



IOM International Organization for Migration



# PAKISTAN

MAPPING EXERCISE  
LONDON, JUNE 2006

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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 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 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 United Kingdom through media articles, advertisements and presentations to community groups.

A Pakistani national was recruited on a part-time basis to work on the assignment since strong language skills and an inside knowledge of the community were required for this exercise.

The work spanned ten weeks between March and May and involved an extensive process of meetings with community members, organisations and leaders. Extensive networking helped in identifying media, organisations, and individuals that had contacts in the Pakistani community.

The research methodology drew heavily on a similar exercise conducted for the Brazilian community in the recent past. However, a thorough review of the methodology and the mapping instruments was carried out to make them specific to the Pakistani community. The methodology involved the following steps: a literature review; development of instruments; identifying the sample; carrying out fieldwork; data analysis; and preparation of the report based on the analysed data.

A review of the existing literature on the Pakistani population in the UK identified some important information regarding their location, size and other socio-economic features. This helped in further refining the methodology.

A questionnaire of twenty questions was prepared in Urdu. It was divided into two parts. The first section explored media channels and other sources of information (i.e. voluntary organisations, religious venues, and festivals), which Pakistanis in the UK use. It also investigated the geographical location and size of the communities across the UK. The second section of the questionnaire asked for demographic information from each respondent about their age, gender and length of stay in the UK.

In-depth interviews were conducted with community leaders. They were asked about the most popular sources of information used by the community. Information about the location and size of Pakistani communities was also collected.



After the literature review, it was decided that the survey sample should consist of a hundred questionnaires: ten from each of the five boroughs in London having the highest Pakistani population; and ten from each of five cities containing a large population of Pakistani origin. The five London boroughs with more than 10,000 people of Pakistani origin are: Brent, Ealing, Newham, Waltham Forest and Redbridge. The cities that were initially included in the survey were: Oxford; Birmingham; Manchester; Bradford; and Glasgow. However, Glasgow and Birmingham had to be dropped because no community organisations could be found which was prepared to facilitate the work. There were, therefore, a slightly lower number of questionnaires than was initially planned. A total of 75 questionnaires were distributed during the exercise<sup>1</sup>. The data has been analysed and presented in the form of tables and charts in the following sections of the report.

As a result of the mapping exercise, IOM created an extensive list of contacts<sup>2</sup> which merges data gathered directly from completed questionnaires with information provided by multipliers<sup>3</sup> during in-depth interviews. This list will be used by the Information team at IOM to disseminate information on the voluntary return programmes to Pakistanis across the country.

<sup>1</sup> The number of questionnaires is not critical, since these completed questionnaires do not just represent the view of seventy-five individuals but the consensus views of various groups and communities.

<sup>2</sup> This document is confidential and does not form part of this report.

<sup>3</sup> This term is used to indicate individuals or organisations that are well known amongst diaspora groups and could therefore play a key role in delivering information.

# 1 MAPPING EXERCISE OUTCOMES

## INFORMATION CHANNELS

### 1.1 INTRODUCTION

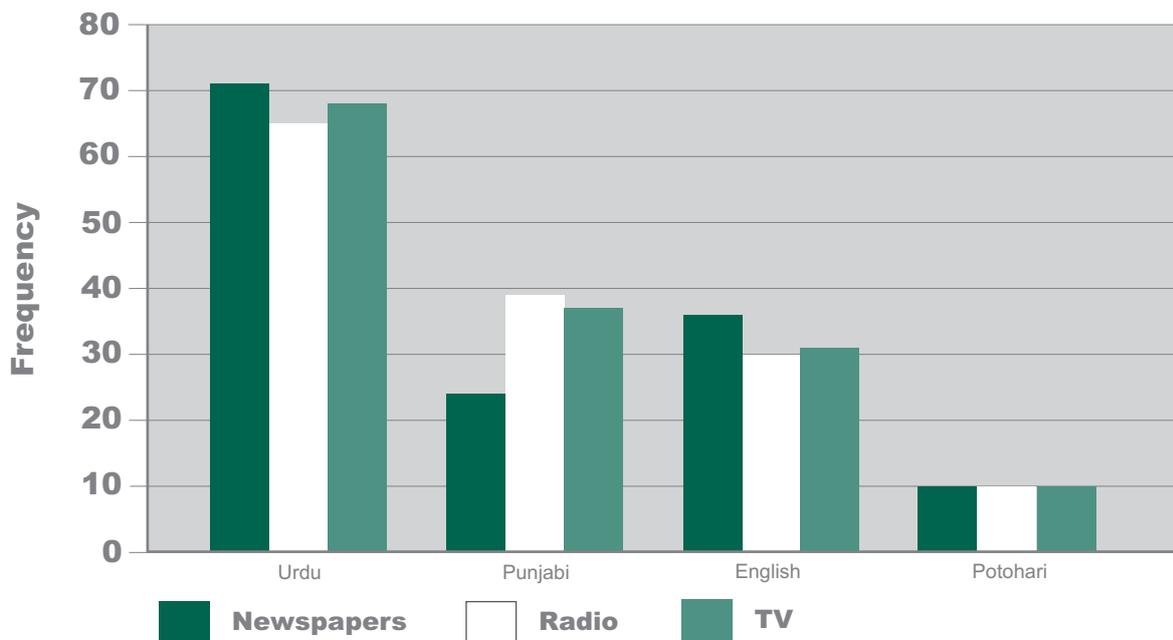
The first section of the questionnaire was designed to identify the main channels of information used by Pakistanis in the UK. The questions were divided into three categories: media; other sources of information; and information on other community groups. The details mentioned by the respondents in the questionnaires about media, organisations, religious venues, schools, restaurants and shops were often vague. They had to be merged and organised, along with the contact details provided by the multipliers. This list of contacts constitutes a action plan for IOM because it contains details of organisations and agencies with whom IOM should liaise to increase awareness of the voluntary return programmes among the Pakistani community in the UK.

### 1.2 MEDIA

#### Preferred Language

Urdu is the most widely used language in the Pakistani community. Punjabi is also widely understood and spoken, although the number of people who can read Punjabi is definitely smaller. Punjabi is not taught in schools in Pakistan so, while people can speak it very well, they are often unable to read or write it. There is a substantial number of people whose first language is Potohari<sup>4</sup>. They mostly live in Bradford and Birmingham. Many people can understand English as well, and use mainstream media to access information.

**Figure 1: Preferred Language**

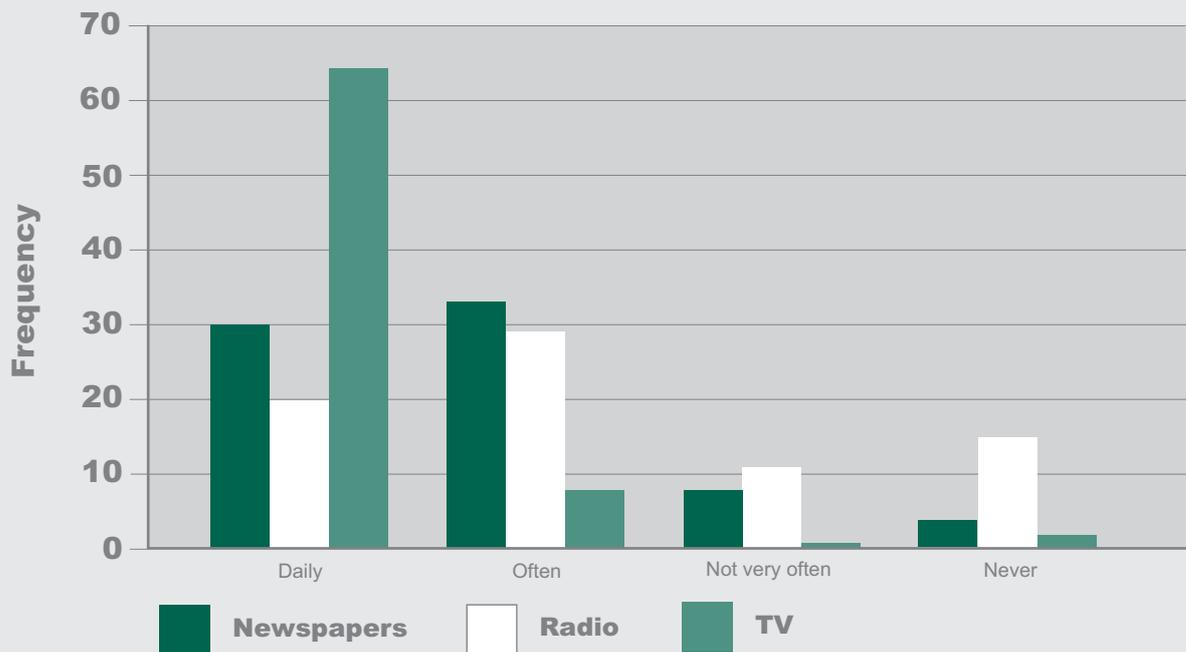


<sup>4</sup> This language is widely spoken but not written and read so much.

