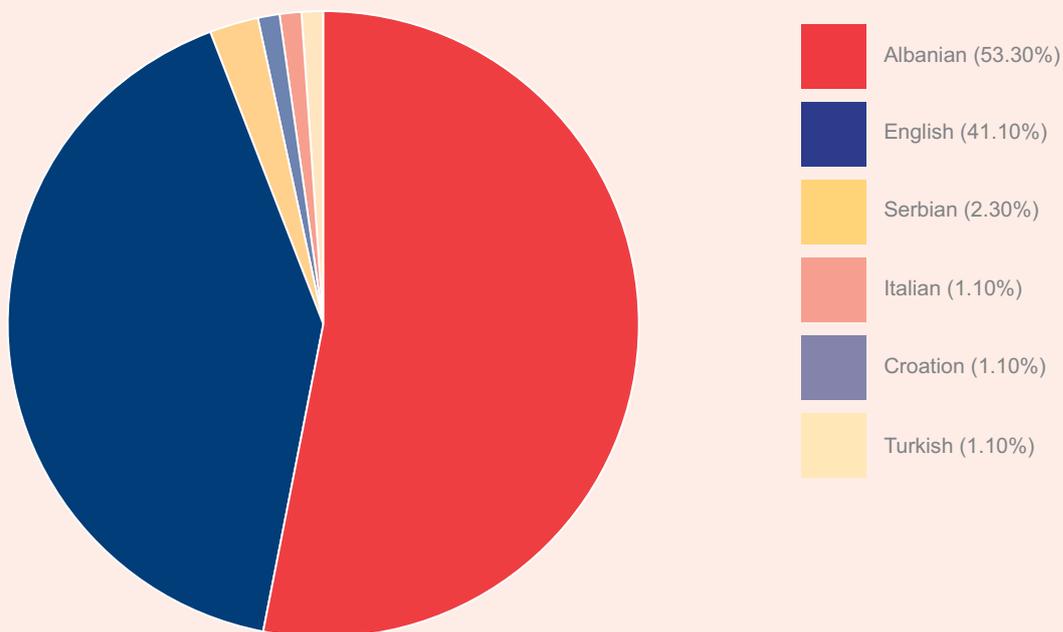
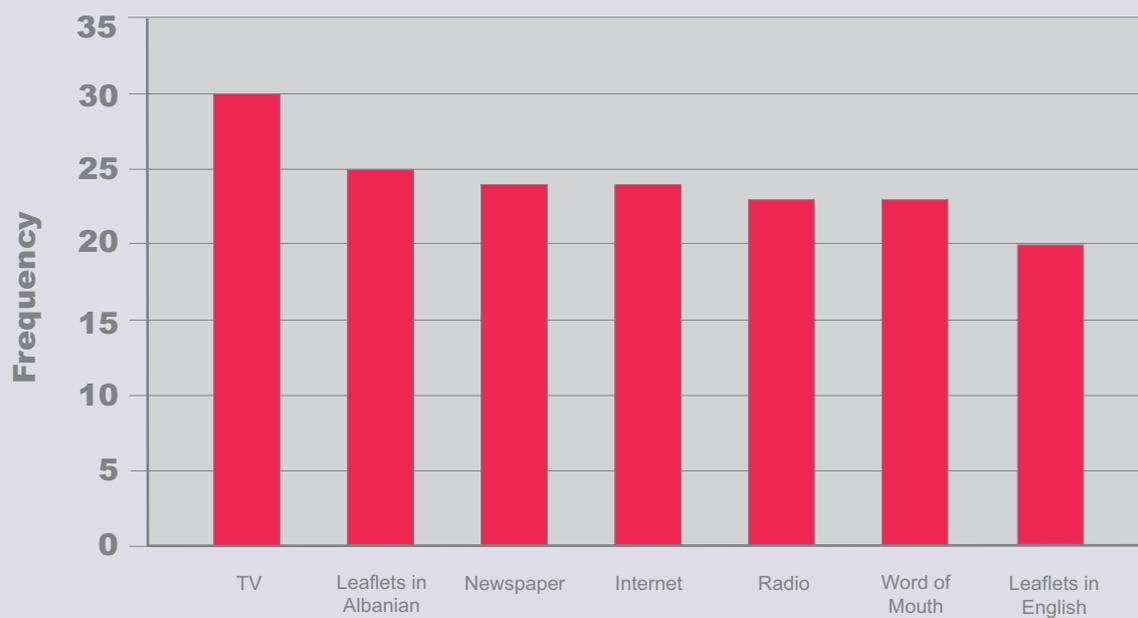




Figure 3 suggests that the most common source of information for respondents is TV. Respondents identified leaflets in Albanian as the second most important channel of information. Newspapers and the Internet both come in third place. Most of information received by word of mouth circulates among friends and families, either through personal contacts or at family and social events.

