



IOM International Organization for Migration



SOUTH AFRICA

MAPPING EXERCISE
LONDON, JUNE 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 OF THE MAPPING EXERCISE, TARGET GROUP AND METHODOLOGY

The aim of the mapping exercise is to identify the main channels of communication and information and the location of potential beneficiaries of IOM's voluntary return programmes, which are open to asylum seekers and irregular migrants. The ultimate goal of the mapping exercise is to help IOM to improve its communication strategies for relevant diaspora communities in the United Kingdom through media articles, radio and television interviews, advertisements and presentations to community groups.

In order to carry out the mapping exercise, IOM designed a questionnaire divided into two sections with a total of 20 questions. This questionnaire protects confidentiality of information since respondents remain anonymous. The first section asks about preferred media channels (i.e. newspapers, radio, TV and the Internet) and other places where South Africans can easily access information or would like to see IOM's advertisements (i.e. transport, local services and commercial sites) as well as the language in which they prefer to receive such information. This section also asked interviewees about the geographic locations and sizes of the South African communities across the UK, as well as sources of information and advice (e.g. community organisations, places of worship and community festivals) that are available to South African communities. This section identifies the most effective places to display IOM posters and distribute other literature, as well as identifying channels of communication with community organisations. The second section gathered specific baseline data from each respondent about their gender, age and length of stay in the UK. The purpose of this section was to help adapt IOM's communication strategy to its audience.

The research phase of the South Africa mapping exercise was conducted between March and June 2008. A trained researcher who is resident in the UK was employed by the IOM as a mapping consultant to undertake this work.

The methodology involved multiple approaches to data collection, including in-depth unstructured interviews, as well as the use of the questionnaires already described. Initially, data was gathered by in-depth interviews with community leaders and other informants who have established themselves in the UK and who are well known within the South African community. They, in turn, referred the consultant to other South Africans and suggested field visits to those places where South Africans work, shop or gather. Further interviews were scheduled and visits were subsequently made to some of these places. Most fieldwork visits took place in London. Interviews and questionnaires revealed that there are South African communities in other parts of country, including Oxford, Birmingham, Brighton, Bristol, Guildford, Manchester, Reading, Glasgow, Edinburgh and Cardiff. Research indicates that the geographical spread of South Africans in the UK is vast.

In total, IOM collected 50 questionnaires from South African nationals coming from a wide range of backgrounds and living across the country. All the questionnaires were completed by the mapping consultant during in-depth interviews or informal sessions where South Africans gather, such as churches, shops and the waiting rooms of community organisations.

The mapping consultant was careful to ensure a broad sampling range in terms of gender, place of residence and racial and linguistic background. This was done to ensure some degree of representation. However, it is important to note that the data in this report should not be read as statistically representative of all South Africans in the UK.

In-depth interviews were conducted with key community informants. All the interviews were carried out in English.

This report includes tables and charts with all the questionnaire results. It presents recommendations on how to communicate more effectively with the South African community. In addition, IOM has created an extensive contact list, which merges data gathered directly from completed questionnaires with information provided by community leaders during in-depth interviews. This confidential document will be used by the IOM Information team to disseminate information on voluntary return programmes to interested South Africans in the UK.

1 SOUTH AFRICANS IN THE UK

1.1 OVERVIEW OF THE SOUTH AFRICAN COMMUNITY

South African migration to the UK dates back to the nineteenth century. As a member of the Old Commonwealth, migratory circuits connecting South Africa and the UK have long been active. South African immigration into the UK peaked after the political instabilities of apartheid.

South Africans fleeing the turmoil of apartheid in search of political asylum, education, professional training and generally better employment and living conditions perpetuated White, and to a lesser extent, Black, Indian and Coloured migratory flows and settlements across the UK. Recent South African emigration has been significantly associated with a 'brain drain' of South African professionals, particularly in health care.

According to the 2000-2004 Labour Force Survey new South African immigrants in the UK are likely to be younger than the British average. South African immigrants have the sixth highest employment rate comparing to other nationalities, with 81.5% in work.

A study by the Institute for Public Policy Research found that South Africans are performing substantially better than any other African group in the UK. Their high levels of education, employment and annual earnings suggest that in general South Africans fare similarly to immigrant groups from Canada, Australia, New Zealand and the United States. 18.4% of South Africans working in the UK earn more than £750 a week. On the other hand, 15% of South Africans earn only £149 a week and are regarded as low-income earners. Amongst this group it is estimated that a sizable portion are likely to be potential beneficiaries of IOM programmes.

The 2001 census reveals that there are approximately 140,000 South African born residents in the UK. Unofficial sources within the South African business community, such as the SA Business Club, SA Times and TNT, estimate there are between 700,000 and 1.5 million residents. Although there are discrepancies between official and unofficial sources, informants from London's Commonwealth Club, interviewed during the 2008 South Africans in Britain Symposium, believed there are between 400,000 and 600,000 South African born people in the UK.

In line with general population trends, newly arrived South Africans continue to settle in already established community enclaves. South Africans can be found dispersed across almost all major cities in the UK where economies are strong. However, they are concentrated in the Greater London Area. It is estimated that half of the total population of South Africans in the UK live and work in London. South Africans working in the UK are likely to apply for permanent residence and the majority expect to apply later for British citizenship. Like many other diaspora communities in the UK, South Africans are likely to send earnings home and to have significant professional and financial links with South Africa. Approximately one-third of them hold assets in South Africa.

1.2 GEOGRAPHICAL LOCATION AND SPREAD OF THE SOUTH AFRICAN COMMUNITY

According to the mapping questionnaires and the in-depth interviews with key informants, most recent arrivals concentrate in the Greater London Area. Nevertheless, residents are dispersed across major cities in the country. They include: Birmingham; Brighton; Bristol; Guildford; Manchester; Cambridge; Oxford; Berkshire; Surrey; Glasgow; and Edinburgh (see figure 1 below). These communities are not static and continue to change in form and geography. The following are projected population estimates and were provided by community informants.

Figure 1: Newspapers Readership

| Location | Population (est.) |
|------------|-------------------|
| Reading | 1,000 |
| Birmingham | 2,500 |
| Brighton | 2,500 |
| Bristol | 3,500 |
| Cambridge | 2,500 |
| Edinburgh | 500 |
| Glasgow | 1,000 |
| Guildford | 2,000 |
| London | 200,000-300,000 |
| Manchester | 5,000 |
| Oxford | 2,000 |

Geographical Spread of the South African Community in the UK, 2008



The above figures are based on estimates supplied by community leaders.

a. Main Areas of Residence for South Africans in London

London has by far the highest concentration of South Africans, although exact numbers are unknown. Informants suggested that there are between 200,000 and 300,000 South Africans living in London at present. Most South Africans concentrate in west London, west inner London and in outer London. Other clusters include Bermondsey, Poplar and Leytonstone. Figure 2 offers a breakdown of the London areas where significant numbers of South Africans are known to live.

Figure 2:

| Area | Population (est.) |
|----------------|-------------------|
| Canada Water | 3,000 |
| Canary Warf | 2,000 |
| Finchley | 1,500 |
| Fulham | 2,000 |
| Hampstead | 4,000 |
| Leyton | 3,500 |
| Leytonstone | 5,000 |
| North Finchley | 2,000 |
| Putney | 5,500 |
| Wimbledon | 3,000 |
| Waltham Forest | 2,500 |
| Merton | 2,000 |
| Wandsworth | 5,000 |
| Ealing | 2,000 |
| Southwark | 1,500 |

1.3 COMMUNITY GROUPS AND OTHER ORGANISATIONS

Respondents were asked where they go for help, advice and support. 40% go to family and relatives; 22% answered that they would go to their local church. 27% go to the Internet and 11% use another source.

