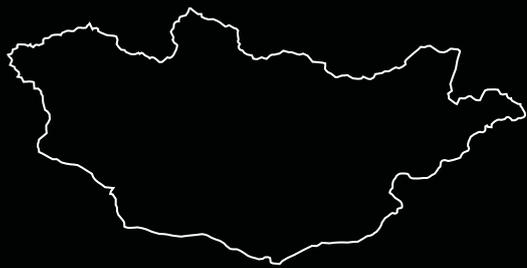




IOM International Organization for Migration



MONGOLIA

MAPPING EXERCISE
LONDON, MAY 2009

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The aim of this Mapping Report is to guide IOM's outreach activities and communication 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 OF THE MAPPING EXERCISE, TARGET GROUP AND METHODOLOGY

The aim of the mapping exercise carried out by the International Organisation for Migration (IOM) was to identify the main channels of information used by potential beneficiaries of IOM's voluntary return programmes, which are open to asylum seekers and irregular migrants. The aim was also to identify the location of their communities in the UK. The ultimate goal of the mapping exercise is to help IOM to improve its communications with foreign language communities in the United Kingdom through media articles, advertisements, and presentations to community groups.

IOM has carried out mapping exercises for over thirty-seven diasporas since its initial exercise, which covered the Brazilian community in 2005. The present initiative is a contribution to IOM's aim to reach out to foreign communities and raise awareness of its programmes. The mapping exercise on the Mongolian community in the United Kingdom was completed between February and May 2009. Its objectives were as follows:

- i) to identify the approximate size and geographical spread of the Mongolian diaspora in the UK;
- ii) to identify the community's most commonly used media, such as TV, radio stations, newspapers, magazines and the Internet;
- iii) to establish the community's language preferences for information materials produced by IOM;
- iv) to identify the main institutions and locations, such as shops, libraries, and bus stops, where information should be publicised about programmes being implemented by IOM; and
- v) to establish contacts with community leaders.

The recruitment of a Mongolian national as mapping consultant with an extensive network of contacts within the community was crucial for gaining access to the community and delivering the objectives of the mapping exercise.

A range of qualitative and quantitative research methods were used in the mapping exercise. For example, semi-structured in-depth interviews with community leaders led to better qualitative findings. The questionnaire was designed to collect both quantitative and qualitative data. It was divided into two sections. The first section focused on acquiring knowledge about channels of information - the media sources available to the community - as well as finding about the community organisations and institutions that support Mongolians in the UK. The second section focused on acquiring demographic data about the age, gender and the length of the residence of the respondents.

During the fieldwork, a total of forty-two completed questionnaires, which were all anonymous, were collected. It is important to emphasise that the findings from these questionnaires represent not only the views of forty-two individuals but they also reflect the consensus views of the community. The fieldwork was mainly conducted in the Greater London area since most of the UK Mongolian diaspora live there. However, field trips outside Greater London contributed significantly in establishing the geographical spread of Mongolian diaspora in the UK.

The findings of the mapping survey are shown in the charts and diagrams. In addition, an extensive list of contacts acquired during the fieldwork was created and provided to IOM. However, the list of contacts will remain confidential to IOM and will be used only for its own further outreach work.



1 MONGOLIANS IN THE UK

1.1 OVERVIEW OF THE MONGOLIAN COMMUNITY IN THE UK

The settlement of Mongolian communities across the United Kingdom is relatively new in comparison with some other communities, whose arrival sometimes dates back centuries. Mongolian migration is directly connected with socio-economic and political changes that occurred in the past two decades in Mongolia. The United Kingdom and Mongolia established diplomatic relations in January 1963, at a time when Mongolia had a strong alliance with the Soviet Union. Because of the strong socio-economic and political ties with the USSR, the movement of people from Mongolia was at that time limited to the Soviet countries. However, with the collapse of the Soviet Union in 1991, Mongolia started its transition toward a democratic nation state, which triggered a greater movement of people not only within the country but also abroad.

The severe economic hardship felt by Mongolians during the transitional period caused many of them to emigrate, especially to the developed countries in Western Europe and to the USA. The migration of Mongolians to the United Kingdom started in the 1990s and still continues. Within a decade, the Mongolian community has grown into a population of 5,000-7,000 people¹. However, community leaders emphasised a change in the kind of Mongolian migrants coming to the UK, in terms of their age and reasons for coming. The first wave of Mongolian migrants during the 1990s were mostly intent on earning money to support themselves and their family in Mongolia. By contrast, the majority of people who came around 2000 were students who wished to be educated in the UK. This change is closely related to the economic development of Mongolia. As the economy develops and the number of people owning medium-sized businesses increases, so does their desire to send their children abroad to pursue higher education.

The increasing flow of Mongolians into the UK has led to the community itself becoming more organised. Businesses are increasingly establishing bars, cafés, shops and organisations for Mongolians in the UK. The arrival of more students, whose ages range from 18 to 35, has meant that the events organised within the community are mostly tailored to the interests of young people.

The mapping exercise confirmed the absence of official statistics or of a demographic study on Mongolians in the UK, except for the 2001 Census. According to the 2001 Census (table 1), the total number of Mongolians in the UK in 2001 was 299. People between 15 and 29 years old made up 43% of the total. The large gap between this data and the much higher figures estimated by community leaders reflects the scale of the rapid increase in population. The Mongolian embassy currently lacks any official statistics on how many citizens live in the UK but it will be able to provide data on Mongolian citizens in the UK in 2010 since it has just started its survey for the National Census of Mongolia 2010.

¹ Community leaders' estimates of the Mongolian population in the UK in 2009.

Table 1: Age Breakdown (2001 Census)

Age	Citizens
0-14	63
15-29	128
30-44	90
45-59	12
59-74	0
75 or older	6

Total: 299

Source: 2001 Census, [Key Statistics for Local Authorities]. Crown copyright 2004. Crown copyright material is reproduced with the permission of the Controller of HMSO.