## Frequency and Regularity of Accessing Print and Electronic Media

People from the Pakistani diaspora access both print and electronic media frequently. 64 of the 75 respondents said that they watched TV every day. This supports the conclusion that TV is the most widely and frequently used media in the Pakistani community. 30 respondents said they read newspapers every day and 20 respondents said that they listened to the radio every day. Of the 4 respondents who said that they never read newspapers, one was non-literate. Only 2 of the 75 respondents said that they never watched TV.

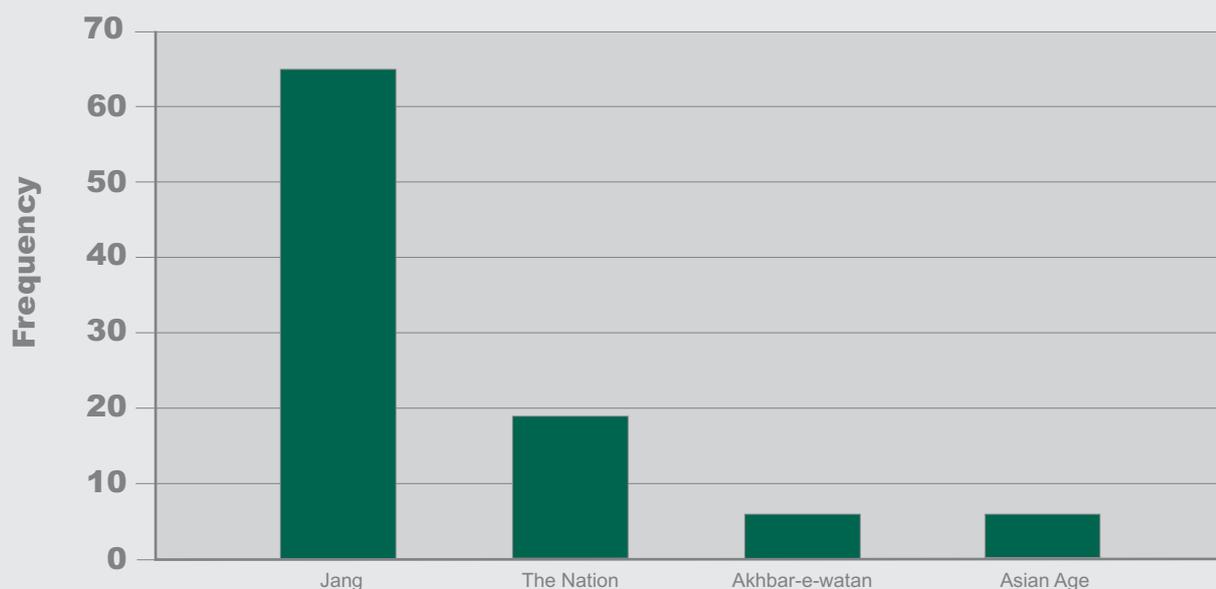
**Figure 2: Media Consultation**



## Newspapers

The total number of responses exceeds the number of respondents for this question since people had the option of offering multiple answers<sup>5</sup>. 65 of the total of 96 responses indicated readership of *The Daily Jang*. A chart representing the results is given below.

**Figure 3: Newspapers**



*The Daily Jang* and *The Nation* are two Urdu-language daily newspapers published in London and circulated throughout the UK. All other newspapers are published on a weekly basis.

*Jang London* is part of Pakistan's largest group of newspapers, the Jang Group ([www.jang.com.pk](http://www.jang.com.pk)). It covers national and international news and events, as well as news of the Asian and Pakistani community in the UK and Europe. It was established in 1971. IOM is already advertising in this newspaper.

*The Nation* is also a daily newspaper and, according to the respondents, the second most widely read newspaper in the Pakistani community. *The Jang* is the most popular newspaper but the substantial number of Pakistanis who read *The Nation* suggests that IOM should consider advertising in this paper also.

*Akhbar-e-watan* is a weekly newspaper. At one point, when there were fewer means of obtaining information on Pakistan, it was very popular. The arrival of exclusive news channels in Urdu, and their easy availability in the UK, has reduced the popularity of such publications.

*Asian Age* is an English language weekly paper read by British Pakistanis<sup>6</sup>. It has a small readership among the Pakistani community.

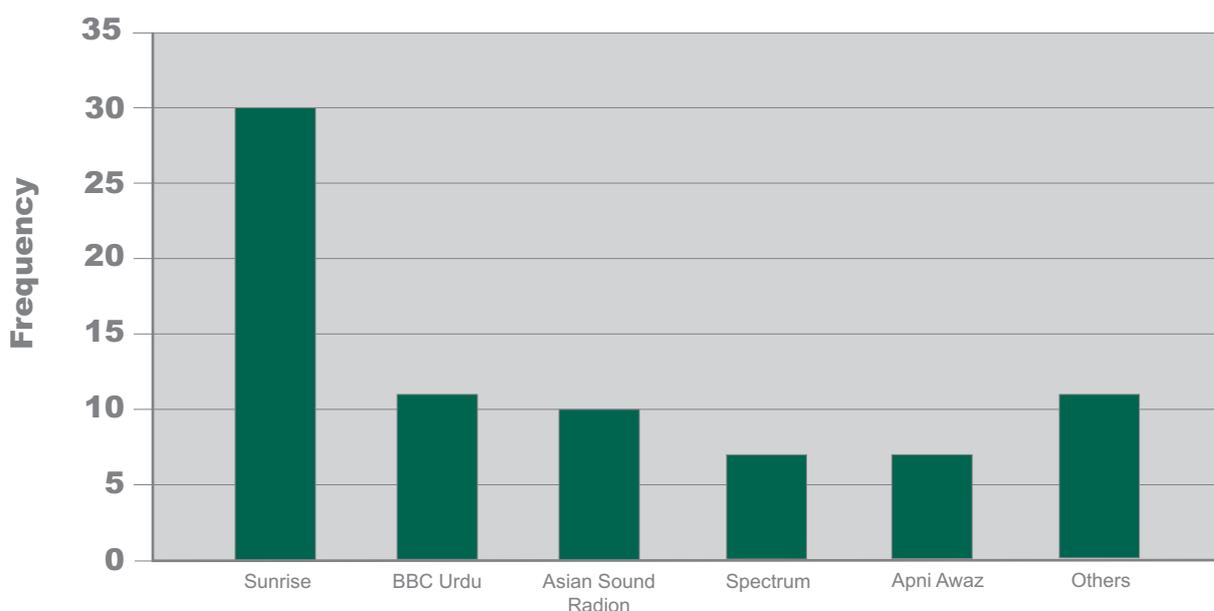
<sup>5</sup> In statistical analysis the term 'frequency' is used to indicate multiple answers by respondents. E.g. Respondent A says, "Pakistanis live in London, Cardiff and Birmingham." Respondent B says, "Pakistanis live in London, Manchester and Northern Ireland." This will be noted as 6 frequencies.