Figure 3: Most Frequented for Help

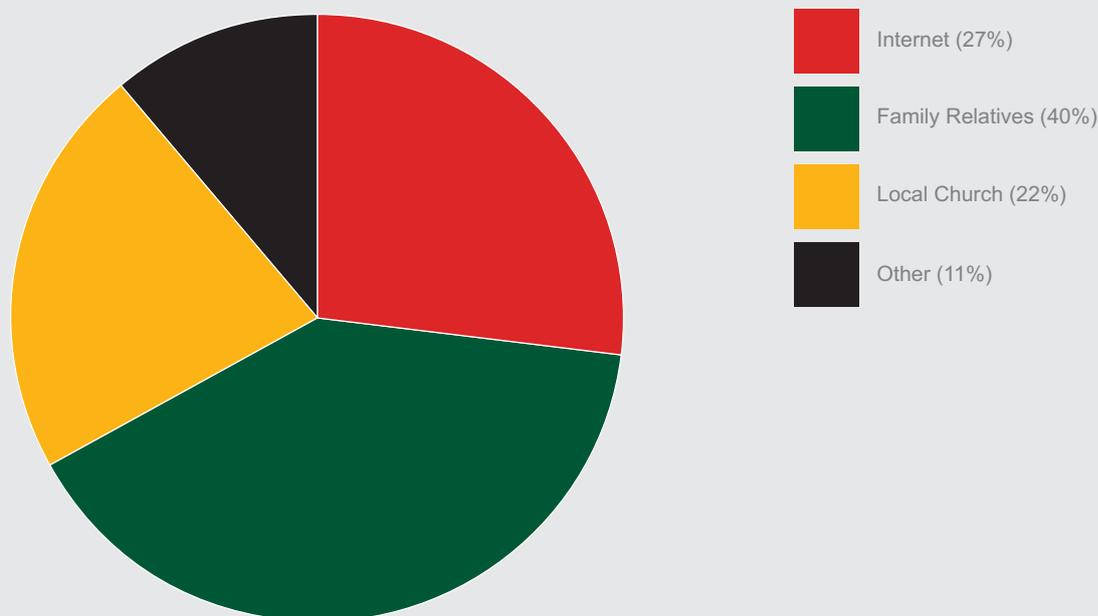


Diagram also illustrates how important the church is within the community. Although South Africans are very active, they do not necessarily frequent local community centres. Apart from church, the Internet is the best way for them to communicate and seek advice or help from other community members and organisations.

a. Community Organisations

Respondents were also asked which South African organisations they knew or were active members of. South Africans tend not be involved in any conventional groups or societies (SA Business Club proved to be an exception). Nevertheless, South Africans make up for this by their extensive use of on-line South African chat rooms, forums and web-sites. The only place they are likely to meet “in-person” regularly is at church or, for major sporting events, at a neighbourhood sports bar, like the Bok South Africa Bar, the ZULU Bar, the Aardvark Bar or The Shebeen. Respondents also reported occasionally attending community events and celebrations but gave them less emphasis.

b. Places of Worship

A significant number of respondents in this study proved to be religious. The majority attended Christian services affiliated to existing churches in South Africa. South Africans in the UK are likely to identify themselves with the following churches: Roman Catholic; Dutch Reformed; Pentecostal; Methodist; and Anglican churches. A very small minority is Hindu or Muslim. It is suggested that, for example, SA Gemeente in London attracts over 500 South Africans to their weekly services. The following are major religious centres identified by the respondents:

| Denomination | Language | Church |
|---------------------------|-------------------|--|
| Dutch Reform Church (DRC) | Afrikaans | SA Gemeente, London |
| Dutch Reform Church (DRC) | Afrikaans | APK Londen, South Woodford & Southfields |
| Evangelical | English/Afrikaans | SA Evangeliese Kerk, Wimbledon |
| Christian | English | The Vineyard Centre, Surrey |
| Methodist & United Reform | English | URC, Ealing Green |
| Christian | English/Afrikaans | Canada Water Kerk |
| Christian | English | Every Nation, London London |

c. Community Festivals

Respondents said that they occasionally take part in events when South African based artists perform in London. However, they rarely attend or know of events that are actively celebrated across the community, apart from major sporting events. The South African High Commission in London organises events for national celebrations like Freedom Day but none of the respondents in this study claim to have ever participated in them or to have been aware of them.



2 MAPPING EXERCISE OUTCOMES

CHARACTERISTICS OF RESPONDENTS

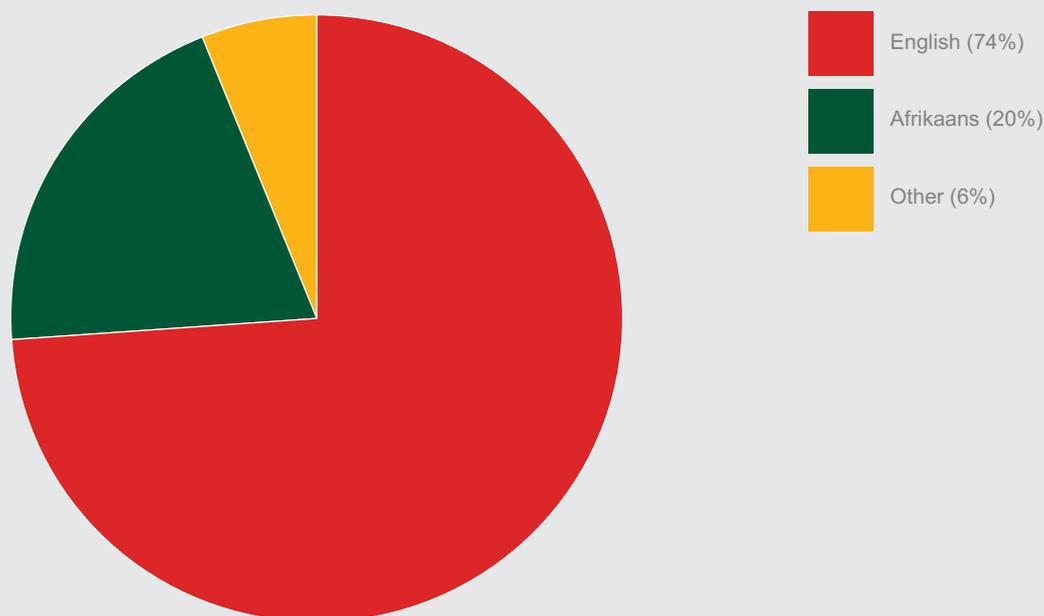
2.1 MEDIA

This section explores: the most common media sources accessed by the South African community in the UK; the languages they prefer when they access information; and how often they make use of different media sources (i.e. print media, television, radio and the Internet).

Media Comprehension

Respondents were first asked in which language they best understood information presented by the media, whether written, on the radio or on television. The majority of respondents feel confident of understanding print media (newspapers and leaflets) and television in English. 20% of respondents preferred Afrikaans and 6% identified another language. However, everyone interviewed in the study communicated with the mapping consultant in English without difficulty.

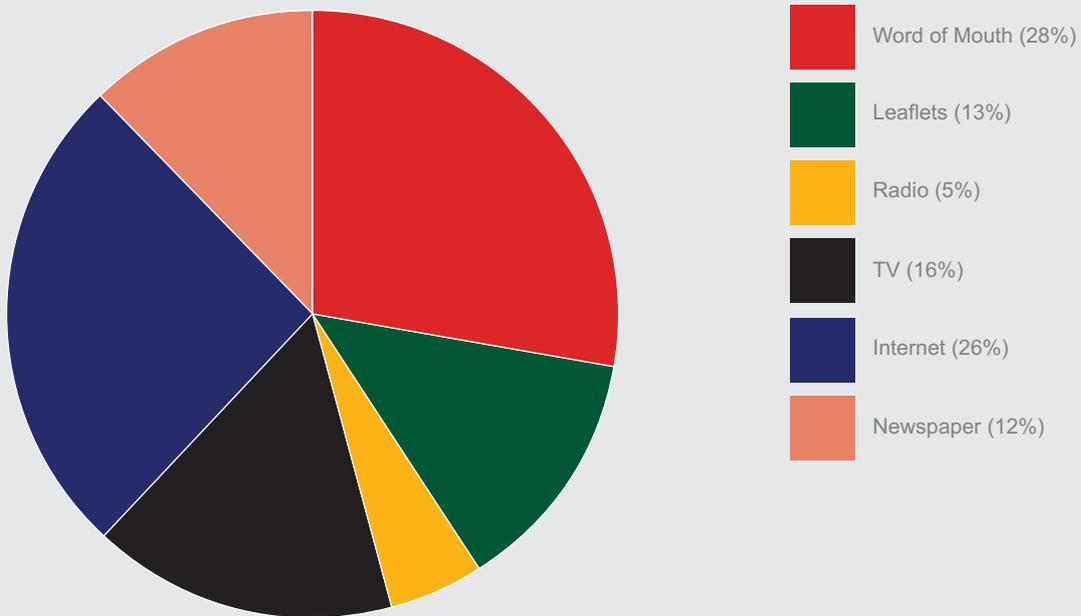
Figure 4: Preferred Language of Media



Information Sources

When respondents were asked what their most common information sources were, the majority relied on word of mouth, followed by the Internet and television. 12% read newspapers and 13% read leaflets; only 5% listened to the radio.