Figure 3: Most Common Source of Information



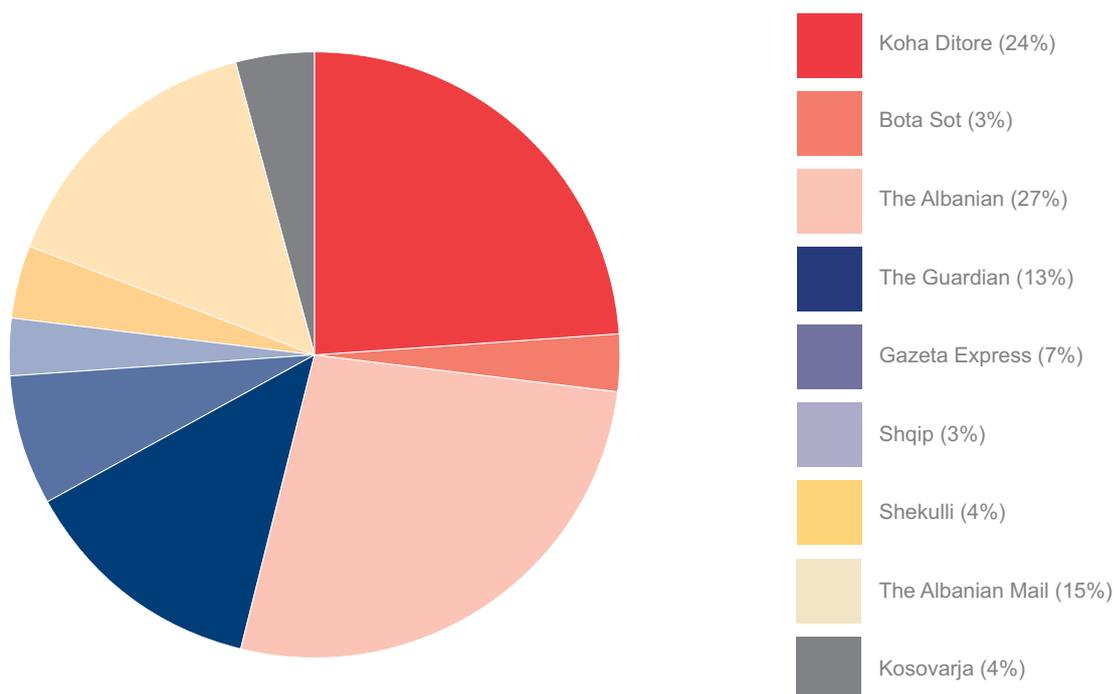
2.1.2 Newspapers and Publications

Respondents were asked how regularly they read newspapers. Most said that they consult daily newspapers in English. The information suggests that 70% of them often read newspapers or other publications. 64% said they did so every day. Only a small minority said that they read infrequently. None of them never read a newspaper.

The Albanian, published fortnightly in London, is the most read newspaper. In Figure 4, 27% of respondents said they read it. The editor claims that the aim of the newspaper is to satisfy the community's need for information in the UK. *Koha Ditore* is a very popular newspaper published in Kosovo's capital Prishtina and read by 24% of respondents, the second-highest figure. It is also distributed every day in London. The international edition of *Koha Ditore* is sent to London from Switzerland, where the edition is prepared and printed. The paper has no correspondents in London. The readers of this newspaper are most probably Albanians from Kosovo.

The other newspaper, *The Albanian Mail*, also published in London, is read by 15% of respondents. Somewhere in the middle (with 13%) is the *Guardian*. More respondents read this paper than *Gazeta Express* (7%), *Kosovarja Shekulli* (4%), *Shqip* (3%) or *Bota Sot* (3%). Most of the respondents were community leaders, activists or intellectuals and this may explain the *Guardian's* relative popularity. *Gazeta Express* (from Kosovo), *Shekulli* and *Shqip* (these two from Albania) are online publications.