The Home Office's "Asylum" statistics² and "Persons Granted British Citizenship Statistics"³ reveal the increase in the number of Mongolian asylum cases and Mongolians granted British citizenship since 2003.. Similarly, according to the statistics of "Persons Granted British Citizenship", the number of Mongolians who have been granted British citizenship has increased in the past 10 years.

1.2 GEOGRAPHICAL LOCATIONS OF THE MONGOLIAN COMMUNITY

Because of the lack of studies on the geographical spread of Mongolians, the mapping exercise has relied solely on community leaders' rough estimates of the Mongolian diaspora in the UK.

The largest Mongolian community in the UK is in the Greater London area. According to community leaders and survey participants, the total number of Mongolians living in London is approximately 5,000-7,000 (in 2009). The second largest Mongolian community is in Manchester, where the total number of Mongolians is estimated at around 400 to 500. Interviews with community leaders suggested that the number of Mongolians in both London and Manchester has increased rapidly over the past seven years. For instance, the number of Mongolians living in Manchester has increased from only 72 in 2001 to its present size in 2009.

In addition to London and Manchester, Mongolians live and work in smaller towns such as Nottingham, Milton Keynes, Bradford and Newcastle, where important textile factories and industries are located. However, field trips to these cities revealed that the number of Mongolians has declined dramatically. This is mainly caused by a number returning to Mongolia and others moving to other cities. A small number of students live in Cambridge, Oxford, Dundee, Cardiff and Brighton.

² Asylum Statistics United Kingdom 2004 HOSB 13/05
Asylum Statistics United Kingdom 2005 HOSB 14/06
Asylum Statistics United Kingdom 2006 HOSB 14/07

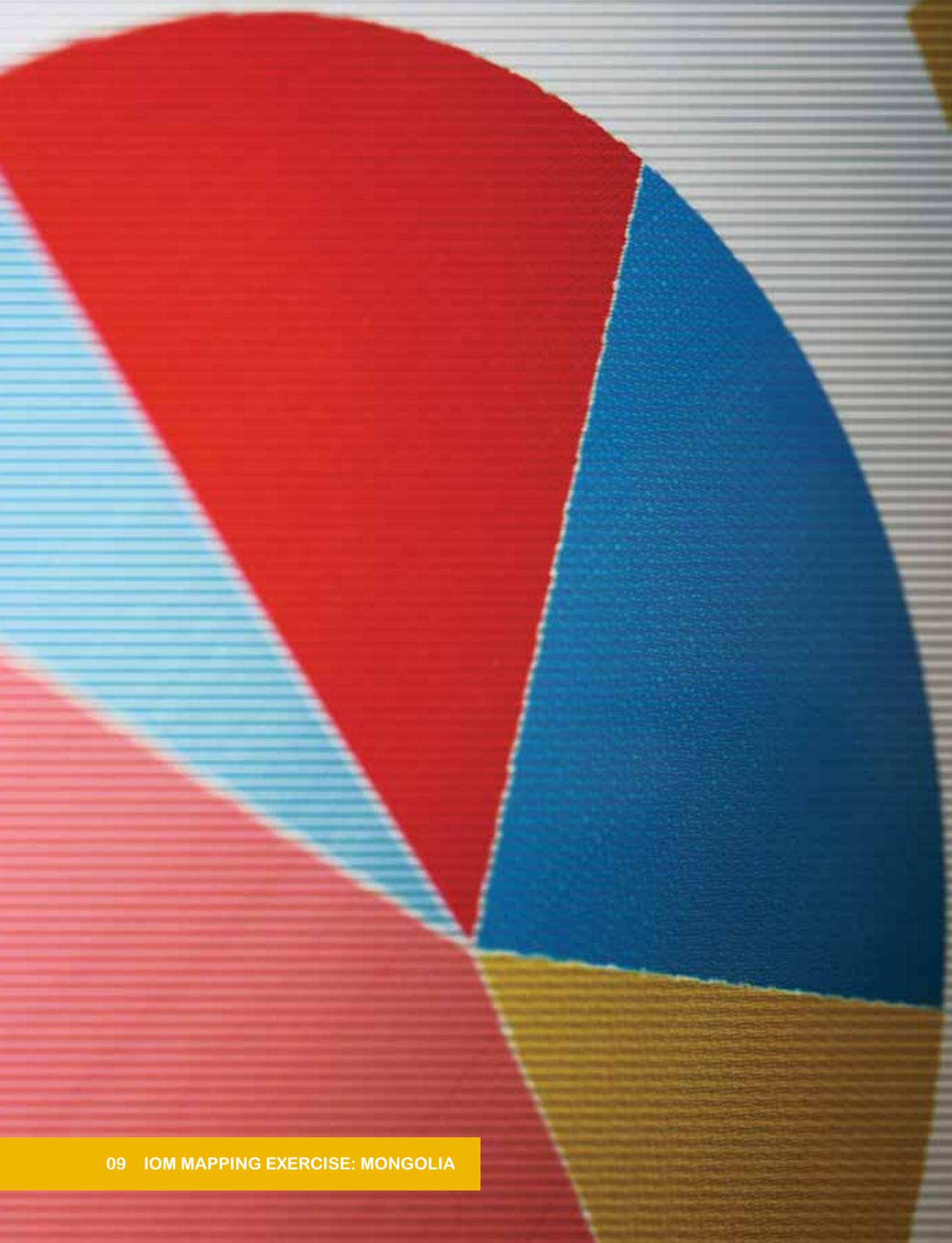
³ Persons Granted British Citizenship United Kingdom 1997 HOSB 9/98
Persons Granted British Citizenship United Kingdom 2007 HOSB 10/08

Geographical Spread of the Mongolian Community in the UK, 2009



The above are rough estimates based on conversations with community leaders. There are also indications that the Mongolian community is present in the following areas of the UK: Brighton, Liverpool and Nottingham.