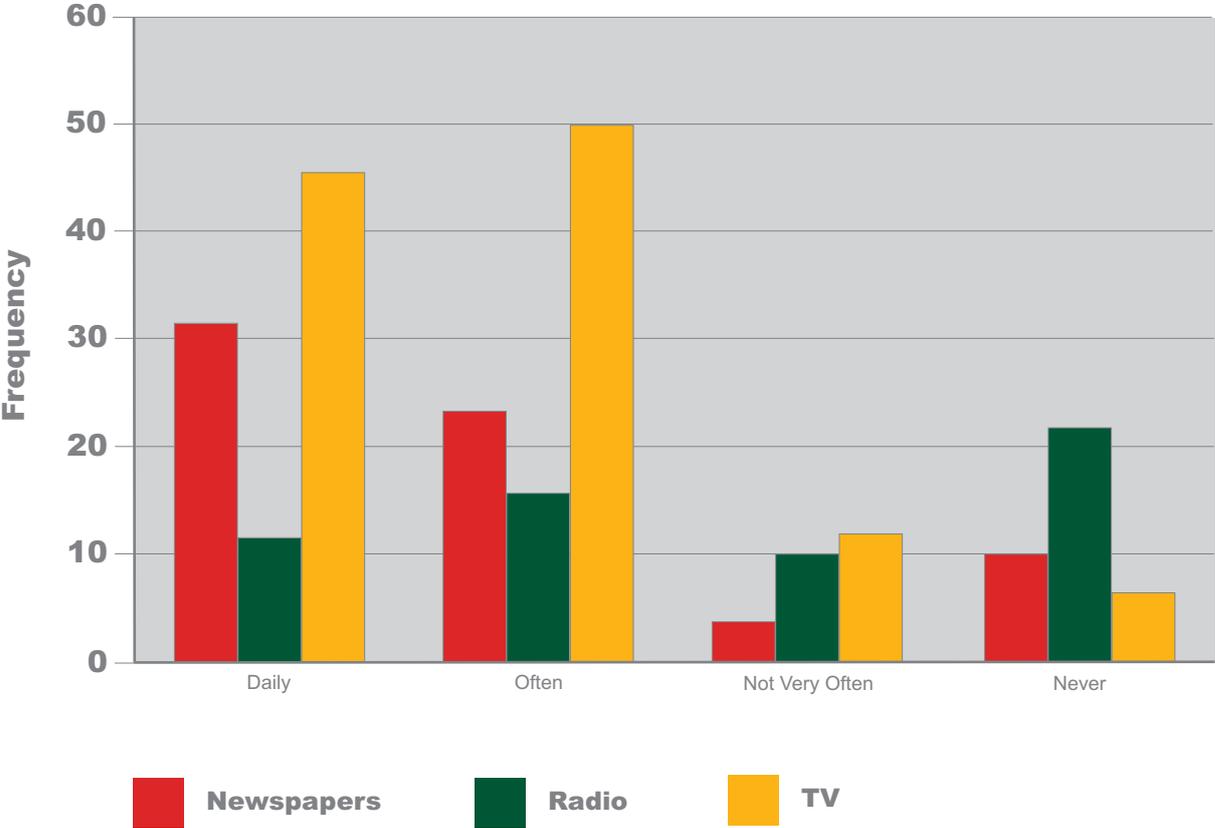
Figure 5: Most Common Source of Information



Frequency of Media Consultation

Most respondents watch TV or read newspapers either daily or often. Radio is considerably less popular.

Figure 6: Television



Newspaper Readership

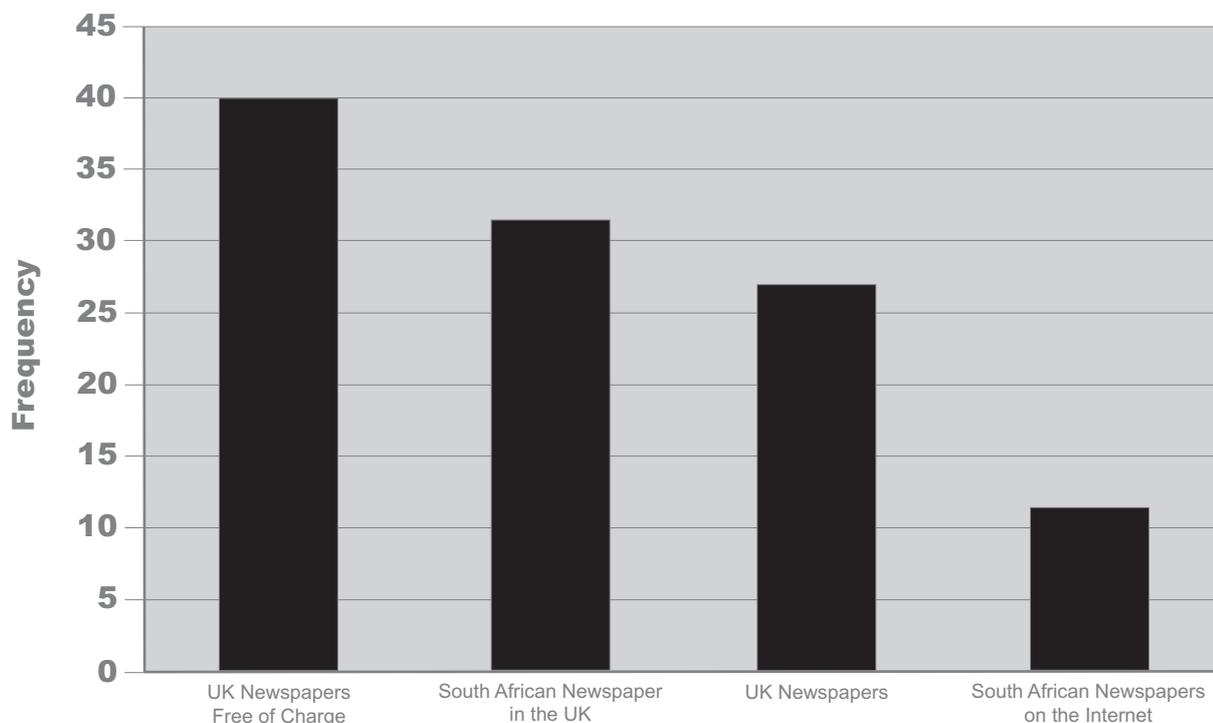
Respondents were asked which newspapers they read most often. Their responses can be grouped into four categories: South African (UK) newspapers; South African (SA) newspapers (accessed on the Internet); UK newspapers (free of charge); and other UK newspapers. Figure 7 below shows the newspapers cited by respondents that correspond to these categories. All are published in English, except for *Die Burger* which is published in Afrikaans.

Figure 7

| Category | Language | Newspapers |
|--|----------|---|
| South African (UK) newspapers | English | TNT, SA Times, The South African, SA Promo |
| South African (SA) newspapers (accessed on the Internet) | English | Mail & Gardian, Business Day, the Mercury, Die Burger |
| UK newspapers (free of charge) | English | Metro, London Paper, London Light |
| Other UK newspapers | English | The Sun, The Guardian, The Times |

Figure 8 suggests that nearly all respondents read the UK free-sheet newspapers distributed across London, in particular *Metro* or the *London Paper*. Equally important, yet with a slightly lower readership, are South African newspapers published in the UK, which ranked almost equal to the readership of priced UK newspapers. Just over 20% of respondents claim to read South African newspapers on the Internet.