Figure 4: Newspapers/Publications

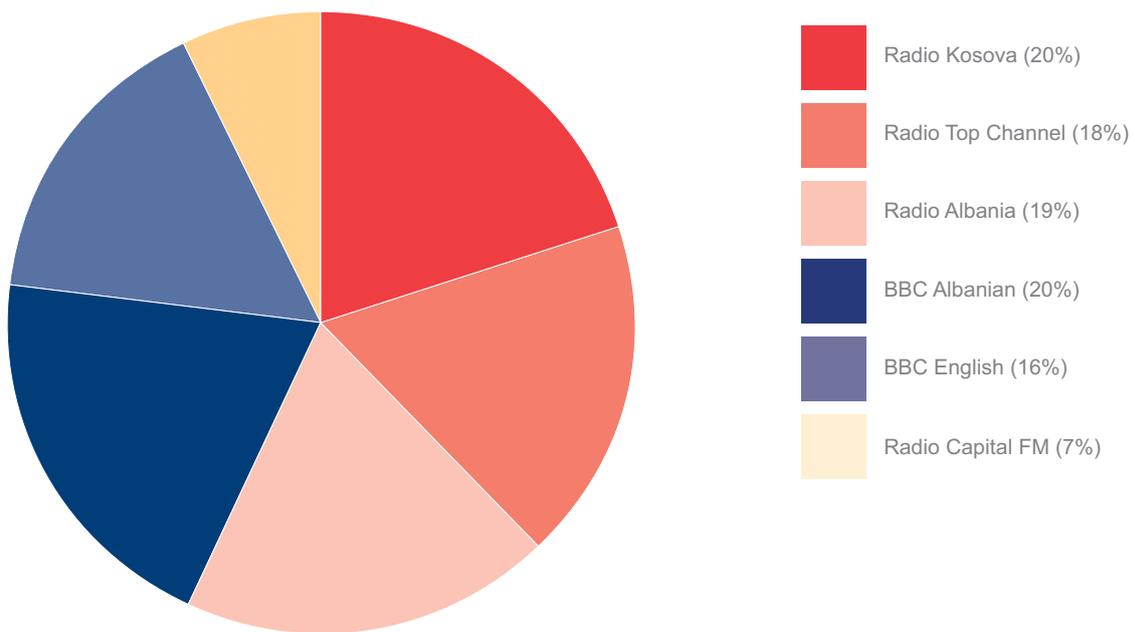


The Sunday Times Magazine is the most popular of the magazines and newsletters. It is followed by *The Economist*, *Newsweek* and *Albanica*. The number of respondents who say they read magazines is extremely low. Only 5 out of 37 respondents read *The Sunday Times* and only 3 out of 37 read *The Economist*.

2.1.3 Radio

Many radio stations broadcasting from Albania and Kosovo are popular and can be accessed online. Many respondents do not listen to the radio very often but around 50% said that they listen every day. The most popular radio stations are *Radio Kosova* and *BBC Albanian* (see figure 5 below). The BBC in English (*Radio 4* and *BBC 5 Live*) seem to be the next most popular radio stations. Another radio station that should not be ignored is *Radio Top Channel* which transmits 24 hours a day from Tirana.