<sup>6</sup> A term used to define people of Pakistani origin born and raised in the UK.

## Radio

In total, 76 responses were recorded in this category. 30 of them highlighted *Sunrise Radio*. *BBC Urdu* is also listened to widely. However, apart from *Sunrise*, there is no station that has UK-wide listeners. Most other stations cater for their local communities. In recent years, it has become quite easy to set up small radio stations and many people have been able to obtain community radio licenses. This has given rise to some interesting initiatives, which are discussed later in this section.

**Figure 4: Radio**



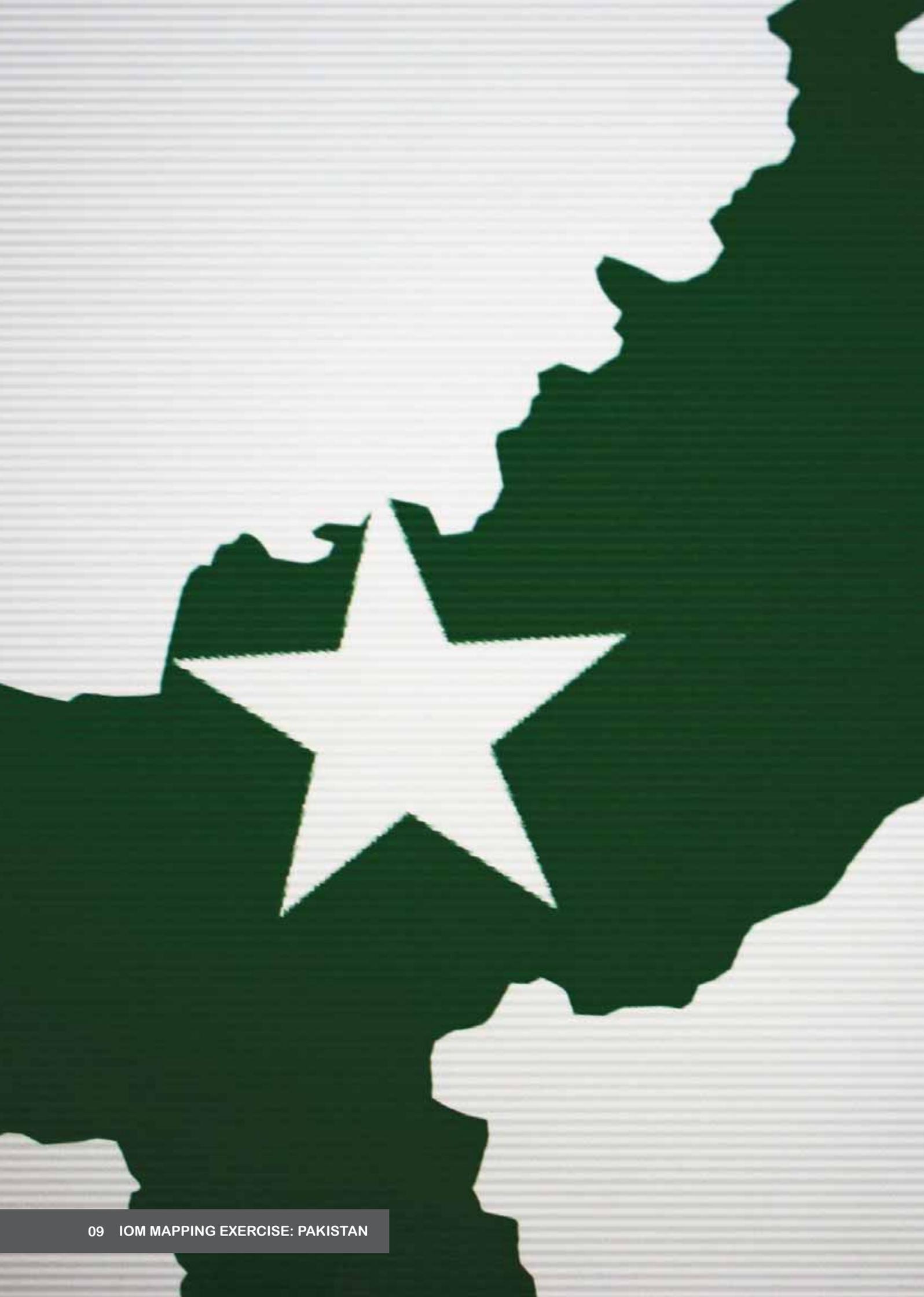
*Sunrise* is the most popular radio station in the Pakistani community. It is based in Southall and is run by a Sikh of Indian origin. As a result of the mapping exercise, IOM has started advertising with this station.

The interesting feature of *Ramzan Radio* is that it broadcasts for only one month in the year, the Muslim holy month of Ramzan or Ramadan. It is listened to widely during that month. It started in Bradford in 1991 and then spread so that it now broadcasts from forty cities across the UK<sup>7</sup>. It can be a useful medium for short-term advertising.

*Apni Awaz* is a 24 hour radio station based in Bradford. It is very much entrenched in the local Pakistani community and their issues. Its programmes cover a wide range of issues faced by the community. They offered IOM a slot to hold a talk show on their channel and IOM intends to make use of this opportunity in future. IOM should explore the possibility of also advertising with this channel because Bradford is the heart of the Pakistani community in West Yorkshire and a message aired on this station would reach thousands of people.

*Asian Sound Radio* is based in Manchester and is listened to a great deal by Pakistanis living there. It is, again, an Asian station rather than a specifically Pakistani station. It covers the Urdu, Hindi, and Punjabi speaking communities.

<sup>7</sup> [http://www.ramadan.co.uk/index1.php?page=Radio\\_Ramadans.htm](http://www.ramadan.co.uk/index1.php?page=Radio_Ramadans.htm)



## Television

Television is the most popular medium for accessing information. 64 of the 75 respondents said that they watched TV on a daily basis. Urdu language news channels, *GEO* and *ARY* are the most watched. Since these channels are available through SKY satellite system at a nominal price, people depend on them not only for entertainment but also for information about Pakistan and the Pakistani community in the UK.

*GEO* has the largest number of viewers and is based in Pakistan. It is received through SKY Digital Satellite.

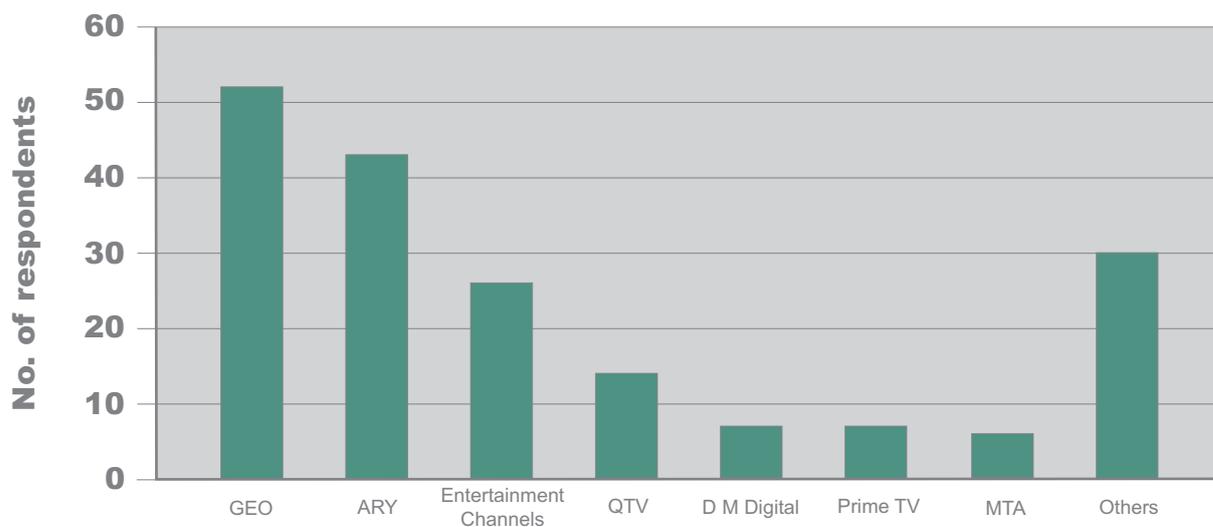
*ARY* has an office in London and they record some of their important news and views programmes here. Pakistani community leaders in the UK frequently appear on this channel.