Figure 8: Newspaper Readership



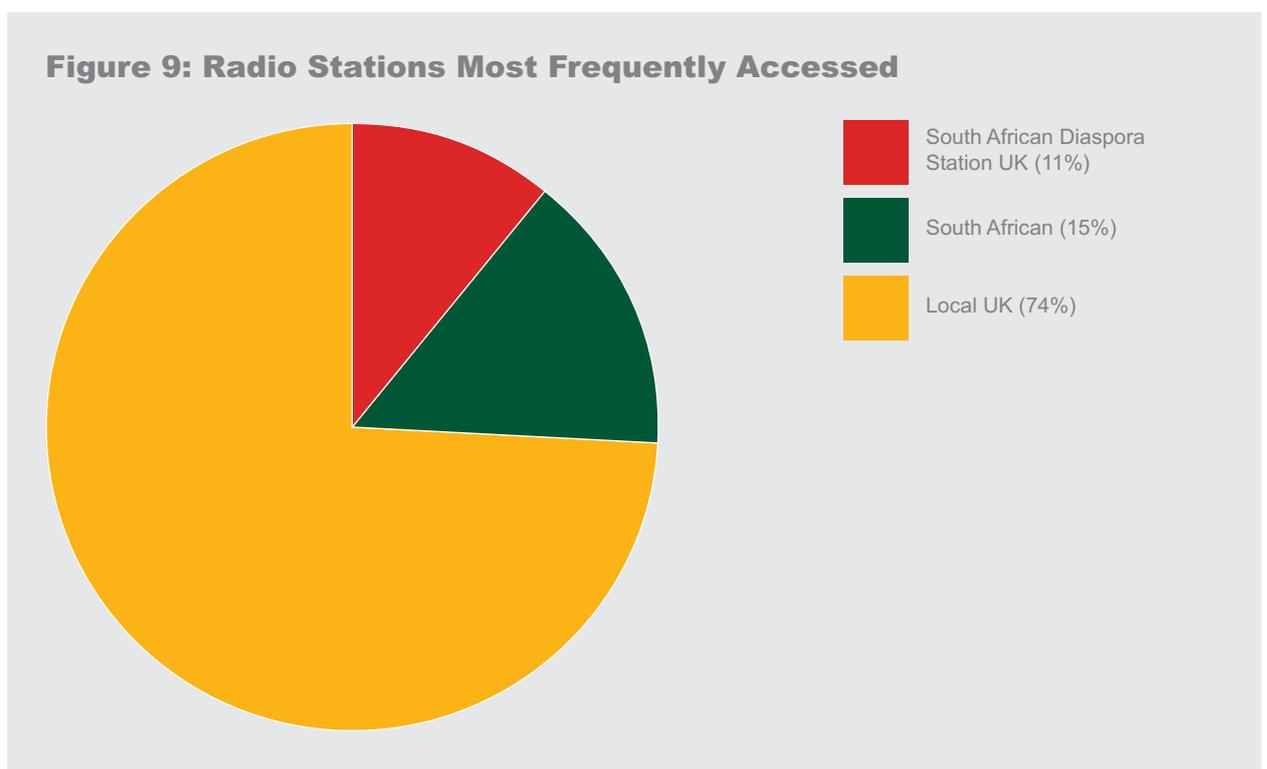
Informants explained that South African newspapers in the UK are growing in number, with more and more readers. *SA PROMO* is among one of the more recent up-and-coming newspapers and e-news newspapers. *The SA Times*, for example, claims to publish over 80,000 copies weekly, which are distributed country-wide. It is also reported that new newspapers are emerging and taking advantage of the diaspora's access to the Internet.

Other Publications

Magazines and newsletters were not as popular as newspapers. Informants did suggest that popular South African magazines include the *SA Mag* and on-line magazines/newsletters from various sources, such as the *SA Business Club*, *Jislaaik*, *Kaekapakae*, *Voetsek*, *Sanza*, *Slapchip*, *Saffers Unite*, *Aardvark*, *Black Pepper*, *South Africa UK* and *Yebo Africa*. Only a minority of respondents claimed to read magazines in a language other than English.

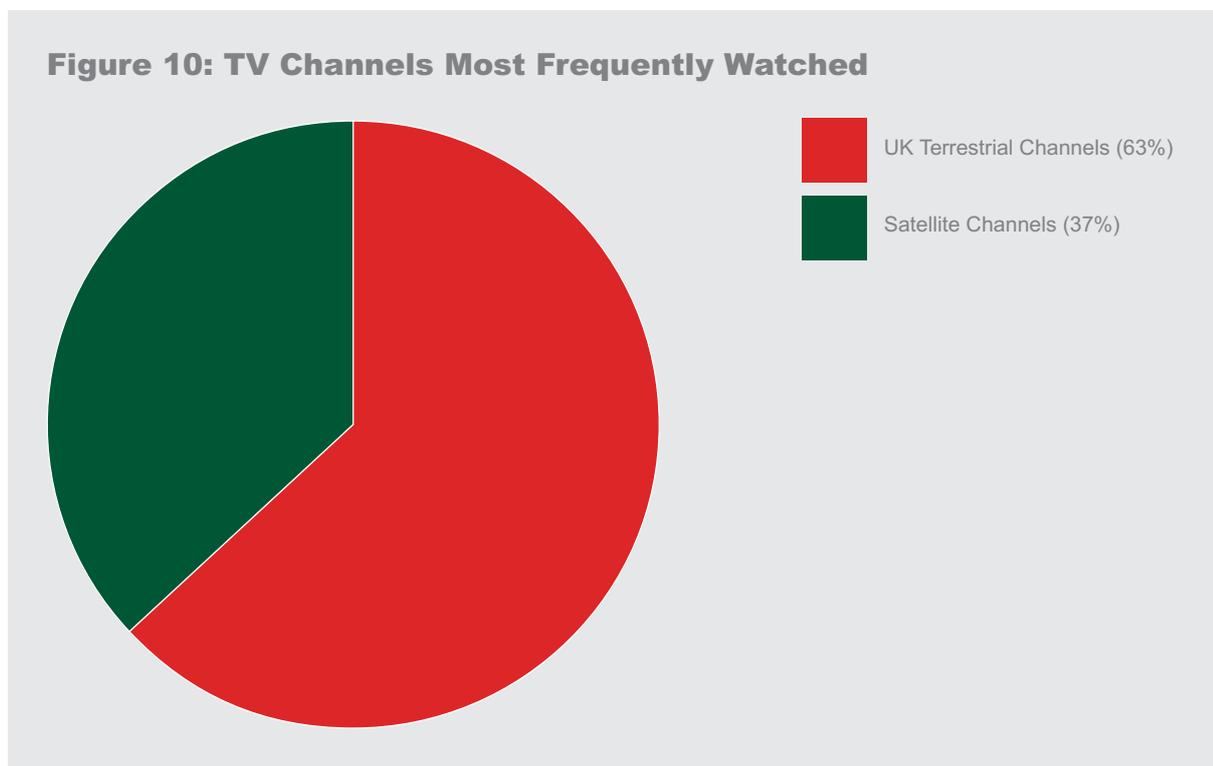
Radio

The study suggested that few South Africans listen to the radio regularly and that those who do listen to local UK radio stations, e.g. *Heart*, *Capital*, and *Magic*. Local areas where South Africans are concentrated are also likely to cater for a South African audience (for example there is *106.0 Jack AM* in Oxfordshire). Respondents did report some South African based radio stations that they occasionally listen to online, such as *Algoa Radio*, *Radio Pretoria* and *Metro FM*. Few respondents said they listened to UK radio stations directed at Africans, like *Voice of Africa 94.3 FM* or *BBC Africa*.



Television

All respondents said that they watched television regularly, especially UK terrestrial channels. 37% of respondents also watched television on cable or Sky.