Figure 5: Preferred Radio Stations

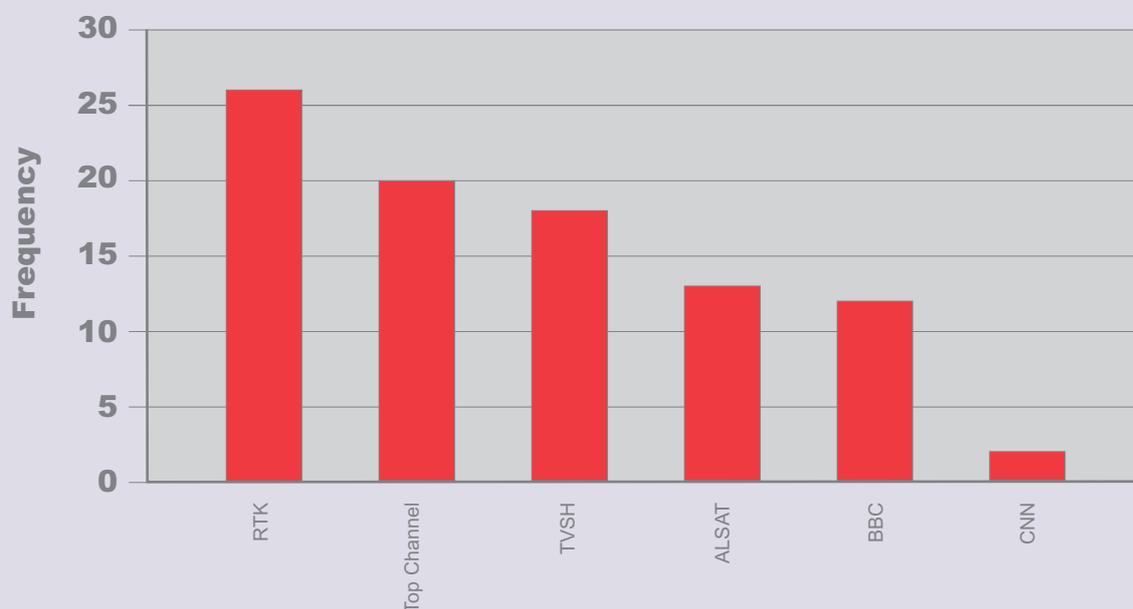


2.1.4 Television

The great majority of respondents watch television every day in Albanian, their preferred language. A considerable number of Albanians in the UK must have satellite dishes or digital boxes. Some TV stations, like *RTK*, *TVSH* and *ALSAT*, offer free access to viewers via satellite. Most of these TV stations offer special programmes for viewers outside Kosovo and Albania.

Figure 6 shows that *RTK* (Radio Television of Kosova, a public broadcaster), is the most viewed channel. *The Top Channel* is the second most popular, although it is only accessible by pre-paid digital box. Broadcast from Albania, this channel is popular with Albanians from both Kosovo and Albania. Most viewers and people in the media would probably agree with the respondents who ranked *TVSH* third and *ALSAT* fourth.

Figure 6: Preferred TV Channels





2.1.5 The Internet

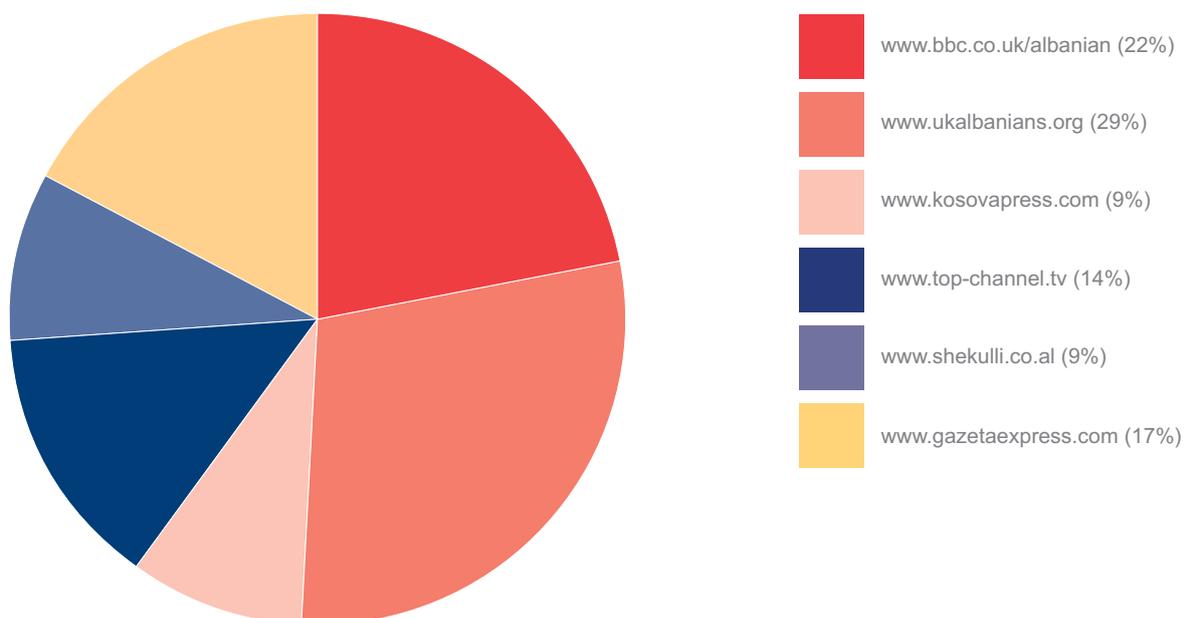
None of the respondents said they could not use a computer or find information on the Internet. Most of them had access to computers or the Internet in their homes but 12% went to a library and 10% used an Internet café.