*DM Digital TV* is a community channel based in Manchester. It is available through SKY Digital satellite. This is the only channel which just carries UK programmes and adverts.

Entertainment channels like *Zee TV*, *B4U* and others are also quite popular but their audience is far smaller than for the news channels.

There are certain religious and community channels, which are quite popular among Pakistani communities. For example, a channel called *MTA*, *Muslim Television Ahmaddiya*, is the official channel of the Ahmaddiya community and is widely watched by that group.

**Figure 5: TV**

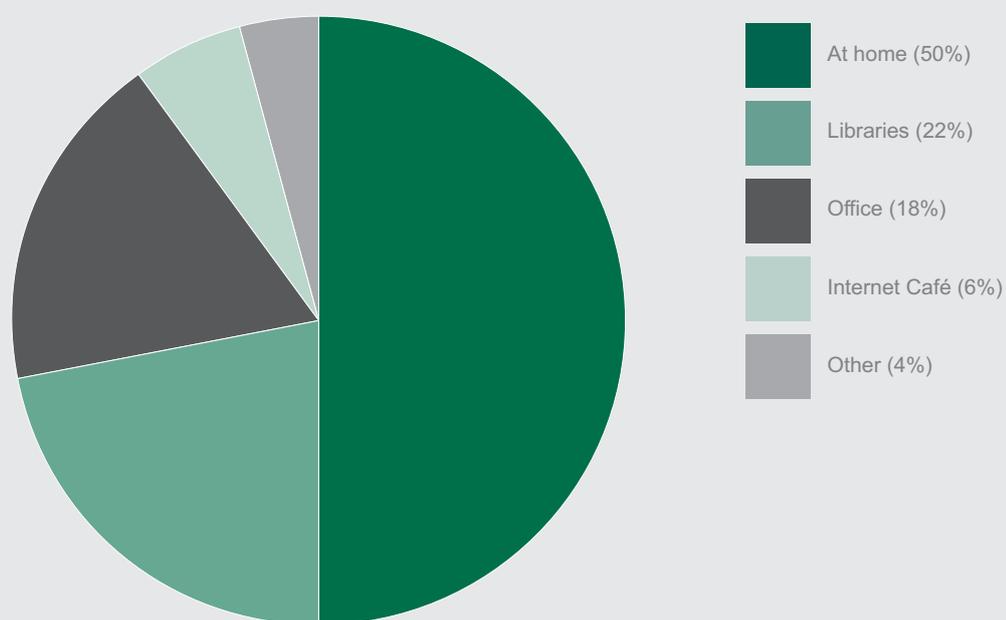


## Internet Access

53% of respondents said that they were able to access information from the Internet. They very often have access at more than one place: home; office; and sometimes libraries.

*BBC Urdu* (<http://www.bbc.co.uk/urdu/>) appears to be one of most popular websites. People also click on the websites of the main Pakistani newspapers. There are websites that have links to all the major Pakistani newspapers and magazines. The main one is <http://www.onlinenewspapers.com/pakistan.htm>. There are other sites like [www.Pakistandost.com](http://www.Pakistandost.com) and <http://www.e-desinews.com>, which Pakistanis use for socialising and other lighter purposes.

**Figure 6: Internet Access**



## Recommendations

- IOM should continue producing information in Urdu and Punjabi because they appear to be the languages preferred by the community for accessing information.
- IOM advertisements already appear in *The Daily Jang* newspaper, the largest Urdu language newspaper in the UK. Survey results suggest that it is the most widely read newspaper as well. IOM should continue advertising regularly in this newspaper.
- IOM should consider advertising in *The Nation*.
- The questionnaire results suggest that television is the most widely and frequently used medium for accessing information. However, *D.M Digital* is the only Pakistani channel based in the UK (Manchester) and IOM should consider advertising on this satellite channel.
- IOM advertisements are broadcast on *Sunrise Radio*. This station is listened to by the Pakistani community across the UK and IOM should continue advertising here. The possibilities of advertising with smaller radio stations that have regional coverage should also be explored, for example *Apni Awaz* and *Asian Sound Radio*.
- Radio programmes on smaller stations should also be considered. IOM has already received offers from such stations, which can be an inexpensive way of reaching a large audience. The smaller stations are actively looking for programmes, especially stations that are broadcasting 24 hours a day.
- IOM should explore the possibility of advertising on one of the websites singled out by respondents.

## 1.3 OTHER SOURCES OF INFORMATION

### Pakistani Community Organisations and Networks

Pakistanis make up the second largest ethnic minority in Britain, after Indians. Cities like Bradford, Manchester, Birmingham and London have large Pakistani populations and the community enjoys considerable social and political influence in these areas. Many organisations are working within their community on a variety of social issues. However, it was observed that a lot of networking takes place in religious centres like mosques, *dars*,<sup>8</sup> *Milads*,<sup>9</sup> and Friday prayers. Some of the most important gatherings of Pakistanis also take place around religious occasions like *Eid* and *Milad-un-Nabi* (the Prophet's birth anniversary). Large crowds of people could be reached on such occasions but, given the sanctity of such events, IOM should rather explore events and places that are secular in nature. Although some religious element is found in most of the community organisations working for Pakistanis, there are groups that do have a more secular focus, and there are many community centres which are run and maintained by Pakistanis.

### Greater London

The Pakistani Community Centre in Willesden Green is dedicated to the needs of the Pakistani community in this area. Regular weekly meetings of different Pakistani groups are held here. The centre also runs special programmes for children during vacations. Friday dinners for community members are also served. They facilitated the mapping work in the Brent area and are willing to cooperate with IOM in the future. A big Pakistan Day programme is organised by this centre every year and IOM could approach them to set up a stall. Leaflets and other information materials can also be displayed here.

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<sup>8</sup> Meetings where the Qu'ran is explained.

<sup>9</sup> A specially organised event where songs in praise of the prophet Mohammad are sung

Newham is another area having a large Pakistani population. According to informal accounts, it is the first place the majority of irregular immigrants visit when they arrive in the United Kingdom. Unlike their compatriots in Brent, who are well-settled and well off, Pakistanis in Newham are working class and deprived. The consultant met two groups: the Newham Muslim Citizens Association (50+) and the Asian Ladies Group (50+). The Asian Ladies Group was very supportive, inviting the mapping consultant to their meeting and providing full access to their members. The Newham Muslim Citizens Association also met the mapping consultant. However, some of their members already knew about the voluntary return programme. They showed suspicion and a lack of support for the mapping exercise.

## Outside London

The Pakistani community in Bradford is close-knit and has been settled there for a long time. There are many groups working in Bradford and they were very helpful and supportive of the mapping exercise. Generally, people go to their local councillors for advice and support; in Bradford many local councillors are of Pakistani origin. It would be useful if local councillors were approached by IOM for outreach activities. Some initial contacts have already been established. Two organisations which facilitated IOM's work in this area were the Asian Poetry Recording Group and *Bazm-e-Urdu*.