Internet

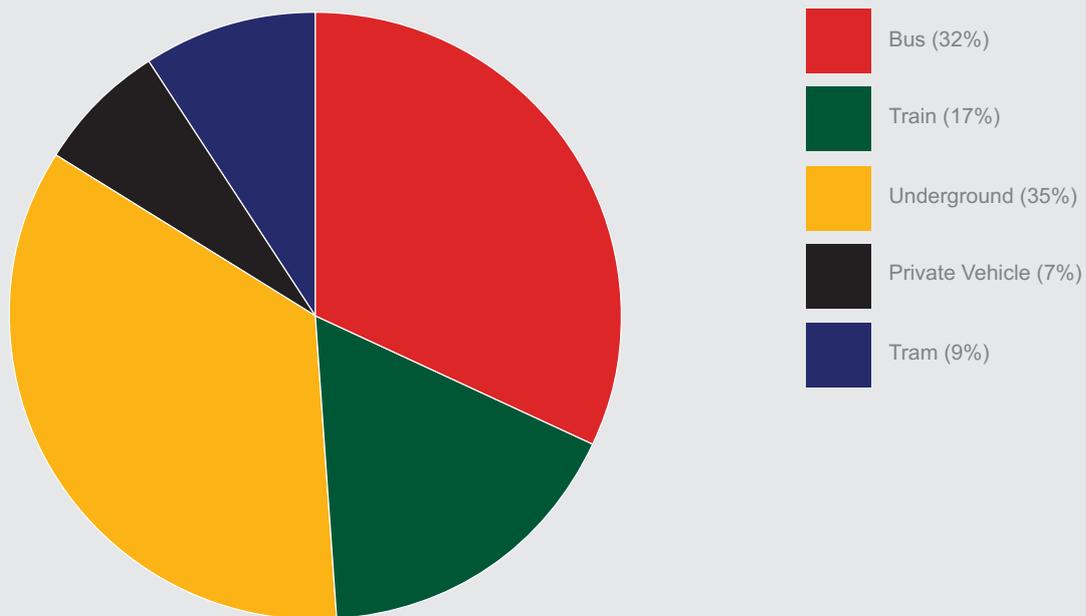
The Internet emerged as a very popular medium for obtaining information and keeping in touch with relatives back home. South Africans have been described by informants as being very active on the Internet. Proof of this is the abundance of UK-based South African chat rooms, forums and services traditionally obtained over the counter. Such services include everything from legal, housing and health advice to Citizens Advice Bureaux and libraries. A significant number of respondents said they access the Internet from home or work; only a minority reported going to Internet cafes.



2.2 USE OF SERVICES

Respondents use multiple methods of transport. Respondents often work in the city and they explained that private vehicles were less convenient. The majority of respondents said that they preferred using the Underground and buses as their main means of transport. For some respondents, the tram is also convenient. In all cases, transport was assessed in terms of work convenience rather than cost.

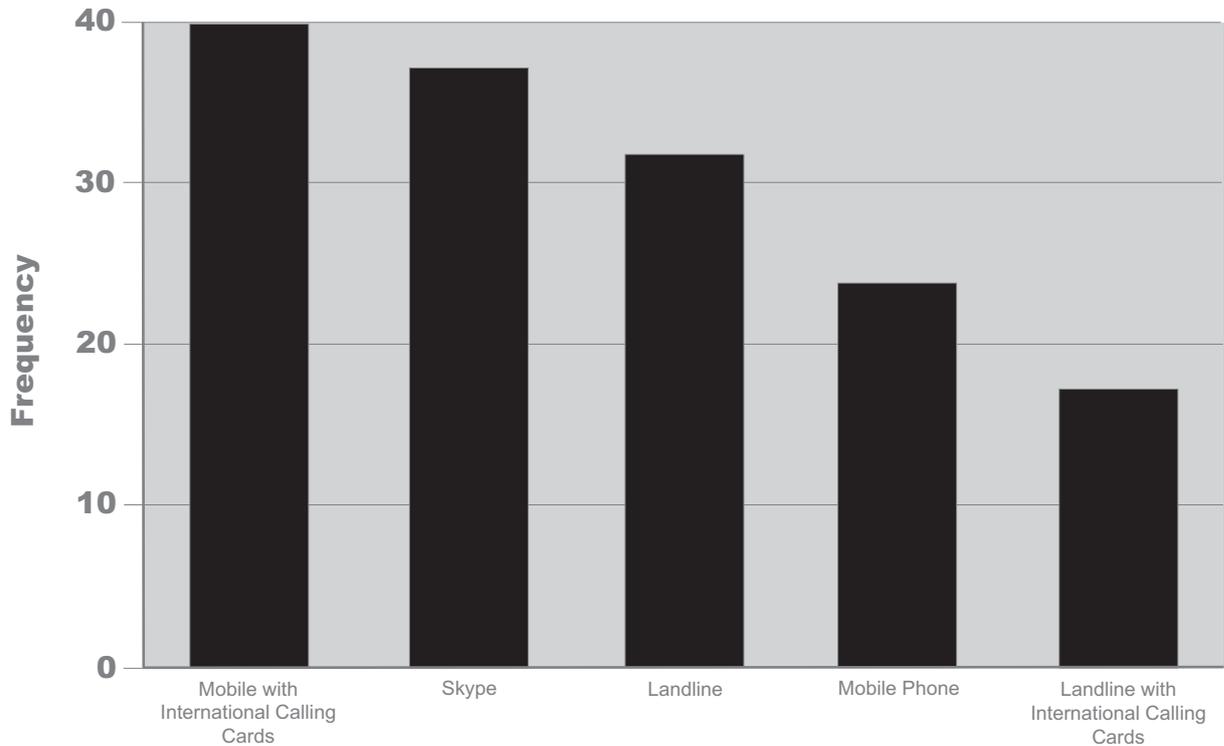
Figure 11: Most Frequently Used Means of Transport



Phone Calls

Respondents were asked how they make telephone calls to relatives and friends in South Africa. Figure 12 shows that the highest proportion of respondents use mobile phones with international phone cards or Skype, an Internet based phone service. Landline, mobile phone and landline with a phone card followed, in that order of popularity