Respondents of all ages used the Internet regularly, not only to get news from their home countries but also for pleasure and business in the UK.

The online media consulted by respondents is important as a source of information. Figure 7 shows how wide and diverse a range of websites is accessed by respondents. The sites include online media outlets in Albanian that are based in Britain, Kosovo and Albania. Some of the online publications are TV and radio stations, some are news agencies (*kosovapress.com*) and some are newspapers (*Gazeta Express* and *Shekulli*).

The London based *www.ukalbanians.org* is the most important online source of information, with 29% of respondents using it. The website mainly publishes news and information about the Albanian community in the UK but considerable space is dedicated to news and events in Kosovo and Albania. *BBC Albanian* (22%) is a very important media outlet as a website.

Figure 7: Accessed Websites



2.2 USE OF SERVICES

Most Albanians live in London and their means of daily transport is predominantly bus or Underground. Around 90% of respondents use buses as a primary means of transport. Underground trains come second, followed by mainline trains.

Most respondents seem to use a landline with an international calling card to make phone calls. Phoning through a landline without a card comes second, and using a mobile phone with an international calling card is done least.

The most used local service is the library. Out of 37 respondents, 22 said that the library was their preferred service. Citizens Advice Bureaux came second, with 15 respondents choosing this option, and 12 respondents used medical centres. Community and leisure centres received eight preferences each. None of the respondents indicated that they would use a housing department.



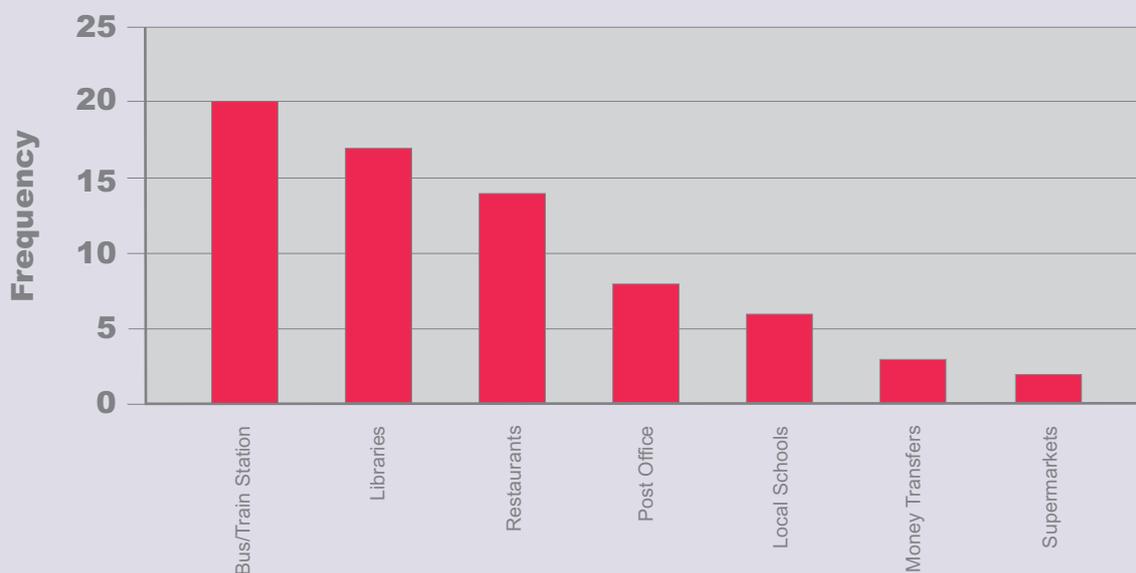
2.3 PREFERRED SOURCE OF INFORMATION

Respondents said that information should be publicised at bus or train stations since they use public transport every day. (See Figure 8 below). However, only 25 respondents answered the question.

Figure 8 also suggests that libraries are the next most popular place for publicity, and restaurants the third. Most Albanian restaurants have shelves or information boards where newspapers and leaflets on different issues are kept. They are mostly connected with Albanian events. Around 40% of respondents suggested the Post Office as the best place for publicity. Schools are ranked in fifth place (22%). Money transfer facilities (12%) and supermarkets (9%) are also suggested by some respondents. It should be noted that some supermarkets and shops owned by Albanians also offer a money transfer service.