The Pakistani community in Manchester is also well-established and there are many organisations with their own buildings that run community centres, mostly in Rochdale and Oldham. IOM's work was facilitated by the Pakistani Refugee Organisation (PRO), which is linked to IOM's partner organisation, Refugee Action. Most of their members are asylum seekers and irregular immigrants. The Pakistani community in the suburbs is well-settled and organisations here run special programmes for children on holiday. Sunday dinners are also served here for community members. Information material can be placed here for wider dissemination.

The Pakistan Welfare Association is also a very well-established organisation here. Although their representatives held a meeting with the mapping consultant and they were given the questionnaires, they were not returned. Nonetheless, contact should be maintained with this organisation, which has access to a large number of people who take part in its activities.

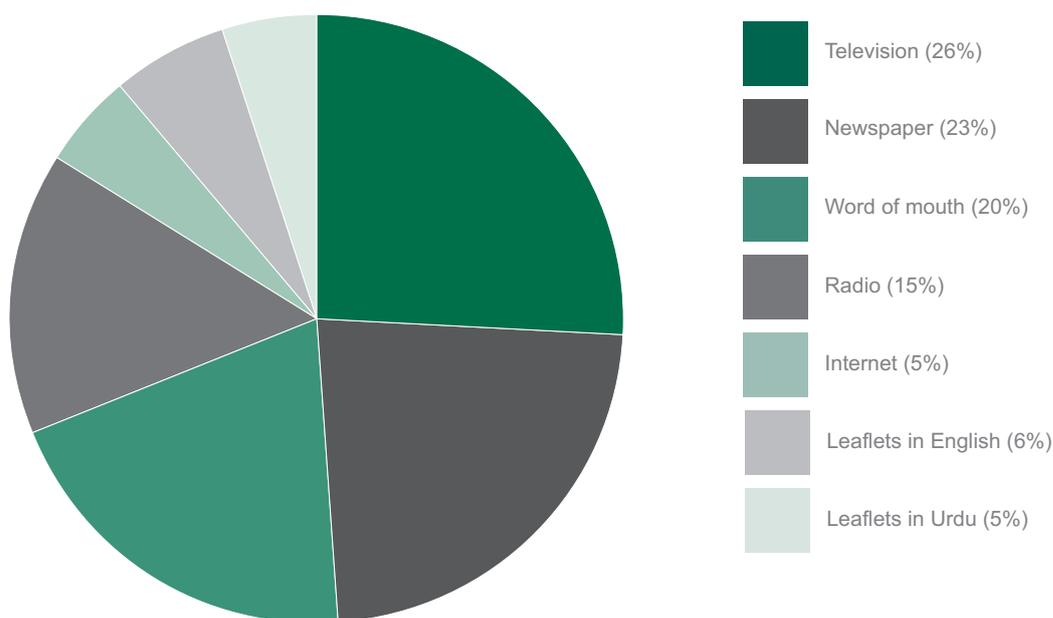
*Anjuman-e-Adab* is a very active organisation amongst Pakistanis in Oxford and facilitated the IOM mapping work in this city. Pakistanis in Oxford are rich and well settled. The Cowley Road Mosque, which is huge and beautiful, is a proof of this.

Details of all the organisations contacted during the course of the field work and of places people go for advice and help are included in the contact list.

## Preferred Channels of Information

Despite the fact that the Pakistani diaspora in the UK has access to all kinds of media, many people still rely on word of mouth for information. Newspaper and radio are also important channels of information for the community. Above all, the single most important source of information for people is television. Some people also make use of the Internet to access information. A chart presenting respondents' views is below. The respondents could give multiple answers to this question and 256 frequencies were recorded from the 75 respondents.

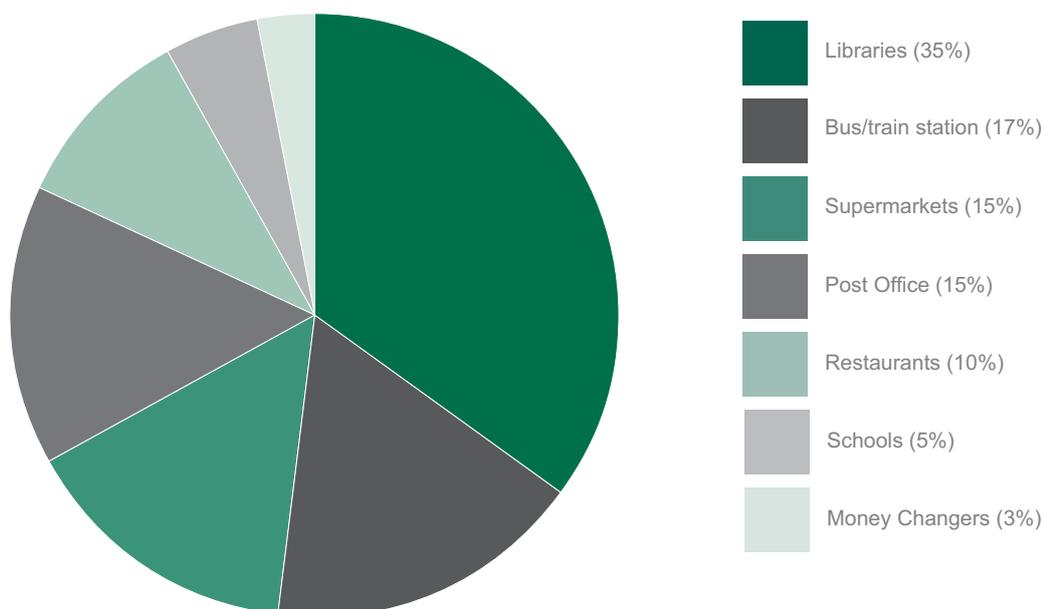
**Figure 7: Common source of information**



## Location of Publicity Material

Respondents were asked about the best locations for publicising information. Once again, they were able to give multiple responses so the frequencies are recorded in figure 8 below.

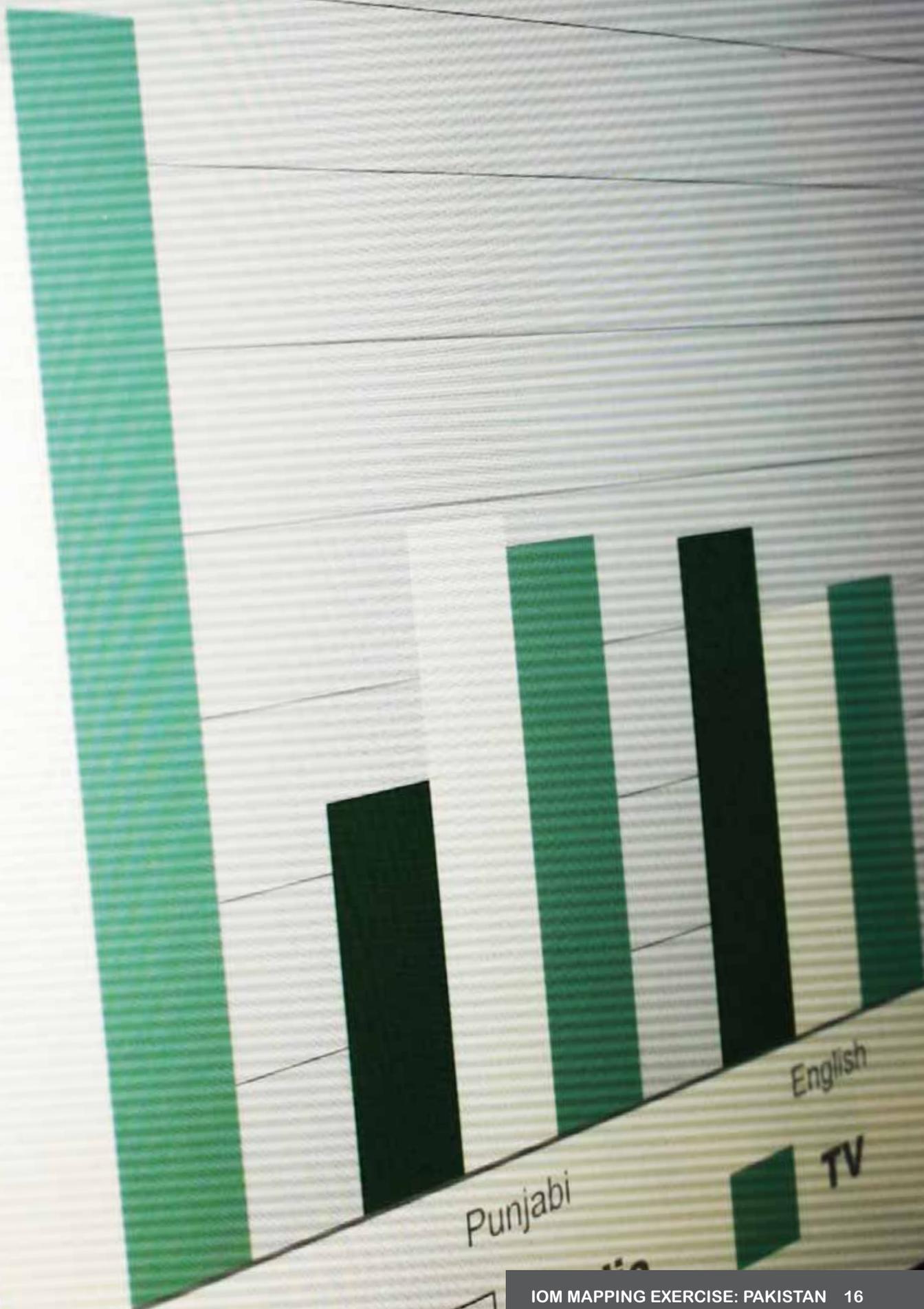
**Figure 8: Location of publicity material**