Methods of



2 MAPPING EXERCISE OUTCOMES

INFORMATION CHANNELS

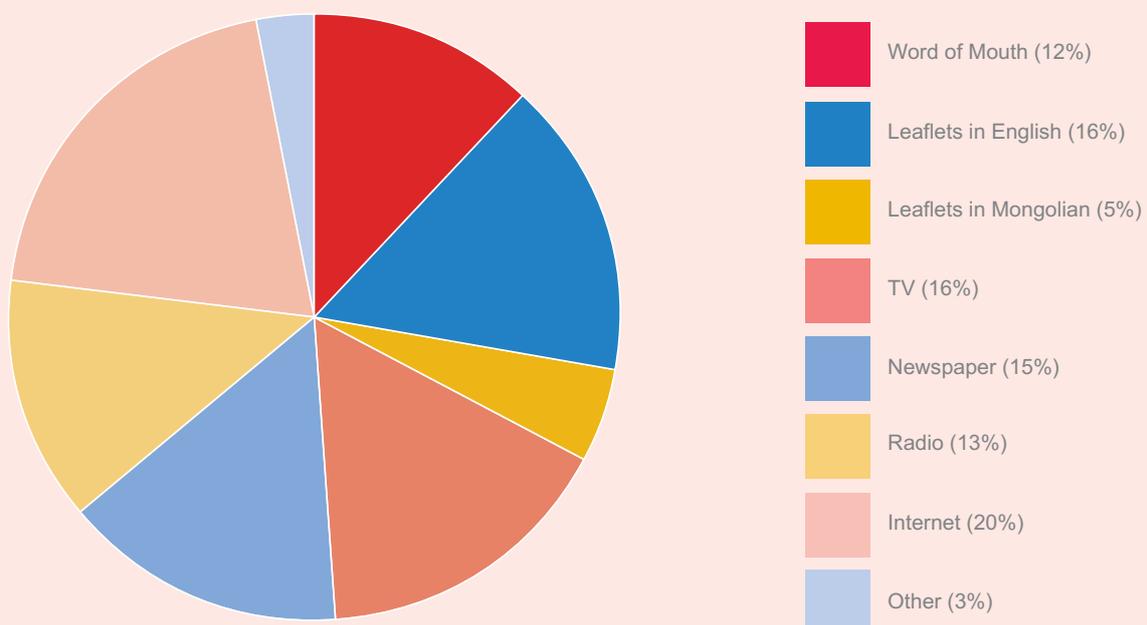
2.1 PREFERRED SOURCE OF INFORMATION

Preferred Information Sources

Identification of the main information sources relied on by foreign communities in the UK is important to IOM's strategy for disseminating information and raising awareness of its programmes.

Figure 1 charts respondents' preferences for obtaining information. The results are displayed in percentages of the total number of responses because respondents often named more than one source for information. Generally, there was little significant difference in the popularity of different kinds of information sources. The Internet is the most used source (20%) but other sources, such as TV, leaflets in English, newspapers, radio and word of mouth are favoured to a similar degree. However, leaflets in Mongolian are used least as an information source (5%), most likely because of the absence of magazines, newsletters and leaflets published in Mongolian in the UK.

Figure 1: Preferred Source of Information



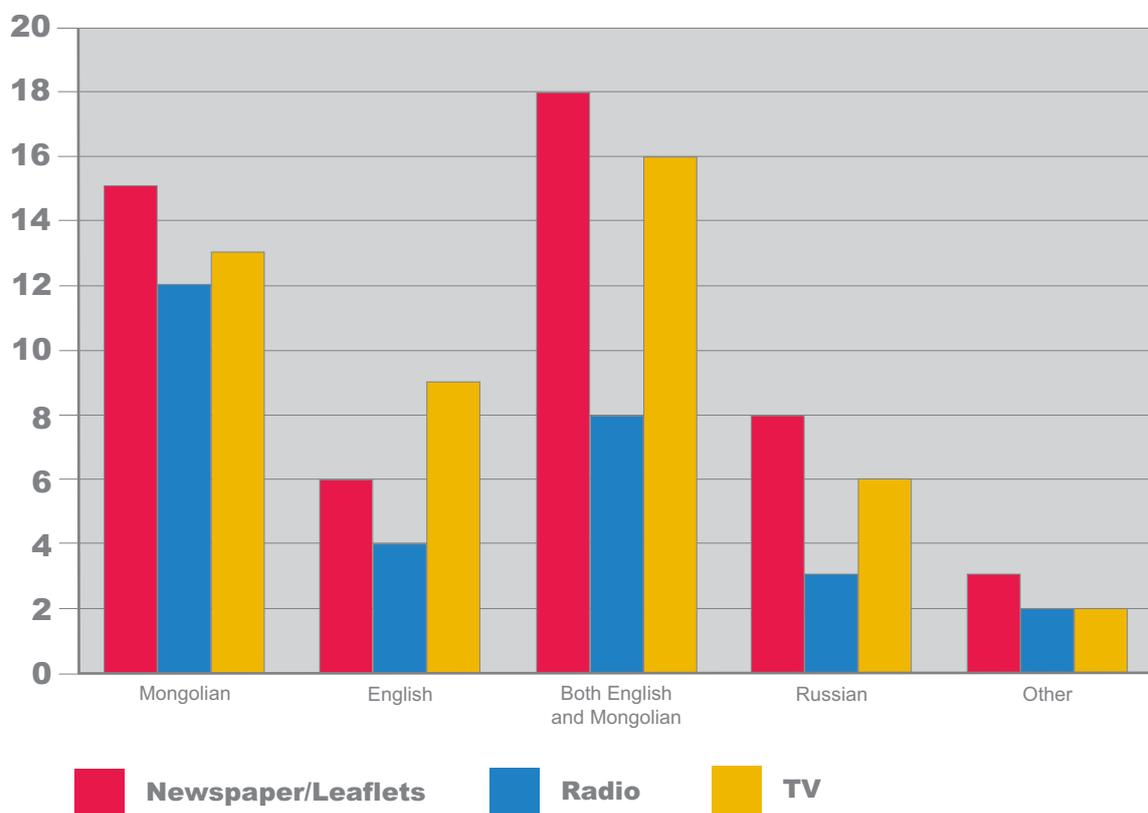
Interestingly, some respondents cited text messages as an effective way of obtaining information. This is, indeed, the main method that Mongolian shops and money transfer facilities use to advertise their services. Event organisers and community leaders advertise their forthcoming events in the same way. However, despite the popularity of text messages in these areas, only 3% of respondents favoured them.