Figure 12: Means of Telephone Communication

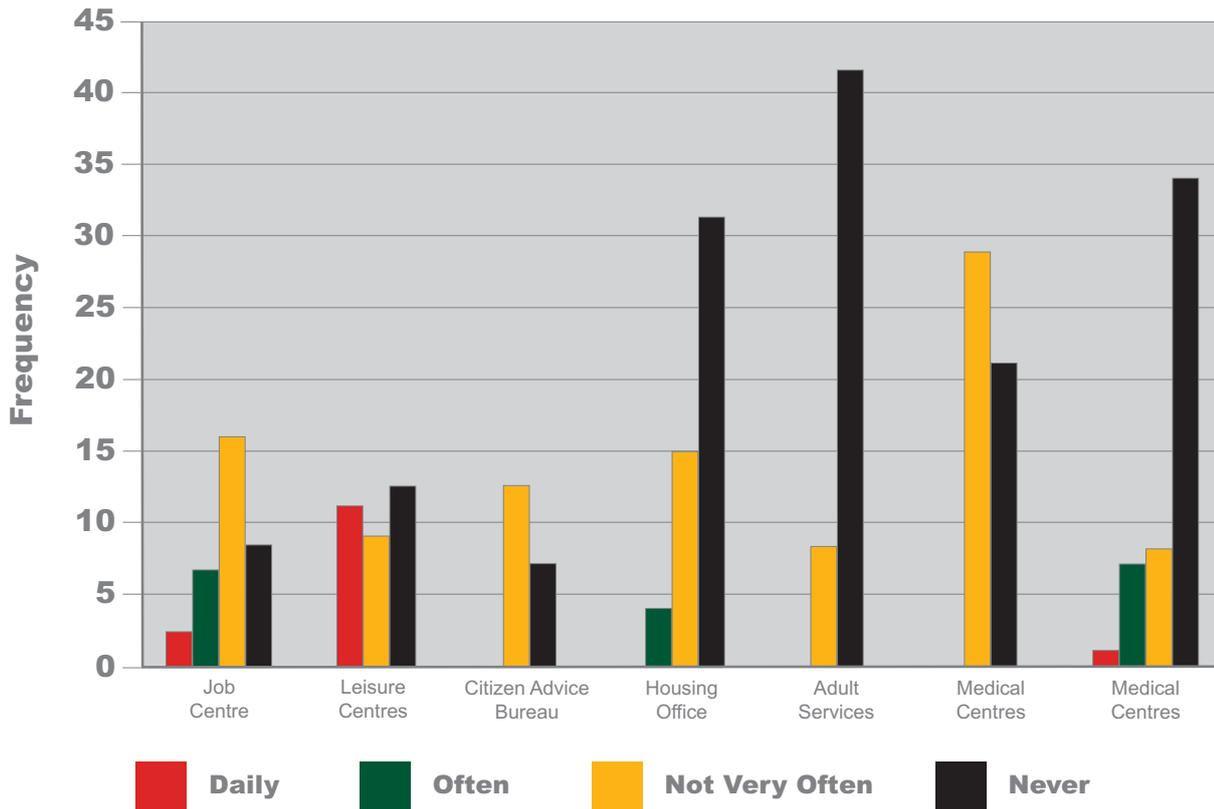


Respondents are well connected to the Internet and it is not surprising that Skype should be reported as being the most common means of communication with relatives abroad

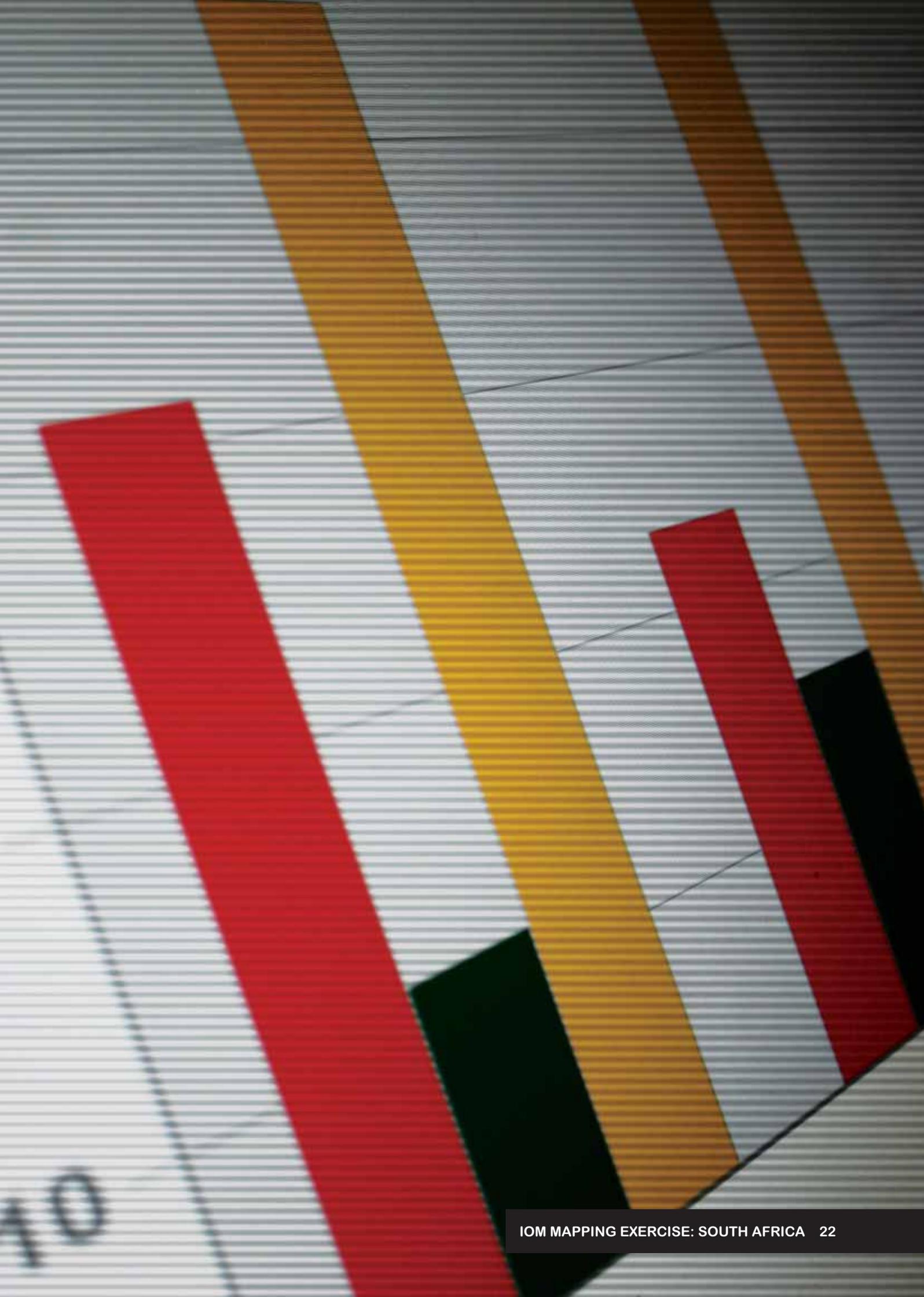
Local Services

Respondents were asked how frequently they use local services. The list of options included: Job Centres; leisure centres; Citizens Advice Bureaux; housing offices; social services; adult services; medical centres and libraries. A few people use Job Centres and leisure centres frequently. Some respondents also use housing offices and libraries often, although many more people never use them at all. None of the respondents said they ever used adult services, medical centres or Citizens Advice Bureaux.

Figure 13: Television

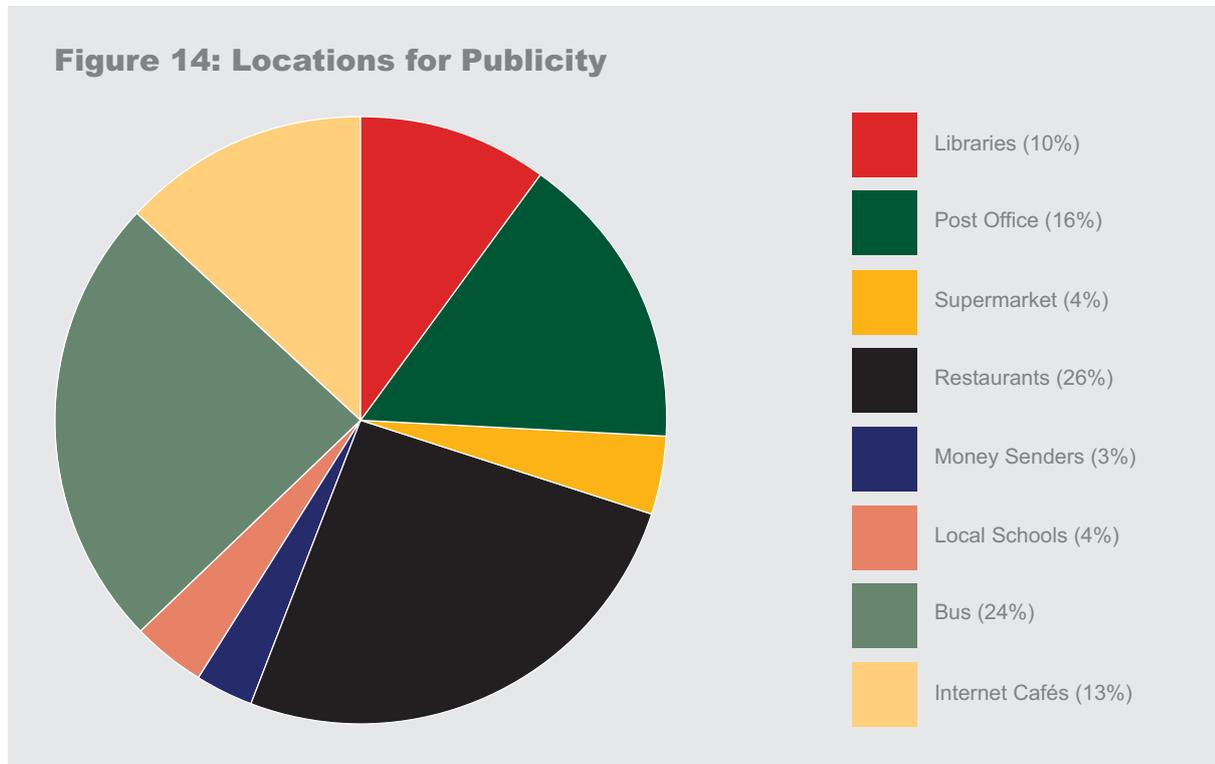


It would be worth investigating the extent to which the same services are accessed on South African websites that provide the same services as those offered by local authorities. This might explain why a significant number of respondents answered “never” for certain categories.