80% of respondents preferred leaflets or text translations as a source of information. Audio and video translations were each favoured by 10% of respondents.

Figure 8: Preferred Source of Information



2.3.1 Conclusion

The Albanian printed media, with two fortnightly newspapers, seems to be well established. It is currently fulfilling the needs of Albanian readers in the UK but no further expansion is likely. However, there are other kinds of media that are growing. The Internet offers an extensive range of political and social information alongside a variety of advertisements. The Internet is a new medium that is becoming as popular as TV, although the latter is still the most popular medium amongst Albanians in the UK. IOM should consider working with Kosovo/Albanian TV stations, websites and newspapers. The BBC Albania team were very helpful during the mapping operation and promised to look at possibilities of working on joint initiatives with IOM.

Two Kosovo dailies, *Koha Ditore* and *Bota Sot*, which are published in Prishtina (Kosovo), can be bought in London. No Albanian newspapers from Albania seem to reach the UK. However, two fortnightly newspapers (*The Albanian* and *The Albanian Mail*), which are published in London, do seem to provide information for Albanians in the UK.

Interviews and answers to the questionnaire suggest that bus and Tube stations are the best place for advertisements. IOM should also continue translating and distributing leaflets in Albanian and English.

Phone cards are frequently used for calls made from landlines and mobile phones. IOM should consider advertising on them.

Albanian restaurants, or restaurants owned by Albanians, appear to be an effective place for advertising. Libraries and shops are also suitable according to respondents. Some shops are good places for advertising since they sell traditional foods, books, CDs and DVDs, as well as providing a money transfer service.

2.4 COMMUNITY GROUPS AND OTHER ORGANISATIONS

Several community organisations promote Albanian culture and education by organising public lectures and Albanian language classes. They also publish books in English and Albanian. Respondents said that they contact Citizens Advice Bureaux and solicitors for help, advice and support. None indicated that they would contact community organisations. These organisations do not offer that sort of advice.

A variety of small companies and charities engage with the Albanian community; they are expanding rapidly. There is also a continued increase in the number of Albanian establishments, such as book shops and video stores, restaurants, schools and cultural associations.

A list of community organisations, institutions and business enterprises has been compiled for the list of contacts, together with recommendations on what action might be taken. Some of the most prominent organisations are given below.

Albanian community associations are mainly centres offering education, cultural and practical help to the community but they also organise sporting events. The best known is **Ardhmëria (Future)**. This organisation is very active and, since it is engaged mainly in education for children, it seems to succeed in mobilising a great number of children and parents..

Faik Konitza is another community centre that was quite active until recently. Strangely, its activities have ceased. There has been no explanation but many believe its disappearance is temporary.

Shpresa Programme is the third most popular organisation but nobody was able to meet or be interviewed by the mapping consultant. They refused, politely, any contact with IOM.

MEAF (Midlands Ethnic Albanian Foundation), based in Birmingham, is an active and respected organisation. In fact, many respondents who live in London have said this organisation is known to them.

KIC (Kosova Information Centre) is not active nowadays but many would know about it since it is one of the oldest Albanian institutions in the UK.

Dituria, based in Hounslow (west London), appears to be known to a considerable number of respondents who live in this part of London.

MJAFT and **Shoqata Peja** have been also referred to as organisations based in London.

The Kosova Islamic Centre is a popular, well organised and well respected religious organisation for Kosovo Albanians.

Holy Apostles Church in Pimlico is a popular place for Catholic Albanians.

The community's main cultural undertaking is Flag Day on 28 November. It marks Albania's declaration of independence and a variety of cultural events are organised on the day. Following the independence of Kosovo, another Independence Day (17 February) has been added.

Eid and *Jumma* prayers mark days on which Muslim Albanians gather, as Christmas and Easter do for Albanian Christians (Catholic and Orthodox). Summer Day, celebrated every year on 6 June, brings thousands of Albanians together.

The Albanian diaspora's sense of identity is fed mainly by such informal gatherings with fellow countrymen, as well as by family links with the homeland.

3 DEMOGRAPHIC INFORMATION

The first question in this section of the questionnaire dealt with the gender of participants. Only four respondents were women.