2.2 MEDIA

Media Comprehension

Participants were asked in which language they best understood newspapers, TV and radio. Figure 2 suggests that the majority of the survey respondents understood media in both the Mongolian and English languages. Some respondents prefer to rely only on the Mongolian language to understand newspapers (15 respondents), radio (12 respondents) and TV (13 respondents). Very few people chose English as their preferred language. Interestingly, few people named Russian, in addition to Mongolian and English, for media comprehension.

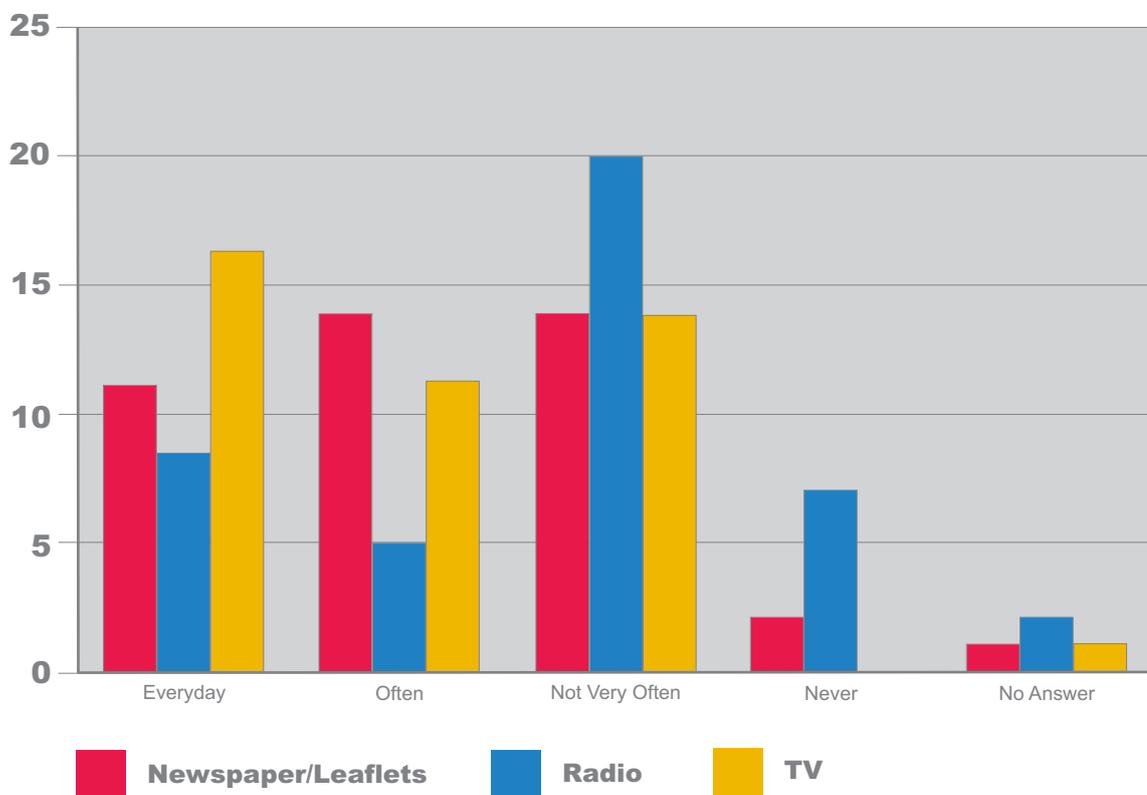
Figure 2: Media Comprehension



Frequency of Media Consultation

The questionnaire asked how often respondents consult newspapers, radio and TV. The results are shown in figure 3.

Figure 3: Frequency of Media Consultation



Television

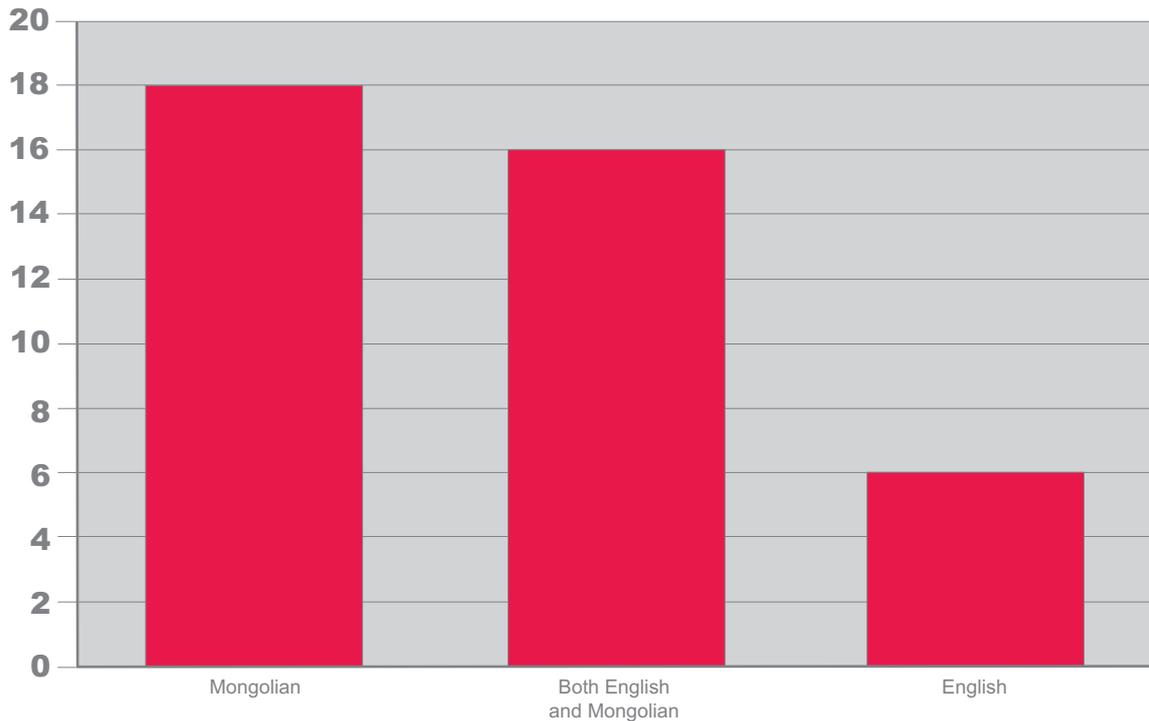
16 respondents watched TV every day and 11 watched it often but 14 respondents did not watch TV very often. English TV channels were most commonly watched, such as *BBC1* and *BBC2*, *ITV* and *Sky*. Some of the survey respondents watched online Mongolian TV news, which can be accessed through a Mongolian website.