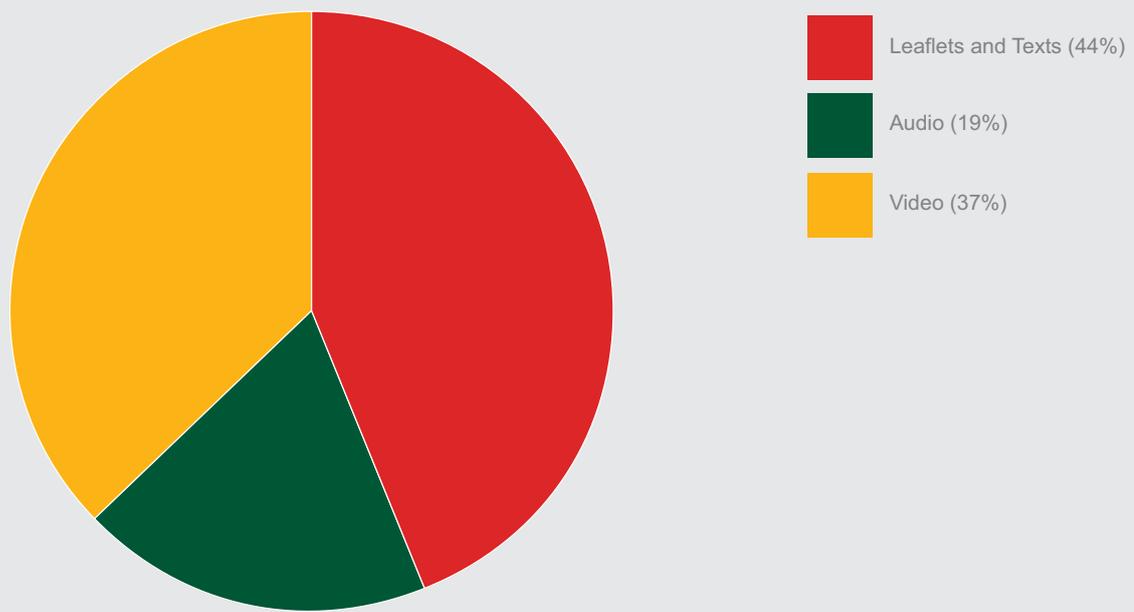
2.3 PREFERRED SOURCE OF INFORMATION

Respondents were asked where they preferred information to be publicised and in what formats – text, audio or video. Figure 14 shows that there are many locations for publicity which would be welcome by the respondents. Publicity in restaurants received most approval (26%), followed by support for using buses (24%), post offices (16%) and Internet cafés (16%). However, several other locations such as schools, libraries, and money transfer agencies were also recommended.



The consensus amongst key informants during the in-depth interviews was that IOM should publicise their programmes where South Africans have informal contacts, such as churches, shops and restaurants. This would be particularly useful in, for example, north west London, where there is a sizable concentration of South Africans. Further suggestions included publicity on the South African websites, chat rooms and forums listed in previous sections. It would also be valuable to approach various other electronic newsletters and papers that are more widely disseminated, e.g. *SA Times*, *TNT*, *The South African*. The majority of respondents preferred to receive information in leaflets, followed by video and (somewhat less often) audio, as illustrated in figure 15.

Figure 15: Recommended Format for Publicity



However, some respondents said that, although they felt comfortable speaking in English, receiving material in Afrikaans made it more likely that they would pay extra attention to the advert. These materials should be published both in “pocket” and in medium sizes. It was also important for client confidentiality to be safeguarded. As with other IOM mapping exercises, respondents suggested that booklets with complete information about the IOM programmes, including a section of FAQs, should be made available in the reception rooms of, for example, churches. They should also appear on selected web-sites like *Sanza* and *Saffers Unite*.



3 MAPPING EXERCISE OUTCOMES

DEMOGRAPHIC INFORMATION

The second section of the questionnaire was designed to gather baseline data from each respondent, such as age, gender and length of stay in the UK. The main purpose of the final section of the questionnaire was to target future information and marketing strategies to IOM's audience.

3.1 GENDER

Out of 50 respondents, 29 were men (58%) and 21 were women (42%). The Institute for Public Policy Research estimates that 48% of South Africans in the UK are men and 52% women.

3.2 AGE

Figure 16 shows that the majority of respondents were between 18 and 34 years old (60%). The Institute for Public Policy Research estimates that 11% of South African-born in the UK are under the age of 15, 20% are 16-24, 46% are 25-44, 17% are 45-64 and only 6% are 65 or above. The average age is 34. Indeed, South Africans in the UK represent one of the youngest immigrant population groups in the country

Figure 16: Age

| Age group | Number of respondents | Percentage |
|-------------|-----------------------|------------|
| Under 18 | 3 | 6% |
| 18 -24 | 17 | 34% |
| 25 – 34 | 23 | 46% |
| 35 - 44 | 6 | 12% |
| 45 - 54 | 1 | 2% |
| 55 - 64 | 0 | 0% |
| 65 and over | 0 | 0% |
| No Answer | 0 | 0% |

Total: 50

3.3 LENGTH OF RESIDENCE IN THE UNITED KINGDOM

Figure 18 shows that the majority of South Africans in the mapping exercise have been in the country for less than five years.

Figure 17

| Length of residence in Britain | Number of respondents | Percentage |
|---------------------------------------|------------------------------|-------------------|
| Less than 12 months | 18 | 36% |
| 1 years but less than 3 | 19 | 38% |
| 3 years but less than 5 | 8 | 16% |
| 5 years but less then 10 years | 5 | 10% |
| 10 years or more | - | 0% |
| No answer | - | 0% |

4 CONSTRAINTS

The South African mapping exercise went well, bearing in mind the short period of time available for the task. Responses from the respondents and interviewees were adequate for providing a general feel for the South African community in the UK. This section highlights the challenges and constraints experienced in three areas: the structure of the community; perception of IOM programmes; and the structure of the questionnaire.

a. The Community Structure

With communities dispersed across the UK and with a total population amounting to just over 500,000, the greatest challenge was trying to keep the study relatively reliable and representational. With an allocated time of roughly three months, it was impossible to conduct thorough interviews in every major enclave in the country, let alone in all the London boroughs in which South Africans reside. Consequently, the study's sampling method remained concentrated in the south western areas of London, where there is the largest concentration of South Africans in the UK. Lastly, the members of a local church congregation were interviewed and this may have somewhat distorted the answers from respondents overall. A disproportionate number of the respondents in the study may have answered that they particularly looked to the church for help with social issues because they were regular church goers.

In addition to the size and geographical spread of the community, it appears, in general, to be racially and ethnically separated internally. This is not at all dissimilar to the ways in which communities are divided in South Africa. The representation of historically disadvantaged South Africans was, in this mapping exercise, significantly eclipsed by the voices of White, Afrikaner and Anglophone respondents. This was a product of the "snowball" sampling method adopted. Furthermore, though there are thought to be fewer Black, Coloured and Indian South Africans in the UK, the recording of demography in the UK is organised in such a way that it prevents researchers from identifying different racial groups within the South African community.

b. Perception of IOM Programmes

During the mapping exercise, a number of South African organisations expressed a negative perception of the IOM. This was due to miscommunications or lack of knowledge about IOM programmes associated with the experiences of Zimbabweans, who share close ties with South Africans. None of the informants were aware of any previous South African beneficiaries.