Libraries appear to be the most popular places for information. A significant number of respondents also considered bus and train stations, supermarkets, and Post Offices as effective places for displaying information.

## Recommendations

- IOM should place its information in community centres run by Pakistani organisations.
- Areas where irregular immigrants are found should be made the focus of attention. Efforts should be made to identify organisations that might be interested in facilitating this kind of outreach.
- IOM should follow up with those organisations which have already shown interest in facilitating IOM's work.
- Much networking and socialising takes place in religious centres and around religious events. IOM should consider the advantages and disadvantages of engaging with mosques.



## 1.4 GEOGRAPHICAL LOCATION AND SIZE OF PAKISTANI COMMUNITIES IN THE UK

According to the 2001 Census, Pakistanis are the second largest ethnic group in Great Britain after the Indian community. The total population of Pakistanis in England and Wales was 747,285<sup>10</sup> This is 1.3% of the total population and 16.1% of the total minority ethnic population. However, there are considerable differences<sup>11</sup> between the official statistics and the informal estimates gathered during the mapping exercise. These differences may be influenced by two factors. First, five years have passed since the last census took place and populations will have changed. Secondly, the official statistics do not include irregular immigrants. Below is a table of the Pakistani population in Greater London.<sup>12</sup> However, according to informal sources, the population of Pakistanis in London is far greater than these numbers suggest.

### Pakistani Ethnic Population in London<sup>13</sup>

London has the largest population in the UK of ethnic minorities. According to the 2001 census, there were 142,000 people of Pakistani origin living in London, distributed throughout various inner and outer London boroughs. The population of Pakistanis in inner and outer London boroughs calculated on the basis of 2001 census is presented in Table 9.<sup>14</sup>

**Figure 9<sup>15</sup>**

| LONDON       | TOTAL POPULATION | PAKISTANI |
|--------------|------------------|-----------|
| Inner London | 2,766,114        | 43,559    |
| Outer London | 4,405,977        | 99,190    |
| Total        | 7,172,091        | 142,749   |

A breakdown of the London population by borough, based on the 2001 Census, shows 10,626 Pakistanis living in Brent and 20,644 living in Newham. But a considerable variation was found between these figures, which were gathered during the literature review, and the results collected during the fieldwork. The difference between the official statistics and the informal estimates of the mapping exercise are shown in the table below:

**Figure 10**

| BOROUGH | OFFICIAL STATISTICS CENSUS 2001 | INFORMAL ESTIMATES |
|---------|---------------------------------|--------------------|
| Newham  | 20,644                          | 30,000             |
| Brent   | 10,626                          | 25,000             |

These informal estimates have been prepared on the basis of figures given by community leaders and members living in these areas.

10 <http://www.statistics.gov.uk/CCI/nugget.asp?ID=764&Pos=3&ColRank=1&Rank=176>

11 State of the Cities Report , 2006, P 23, Deptt for Communities and Local Government

12 [http://www.southasian.org.uk/research\\_popreport\\_app7.html](http://www.southasian.org.uk/research_popreport_app7.html)

13 <http://www.bl.uk/collections/business/asianpoplon1.html#stats>

14 In order to see the distribution of this population per boroughs, refer to tables attached in Annex B.

15 <http://www.bl.uk/collections/business/asianpoplon1.html#i>

## Pakistani Population in the UK

58 out of 75 respondents said that they had some knowledge of various locations where Pakistanis lived in the UK. However, 17 respondents did not answer the question. Locations that were indicated in these responses were in line with the findings of the literature review. These responses helped in pinpointing the exact location of a community in a large city or borough. Although a large number of respondents gave information about the location of Pakistani communities, they failed to provide information on their size: responses gathered in this area were very general.

Below is a list of locations that people identified during the survey as having a sizeable Pakistani population: Birmingham; Bradford; Bolton; Chester; Derby; Dundee; Glasgow; Leytonstone; Leeds; Lea Bridge; Luton; Leyton; Manchester; Oxford; Sheffield; and Ilford. In London the following boroughs were highlighted as having a significant Pakistani population: Tower Hamlets; Barking; Blackburn; Brent; Ealing; Hounslow; Newham; Southall; and Walthamstow.

According to the 2001 Census, the total population of Pakistani origin in Wales and England was 747,285. There is also a significant population of Pakistanis in Scotland, especially in Glasgow and Dundee. No information was found on the Pakistani community in Northern Ireland.<sup>16</sup>

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<sup>16</sup> Source: The British Library <http://www.bl.uk/collections/business/asiandemographics.html>

# Geographical Spread of the Pakistani Community in the UK, 2006



Based on the 2001 Census

## 2 MAPPING EXERCISE OUTCOMES

### CHARACTERISTICS OF RESPONDENTS

The second section of the questionnaire was designed to gather baseline data from each respondent about age, gender, and length of the stay in the UK, as well as about the most popular means of transport and communication.

#### 2.1 GENDER

34 of the 75 respondents were women and 40 were men. One person did not answer the question. This indicates a good gender balance amongst the respondents.

#### 2.2 AGE

Figure 11 disaggregates respondents on the basis of their age. 42% per cent of the total sample of 75 respondents were aged between of 45 and 54, whilst 15 % were between 35 and 44 years old. A further 11% were 65 or older and 4% were in the 25-34 age bracket. 5% were aged 18 to 24. Only 5 % of the respondents were less than 18 years old.

**Figure 11: Age**

| AGE          | NO. OF RESPONDENTS | % OF RESPONDENTS |
|--------------|--------------------|------------------|
| Under 18     | 4                  | 5%               |
| 18-24        | 4                  | 5%               |
| 25-34        | 3                  | 4%               |
| 35-44        | 11                 | 15%              |
| 45-54        | 31                 | 42%              |
| 55-64        | 13                 | 17%              |
| 65 or over   | 8                  | 11%              |
| No answer    | 1                  | 1%               |
| <b>TOTAL</b> | <b>75</b>          |                  |

## 2.3 LENGTH OF STAY IN BRITAIN

Figure 12 shows that length of residence in Britain varies between respondents. Many respondents, 41 to be precise, have been in Britain for ten years or more. Another 13, 17 % of the sample, have been living here for more than five but less than ten years.