Newspapers

11 people read newspapers every day, whereas 14 people said that they did not read newspapers very often. The majority of people listed their frequently read newspapers as *Metro*, *The London Paper*, and *London Lite*, which are distributed free on the streets. But, Russian newspapers, such as *Anglia*, was also included in the newspapers often read by the participants.

No newspapers or magazines are published in Mongolian in the UK. Participants were asked which mainstream newspapers published in Mongolia they like to read. Most people obtain access to these newspapers through Mongolian websites or from Mongolian shops in London. Figure 3a shows that 18 respondents read *Odriin Sonin* and 16 read *Onoodor*. Only 6 people read *Zuunii Medee*.

Figure 3a: Readership of Newspapers Published in Mongolia



Radio

Figure 3 shows that 20 respondents did not listen to the radio very often and only 8 respondents listened to the radio every day. Respondents' choice of radio stations varied according to their age. The majority of the younger participants chose music stations like *Magic* and *Kiss FM*. Only 2 participants named *Radio1* as their preference.

The mapping survey indicated that there are no radio stations in Mongolian in the UK. Using radio stations to disseminate information and reach the Mongolian community is not viable for the Mongolian diaspora in the UK

Internet

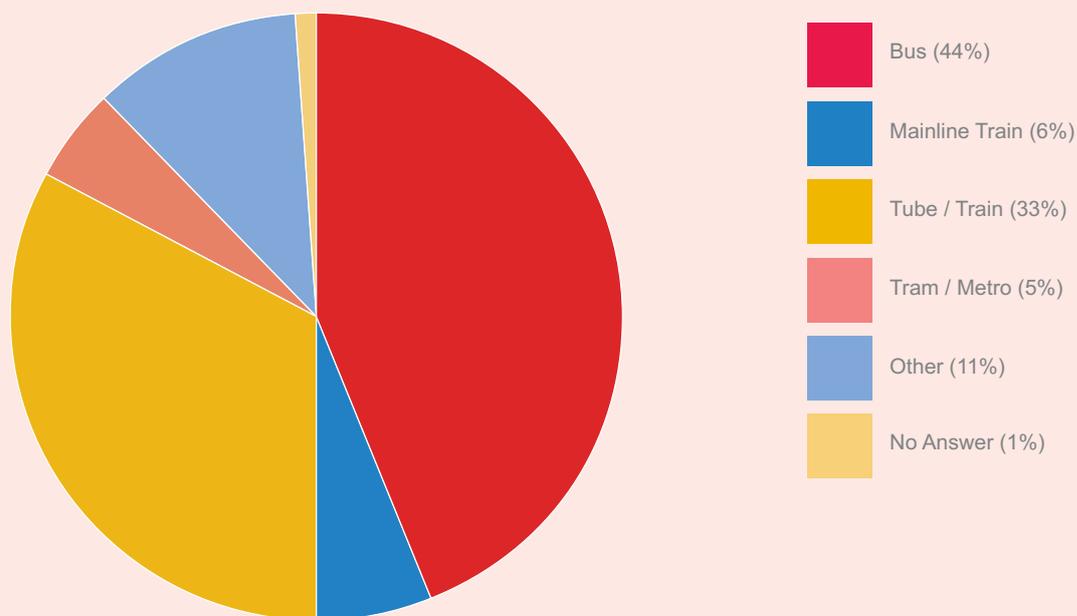
41 out of 42 respondents have Internet access and can obtain the information they need from various websites. These participants also said that they have access to the Internet at home and some said that they also accessed the Internet in libraries.

2.3 USE OF SERVICES

Means of Transport

The majority of the questionnaires were distributed in London, so figure 4 largely reflects transport use by Mongolians in the Greater London area.