Figure 9 presents the number of participants and their age group as recorded in the questionnaire. The majority were aged 25 – 34. There were no respondents under 18 or over 65.

Figure 9

AGE	NUMBER OF RESPONDENTS
Under 18	None
18-24	6
25-34	13
35-44	9
45-54	4
55-64	2
65 or over	None

Table 10 presents the length of time that respondents have lived in the UK. The majority of respondents have lived in the UK for 10 years or more and none lived here for less than 12 months.

Figure 10

TIME LIVING IN THE UK	NUMBER OF RESPONDENTS
Less than 12 months	None
1 year to less than 3 years	3
3 years to less than 5 years	5
5 years to less than 10 years	10
10 years or more	16



4 CONSTRAINTS

The Kosovo/Albania mapping exercise did not encounter difficulties or face any serious obstacles. Individuals, community leaders, representatives, activists and business people were helpful and keen to be in touch with IOM in the future. Only three community leaders from important organisations were not interviewed face to face. A very small number of organisations were not visited but in the near future a contact with all should be established.

Some people (teachers, journalists, interpreters, etc.) are particularly worth contacting as they have extensive traditional networks of friends and relatives.

There were some organisations, based both in and outside London, that were not visited simply because of time constraints. Cases of suspicion or mistrust were almost non-existent.

It should be emphasised that most of the questionnaires that were left with potential respondents were never returned. In most cases, the mapping consultant, when interviewing respondents, completed their answers himself in their presence. This meant that there were full answers to all questions in many cases. It should be noted that the willingness of people to take part in the survey was not satisfactory. A small number of people complained that the questionnaire was too long.

5 CONCLUSIONS AND RECOMMENDATIONS

Many leaders, activists as well as community members in general, have some information about IOM but many have little knowledge of the specific details of IOM programmes. In general, the Albanian community does, however, have a reasonable knowledge of IOM. Many community members know that, during the 1999 crisis, IOM helped to evacuate their family members from refugee camps in Macedonia and Albania to the UK. But, the mapping consultant concluded that few know much about the work that IOM UK is now engaged in. Despite this, Albanians seem to be interested in learning more about IOM's work, believing that some members of their community could benefit from it. IOM should look further into this and address this interest.

The Albanian community in the UK is new and still in the process of settling down. No major increase in their numbers is expected in the near future. Most community organisations and small businesses were established during the last decade. The community is organised and functions in its own particular way, with Kosovo Albanians and Albanian Albanians. Many community organisations have not been as active as community members would wish. There have been some attempts to create a joint body to serve as an umbrella for cluster organisations but, so far, those initiatives have failed.

Albanians would rather become engaged in communal activities on an *ad hoc*, rather than regular basis. Their main concern seems to be the education of their children, cultural development and keeping in touch with their countries of origin. These factors should be borne in mind by IOM when creating and developing a communication strategy.

5.1 RECOMMENDATIONS FROM THE MAPPING EXERCISE

- During the mapping exercise it emerged that only a few Albanians have a good knowledge or understanding of IOM programmes. The current media network available to Albanians in the UK reaches only a small percentage of them. IOM should implement more outreach activities.
- IOM should follow the recommendations included in the contact list, which also creates an action plan for outreach activities within the Albanian community in the UK.
- IOM should continue to maintain contacts with all the Albanian newspapers published in Britain with the aim of advertising in both printed and Internet editions. These publications are: *The Albanian*, *The Albanian Mail* and *www.ukalbanians.org*. Current advertising in these publications should continue. The websites of some community organisations and business enterprises should also be considered.
- IOM should establish contact with existing organisations and discuss the possibility of participating in their events.
- IOM should advertise on Albanian satellite TV channels such as *RTK*, *Top Channel*, *TVSH* and *ALSAT*, since a many Albanians watch these channels. The BBC Albanian section should be contacted.
- The interview results suggest the importance of bus and train stations as useful sites for publicising IOM information.
- IOM should look into the potential of international telephone cards as a source of advertisements.
- IOM should contact Citizens Advice Bureaux in order to promote and publicise programmes.
- IOM should engage with Albanian religious institutions.
- IOM should contact shops, restaurants and bars as places where posters, flyers and leaflets may be left or displayed.

These recommendations should be implemented in the near future. The mapping exercise has raised awareness and interest in IOM and its programmes. These steps will not only establish contact with community leaders, and many members of the Albanian community, but they will also develop and strengthen existing relationships.



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