It became obvious that something needed to be done in order to overcome being perceived as a kind of policing authority associated with the Home Office. In many cases it involved building rapport. Building confidence amongst community members required a committed and regular presence in places where individuals could approach the mapping consultant in less formal and hurried circumstances and in their own time.

A number of South Africans expressed an interest in the IOM programmes. However, few went that extra step to learn more. This is because the majority of respondents felt that the IOM programmes did not apply to them personally. Despite this, some did say that they knew of someone who could benefit from them.

c. Formulation of the Questionnaire

The standard twenty question questionnaire used in the mapping exercise proved a little difficult for respondents to answer without assistance. The questionnaire took respondents over ten minutes, on average, to complete. Moreover, because questionnaires were initially distributed, for example, in churches during tea breaks, many respondents who participated felt as if the questionnaire were encroaching on their very limited social time. The South African respondents interviewed in the study were very busy individuals who cherished the little time they had to socialise with others in the community. On the other hand, it was the perfect place and time for the mapping consultant to access large groups of South Africans. As a result, some respondents would rush through the questionnaire without giving it the attention it deserved. Consequently, many respondents would leave questions incomplete. It became clear that the best way to ensure that respondents completed the questionnaire effectively and quickly was to assist them in doing so. Reading out the questions for them and filling in their answers produced better questionnaires and more cooperative respondents.

The option of allowing respondents to take questionnaires home, and bring them back or mail them once completed, proved to be unreliable and time consuming. In addition, respondents were not always the best informed individuals with regard to the geography and size of the South African communities. Many respondents had only a basic knowledge of the broader community but could easily answer more personalised questions.

Focus group interviews are highly recommended as a way of improving the information elicited from individual questionnaires, which, by their nature, are impersonal and limited.

5 CONCLUSIONS AND RECOMMENDATIONS

a. Main Considerations Whilst Communicating IOM Programmes

Research undertaken during this mapping exercise revealed that there are a number of specific factors that have to be considered when communicating IOM programmes amongst the South African community:

- The development of two new sets of questionnaires, i.e. a shorter one for wide and easy distribution and a longer more in-depth questionnaire for one-on-one interviews with key informants.
- Widely distributed questionnaires should aim to elicit individual information from the respondents rather than prompt the respondents to make sweeping uninformed generalisations about the broader community.
- In-depth questionnaires designed for key informants should illicit more analytical information directed toward broader trends within the larger communities.
- South Africans are not new immigrants and have shared historical ties with the UK for several centuries. However, South Africans began immigrating in large numbers in the latter half of the 20th century following various political pressures in South Africa.
- It is estimated the roughly half of the 600,000 South Africans in the UK reside in the Greater London Area, concentrated in the north and south west of London.
- In general, the vast majority of South Africans hold work permits. They are people with the right to settle in the UK on the basis of ancestry or they are working holidaymakers.
- The majority of South Africans, given the opportunity, will want to remain and settle permanently in the UK.
- 84% of South Africans are estimated to be employed, with the majority earning amongst the highest gross hourly pay in the UK.
- The South African diaspora is young and comprises of mostly young professionals of an average age of 34, with a slight female majority.
- South Africans are, in general, very well educated and likely to be employed in IT, law, financial services and property development, amongst other well remunerated fields.
- Respondents recognised a need for IOM programmes.
- Although South Africans might be considered a patriotic community, few take part in community events or celebrations. South Africans are unlikely to attend a conventional community centre regularly to keep up ties with fellow South Africans.

- South Africans in the UK generally, yet not exclusively, tend to cluster in racial and ethnic enclaves and maintain close ties within them.
- Historically disadvantaged South Africans remain under represented in the broader activities and niches of the community.
- Respondents in this study emphasised the importance of the church as a focal point of the community.
- Potential South African IOM beneficiaries appear not to reflect the general majority of the South African population in the UK. Potential beneficiaries are likely to be amongst the most isolated groups within the community.

b. Media Specific Conclusions and Recommendations

- The vast majority of respondents in this mapping exercise made use of sophisticated patterns of communication. The Internet was instrumental not only in communicating with relatives in South Africa but also in accessing services in the UK, such as housing, employment, health related advice, social services and so forth.
- Information in this sizable community is best circulated through the Internet networks accessible on popular South African web-sites, e.g. Sanza. Advertisements and outreach are likely to be more successful when the target audience is clearly identified and can be specifically accommodated. No single medium is recommended but rather a selection of various print, electronic and audio visual approaches.
- English language media is well received across the communities and, in general, publications or adverts can remain in English. However, different groups within the community may not be native English speakers. When aiming to communicate with specific groups, using its native language is likely to provide better responses.
- South African patterns of communication are unlikely to be significantly different from those of English speaking populations in the UK. South Africans are likely to watch popular terrestrial channels, read popular (preferably free) print media and listen to popular radio.
- South African newspapers are an important medium but data suggests that the majority of respondents do not access it as regularly as, for example, *Metro* or *London Lite*. Another limitation of South African newspapers is that they tend to have a readership disproportionately concentrated in London, which accounts for only half of the diaspora.
- Due to the close proximity of South Africa and Zimbabwe IOM programmes are often assessed in relation to the Zimbabwean experience. Anecdotal accounts of Zimbabweans who have participated in IOM programmes influence the perception of many South Africans.

c. Community Outreach Conclusions and Recommendations

- It is estimated that the vast majority of South Africans are unlikely to be potential beneficiaries of IOM programmes and, therefore, sweeping advertising campaigns are not recommended. Resources must be consolidated in specific targeted campaigns guided by South African cultural and ethnic networks. The “community” is large, dispersed and divided. A successful IOM awareness campaign will depend on the help of active South African media industries (*The SA Times, TNT, The South African, SA Promo*), web-sites (*Jislaaik, kaekapakae, Voetsek, Sanza, Slapchip, Saffers Unite, Aardvark, Black Pepper, South Africa UK and Yebo Africa*) and leaders from various religious centres (SA Gemeente, Canada Water Kerk, SA Evangeliese Kerk, Every Nation). Potential beneficiaries in the community are likely to have diverse profiles and geographies. Moreover, interviews with informants suggest that many are isolated from the larger community. It is therefore essential that information be made available to all major South African life lines (i.e., churches, the Internet and newspapers).
- South Africans communicate increasingly through Internet-based telecommunication facilities, such as Skype. Advertising on calling cards etc. is therefore not recommended.
- IOM needs to establish long-term rapport with the various South African industries (that is, legal, small and medium businesses), media and religious centres. Confidence building will be instrumental in gaining the necessary support from the community.
- South African affiliated agencies and solicitors offering legal aid in the UK need to be informed of IOM programmes. Potential IOM beneficiaries are likely to reach out to these agencies before consulting others for help and advice. Prominent legal providers catering to the community include: Charles Russell, Collyer Bristow and Williams and Breytenbachs.
- South African shops are located across the UK. These shops are often central to the community. It is therefore highly recommended that literature be distributed and rapport established with these proprietors. They are often very knowledgeable about various aspects of the community. In London, such shops are concentrated in Wimbledon, Fulham, Hampstead, Putney and Waltham Forest.
- Literature and advertisements might be put into circulation on the Internet sites already listed. Furthermore, chat rooms and forums should be encouraged to set up spaces in which South Africans can discuss issues of irregular status. Promoting awareness in the larger communities will be necessary in bringing a taboo subject to the fore and an important step in generating information that will allow IOM to access some of the more isolated and vulnerable communities.
- Greater effort ought to be made in accessing communities outside the Greater London Area, e.g. Birmingham, Brighton, Bristol, Guildford, Manchester, Glasgow, Edinburgh and Cardiff.
- Various agencies promoting the return of South Africans to South Africa operate actively, for example, Homecoming Revolution. Establishing rapport with these agencies could perhaps allow IOM to run a kiosk in, for example, the Homecoming Revolution seminars held across the country. Although IOM programmes might not be directly applicable to many of the working professionals who attend them, it might nevertheless provide a platform from which these individuals could relay information back to the community. Again, the emphasis is on awareness building.

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