Figure 4: Means of Transport

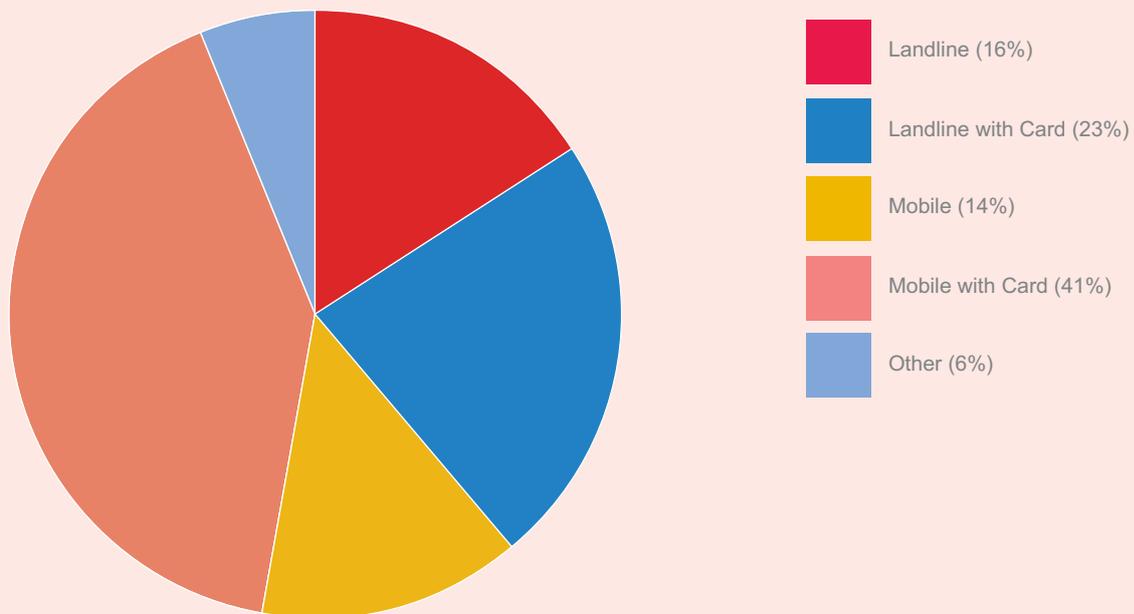


Buses (44%) and the Tube (33%) were the most used methods of transport for Mongolians. Mainline train and tram/Metro were used least. Means of transport described in the chart as “other” were cars and bicycles (11%).

Phone Calls

Most participants used phone cards to minimise the cost of calling their home country. Mobile phones with calling cards were most popular and were used by 41% of respondents. A landline with calling card was the second most commonly used method (23%). According to the participants, the phone cards most often used by Mongolians are *Lyca* and *G-mobile*.