**Figure 12: Length of Stay in Britain**

| TIME IN UK              | NO. OF RESPONDENTS | % OF RESPONDENTS |
|-------------------------|--------------------|------------------|
| Less than 12 months     | 0                  | 0                |
| 1 year to less than 3   | 9                  | 12%              |
| 3 years to less than 5  | 11                 | 15%              |
| 5 years to less than 10 | 13                 | 17%              |
| 10 years or more        | 41                 | 55%              |
| No answer               | 1                  | 1%               |

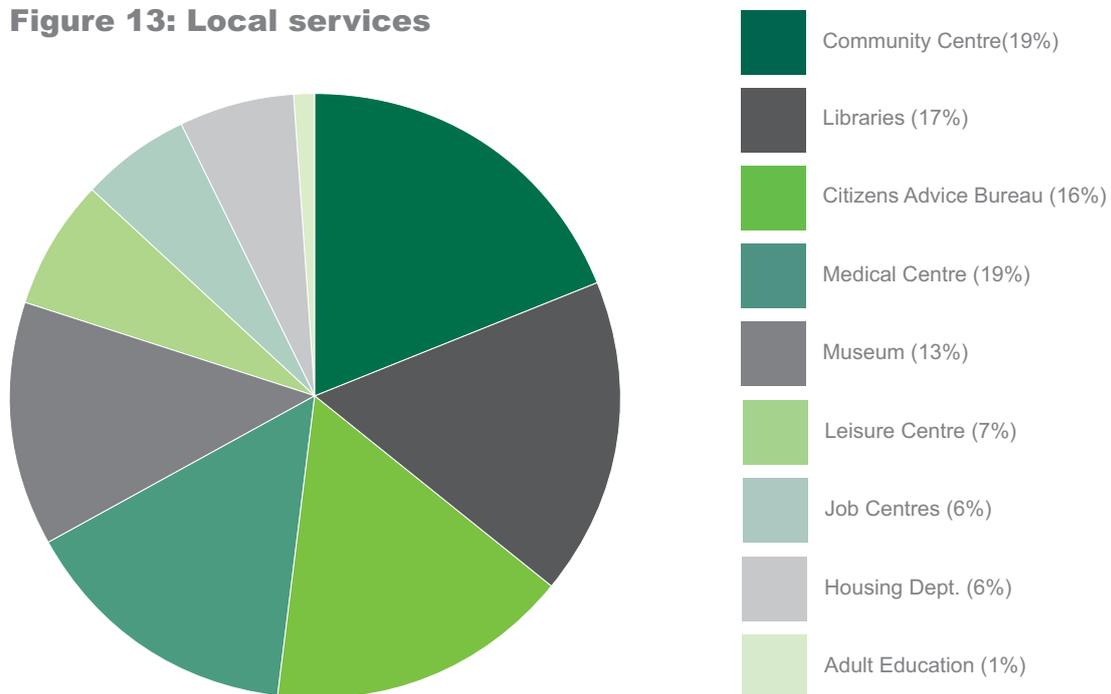
## 2.4 GENERAL INFORMATION ON USE OF TRANSPORT, PHONES AND LOCAL SERVICES

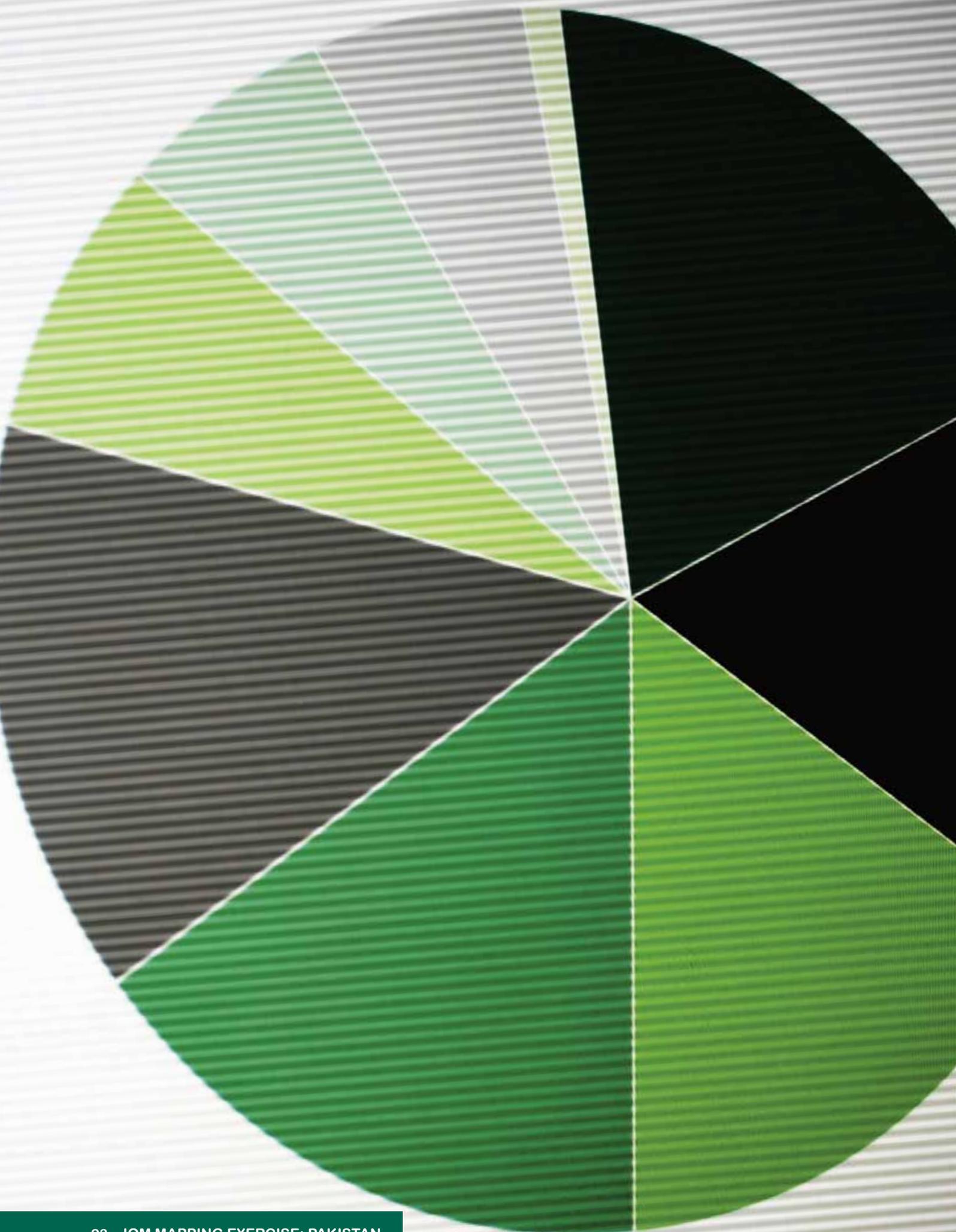
These questions were included to find out where else IOM could advertise its voluntary return programmes in order to have an impact on Pakistanis.

### Local Services

Results in this category showed that people use a wide range of public services. Citizen Advice Bureaux, community centres, libraries, medical centres and museums are the most popular public services. Figure 13 presents the responses received in this category.