Figure 5: Frequency of Methods of Phone Calls Abroad





Mongolian

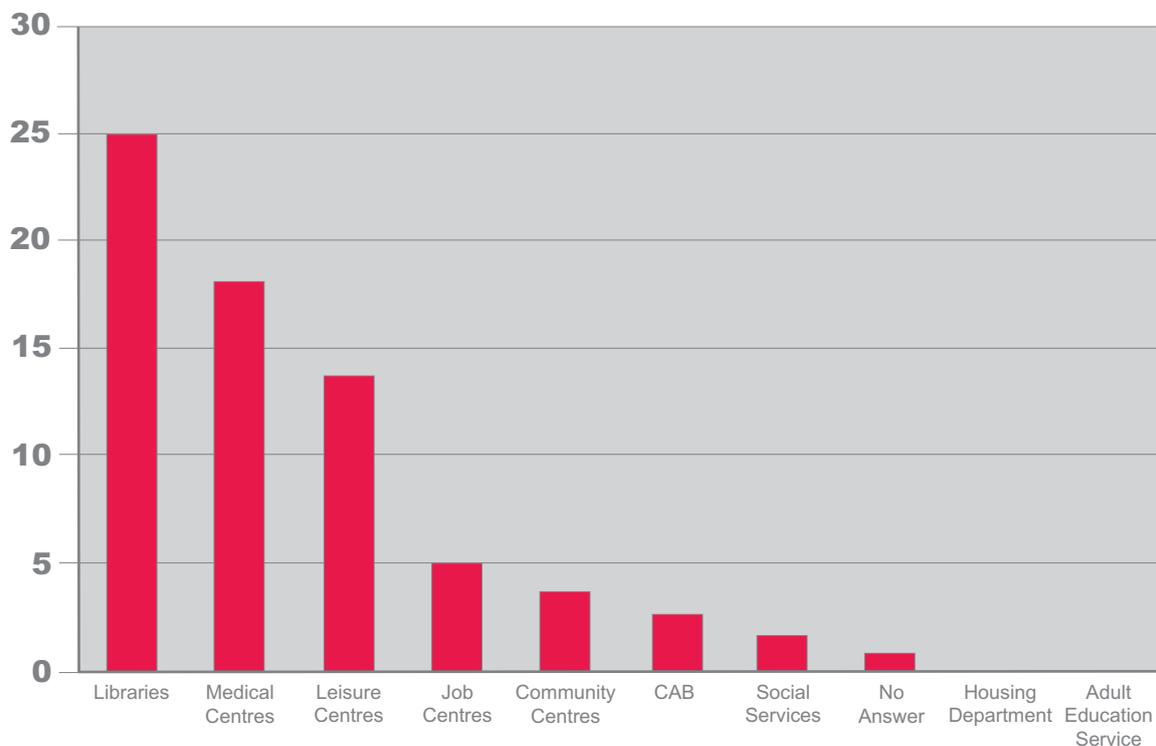
English

Both

Local Services

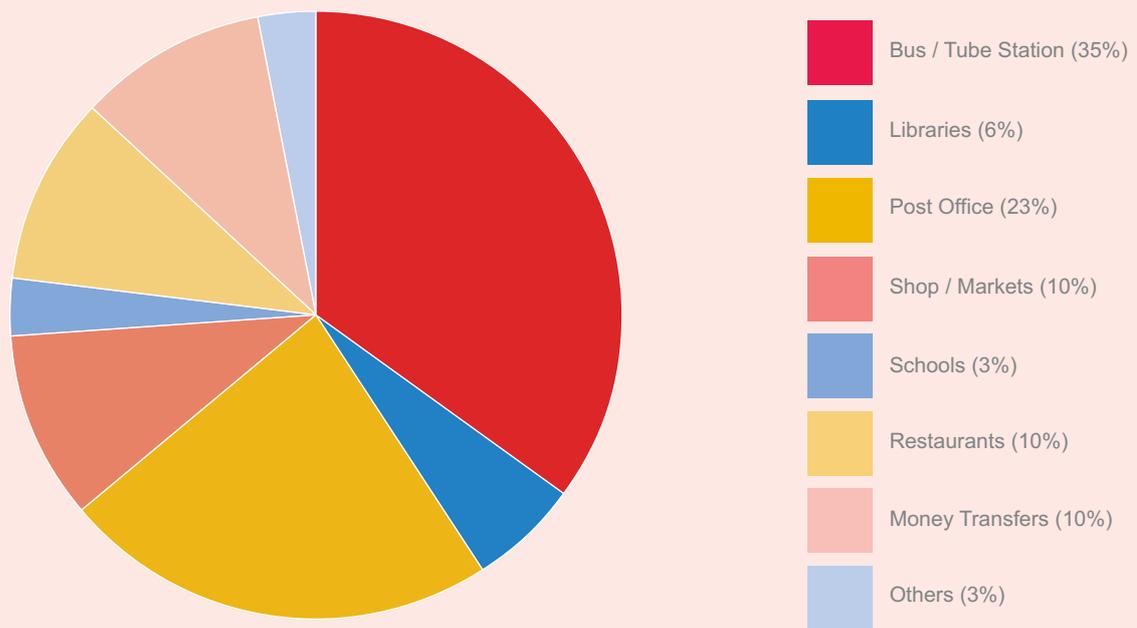
As figure 6 shows, the local services most often used by participants were libraries (25 respondents) and medical services (18 respondents). Leisure centres came third. Many of the respondents were students between 18 and 35 years and the results reflected this.

Figure 6: Local Services Preference



35% of respondents recommended publishing IOM information at bus and Tube stations whilst 23% would do so at Post Offices. (See figure 7).

Figure 7: Preferred Locations for Publishing IOM Materials



2.4 COMMUNITY GROUPS AND OTHER ORGANISATIONS

The number of Mongolians living in the UK has increased dramatically since the early 1990s. Demand for services such as money transfers facilities, bars, restaurants, entertainment and legal advice for Mongolians has similarly grown. Increasing numbers of private business companies and community organisations have been established. Many of these were identified during the consultant's field trips and detailed information on them is included in the confidential contact list.

3 MAPPING EXERCISE OUTCOMES

CHARACTERISTICS OF RESPONDENTS

The second section of the questionnaire was designed to collect baseline data from the respondents about their age, gender and length of stay in the UK.

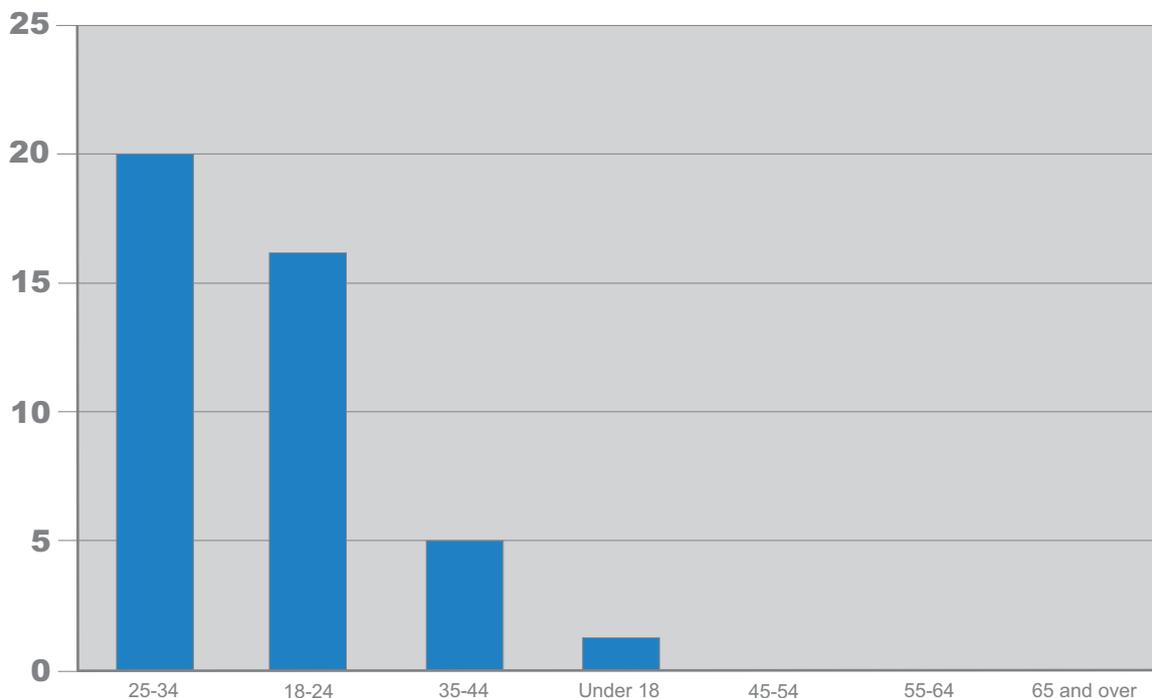
3.1 GENDER

The participants in the survey were randomly chosen but particular attention was paid to the mix of gender in order to avoid an unbalanced sample. 22 of the 42 participants were women and 20 were men.

3.2 AGE

Figure 8 displays the age range of the survey respondents. 37 respondents out of 42 were between 18 and 35 years old and 5 respondents were between 35 and 44. This supports the view that the Mongolian community in the UK is relatively young.

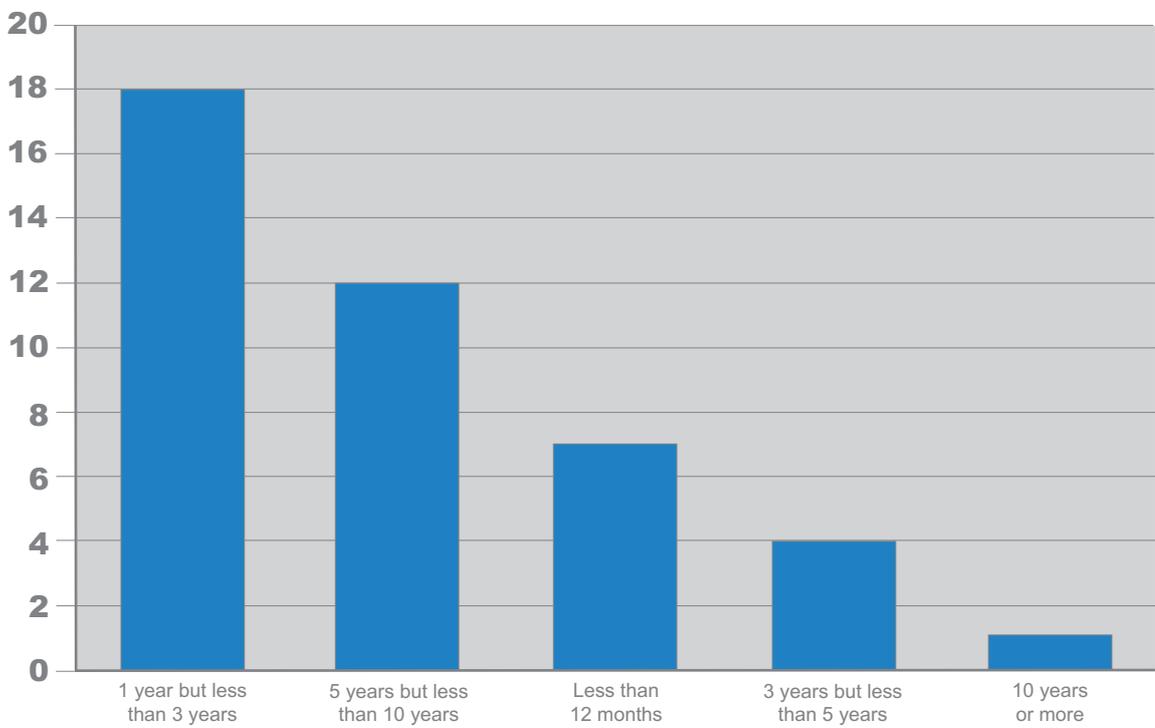
Figure 8



3.3 LENGTH OF RESIDENCE IN THE UNITED KINGDOM

7 respondents have been in the UK for less than 12 months and 18 have been living in the UK for more than 1 year but less than 3 years. Only 4 respondents have lived in the UK for between 3 and 5 years. This supports the picture of a rapid expansion of the Mongolian community in the past few years as a result of increasing number of students coming to the UK to pursue their studies

Figure 9





4 CONSTRAINTS

Overall, this mapping exercise was conducted without too many obstacles. However, the field work was subject to a number of constraints.

- There was a lack of official statistics on the Mongolian community in the UK. Information on the geographical spread of the Mongolian community has had to be based solely on community leaders' estimates.
- The majority of the people who were approached for the mapping exercise willingly participated in the survey and the interviews. However, a few people were reluctant to be involved and refused to respond to the questionnaire.
- Most of the multipliers and community leaders supported the mapping exercise and were interested in IOM's programmes. However, it was not possible to contact a key individual, who undertakes services such as money transfer, shipment of goods and the sale of Mongolian goods and food.

A few complaints were raised about the length of the questionnaire. Some of the respondents recommended a shorter more compact questionnaire.

5 CONCLUSIONS AND RECOMMENDATIONS

The findings of this survey support the view that the Mongolian community in the UK is relatively small in comparison with other foreign communities in the UK. Nonetheless, its rate of expansion has been rapid, rising from a few hundred to nearly 7,000 Mongolians across the UK within just a decade. The arrival of Mongolian migrants has been closely associated with the state of the economy in Mongolia. The first generation of migrants to the UK in the early 1990s came to the UK to earn money and support their families in Mongolia. The second generation of Mongolian immigrants at the beginning of this century arrived to study in the UK.

The community is not widely dispersed and is mostly concentrated in the Greater London area. The second largest Mongolian community is in Manchester, where 400-500 Mongolians live. Community organisations, businesses and services have been established solely to serve the interest of Mongolians because of growing demand. Mongolian associations in London and Manchester often organise cultural and social events to support Mongolians in the UK and to preserve Mongolian culture. The number of Mongolians in other cities beside London and Manchester is relatively small, ranging from 40 to 100, but these communities maintain extensive contacts with people in Greater London.

The respondents did not attend any place of worship, such as a temple or church, except for two who did attend church. Consequently, there is no single religious centre that unites Mongolians. The cultural and social events organised by community organisations therefore play a crucial role in uniting the community. The biggest event, the Mongolian National Festival, Naadam, which takes place in July, brings together large numbers of Mongolians. At the same time, events such as parties, concerts, celebrations and meetings are organised by the community every month.

Recommendations

IOM should consider the following for its outreach work to raise awareness of its programmes amongst the Mongolian community.

- IOM should follow up the detailed recommendations in the list of contacts, which should shape its communication strategy for the Mongolian community.
- Many Mongolians seek assistance and advice at their embassy. IOM should collaborate with the Mongolian Embassy and raise awareness of its programmes among embassy staff by organising workshops. IOM leaflets and FAQs should be made available to embassy staff.
- IOM should similarly raise awareness among Mongolians who provide legal advice and interpretation to the community.
- IOM should contact the London MN Studio, which is the representative of Mongolian National TV in the UK, and do a short documentary movie about either the stories of returnees or about the voluntary return programmes.

- IOM should advertise on Mongolian web-based forums.
- IOM should liaise with Mongolian community organisations and advertise on their websites.
- IOM should contact businesses, such as pubs, cafés, and money transfer facilities, to seek their agreement to distribute leaflets.

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