**Figure 13: Local services**

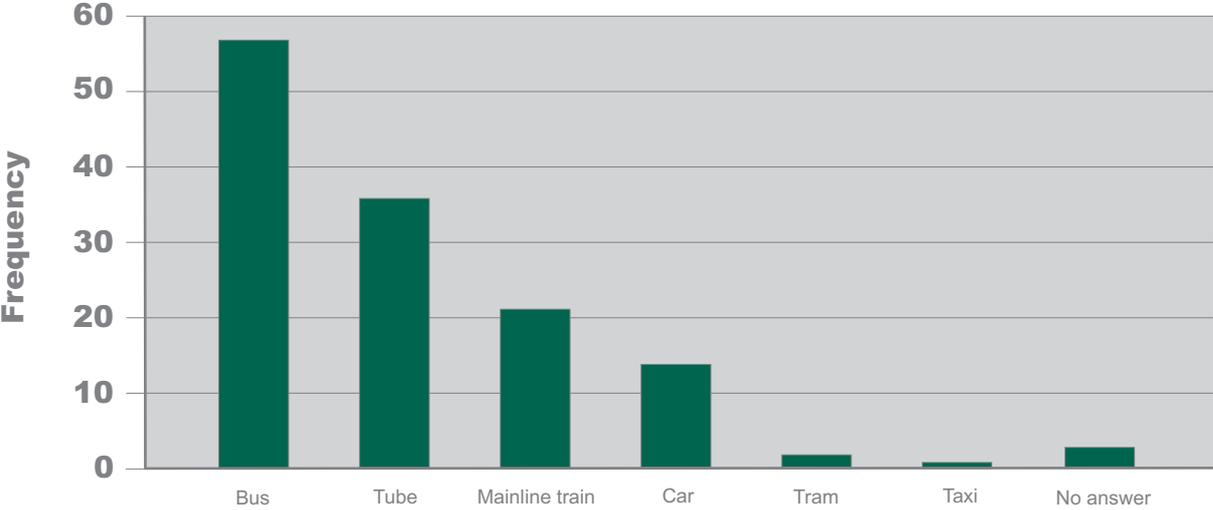




# Means of Transport

Buses are the most often used means of transport. The Underground and mainline trains are also used by a considerable number of people. Responses received in this category are shown in figure 14 below.

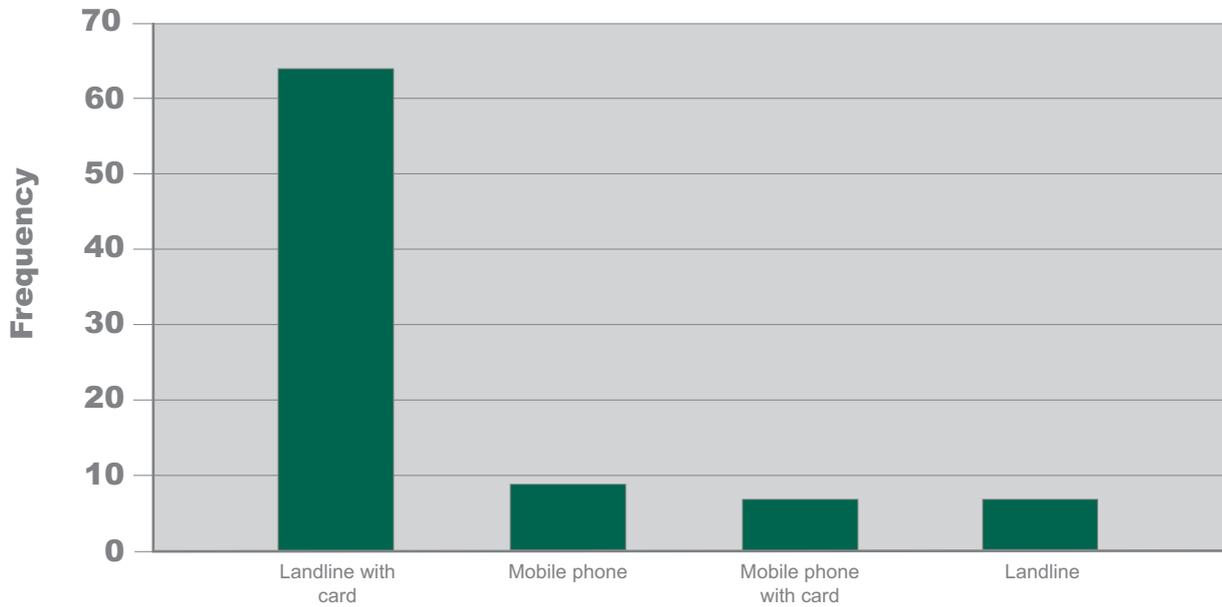
**Figure 14: Transport**



## Phone Calls

Figure 15 records the respondents' preferred method of calling home. Respondents prefer to call from a landline using a discounted international phone card — the cheapest option.

**Figure 15: Phone calls**



## 3 CONSTRAINTS

Given the size of the Pakistani community, the initial target was to collect 100 completed questionnaires but this could not be achieved. Some of the factors which contributed towards this were as follows.

- Some of the people with whom contacts were made during the initial weeks, and who promised to facilitate the fieldwork outside London, took their Easter holiday in April. Work outside London suffered as a result, especially in Birmingham.
- During the course of the mapping exercise, IOM ordered pre-stamped and self-addressed envelopes to facilitate and increase the number of returned questionnaires. However, they were delivered quite late and this had an impact of the number of questionnaires received.
- IOM advertisements appear in the largest Urdu language newspaper published in the UK, *The Daily Jang*. Many contacts were already aware of IOM's voluntary return programme. They appeared reluctant to take part in the mapping exercise.



## 4 CONCLUSIONS AND RECOMMENDATIONS

The Pakistani community in the United Kingdom is characterised by diversity, strong community involvement and strong identification with its culture. The diversity is obvious, given that there is a large population with at least three major linguistic groups<sup>17</sup>. Any strategy aimed at interacting with this community and communicating information to them should keep this in mind.

- IOM should continue to produce information in Urdu and Punjabi because they appear to be the preferred languages of the Pakistani community in the UK.
- A sizeable part of the Pakistani community speaks Potohari as well and its importance should not be underestimated. Like Punjabi, Potohari is not an “erudite” language. It is widely spoken but less often written or read.
- IOM advertisements appear in *The Daily Jang* newspaper, the largest Urdu language newspaper in the UK. Mapping exercise results suggest that it is the most widely read newspaper as well. IOM should continue to advertise regularly in this newspaper.
- IOM should consider advertising in *The Nation*. It is a smaller newspaper but it still has a significant readership and the cost of advertising in it would be cheaper so it would offer better value for money..
- The questionnaire results suggest that television is the most widely and frequently used media in the Pakistani community. IOM should do a cost benefit analysis before choosing which TV channels to place its advertisements with.
- IOM should advertise with *D.M Digital*, the only Pakistani channel based in the UK (Manchester). It operates like a community channel and is available through the SKY Digital satellite.
- IOM advertisements appear on *Sunrise* radio station. This station is listened to by Pakistanis across the UK and IOM should continue to advertise with them. However, the possibilities of advertising with smaller radio stations that have a regional coverage should also be explored. *Apni Awaz* and *Asian Sound Radio* are two such stations.
- Radio programmes on smaller radio stations should also be arranged. IOM already has offers from such stations and it can be an inexpensive way of reaching a large audience. Most of the smaller stations are looking for new programmes, especially if they broadcast 24 hours a day.
- A large part of the Pakistani community does not know how to use the Internet. It does not appear to be an attractive option for disseminating information at present.
- The Pakistani community is a close-knit community and has many active community organisations. IOM should liaise with them and disseminate information about its voluntary return programmes through these organisations. IOM should follow the recommendations included in the list of contacts.

- IOM should consider placing its information and publicity material in public libraries. Many respondents considered libraries a good place for obtaining information.
- IOM should consider displaying its publicity in Pakistani grocery stores and *halal* butchers.
- IOM should explore the placing of advertising on phone cards.
- IOM should try to place its information material in community and medical centres since a large number of people use these services.
- IOM should place its leaflets etc. in community centres run by Pakistani organisations.
- IOM should follow up with those organisations that have shown interest in facilitating IOM's work.
- Most networking and socialising takes place in religious centres and around religious events. IOM should analyse the pros and cons of networking with mosques.

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<sup>17</sup> See Figure 1 of this report

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