



Bringing Communities Together

Final Evaluation Report

YOUR VOICE MATTERS

May 2007

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This Evaluation report provides information about the New Citizens Voice's "Your Voice Matters" project, commissioned by the Royal Borough of Kensington and Chelsea.



THE ROYAL BOROUGH OF
**KENSINGTON
AND CHELSEA**

Date: 23rd April 2007
Time: 09:30-13:00
Venue: Kensington town Hall,
Committee Room 1 & Council Chamber

No. of Participants: 45
Coordinator: Maria Leyva
Trainer: Miranda Pestell
Guest speakers: The Mayor of the Royal borough of
Kensington and Chelsea, Councillor Tim
Ahern
Paul Hoffman, Head of the Adult and
Family Learning
Liz Daughters, Community Engagement
Officer
Melanie Marshman, Consultation and
Research Manager
Keith Cunningham, Councillor
Michael Bach, Chair of Kensington and
Chelsea Social Council

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Bringing Communities Together

NCV MISSION STATEMENT

Our **purpose** is to meet the needs of foreign nationals legitimately settled in the UK by facilitating their integration into mainstream British Society.

Our **strategy** is to provide education and assistance to new citizens centered on four key areas:

- Promoting English as a common language
- Encouraging Education and Training
- Provision of Information
- Understanding Rights and Responsibilities

To deliver our message effectively we employ four principal methodologies:

- Focus Groups
- Research-based Training Workshops
- New Citizens Radio
- Our Website

We also promote the development of productive links with local business, training centres and employment agencies.

Our **philosophy** is to engage new citizens in constructive debate with Government, Business and Society and to directly address cultural differences in a positive and enabling way, in an effort to break down boundaries. We aim to secure their trust and respect by providing the means to have their views and concerns represented publicly.

INTRODUCTION

New Citizens Voice (NCV) is an independent sector organisation that works to elevate the status and visibility of Britain's new communities. NCV's main goal is to ensure that no new citizen should feel inferior to, or play a lesser role in the social, cultural, political and economic life of the nation than the mainstream native population.

NCV was founded in 2003 by a small team of professionals who were new citizens themselves. The prime mover behind the organisation is Maria Leyva, a journalist by profession with several years experience in the UK media, having worked with major news agencies such as the BBC World Service and Spectrum Radio 558 AM. Maria has a passion for helping people who, like her, have made Britain their home, feel proud and become active members of the UK.

NCV has carried out a number of innovative programmes for and with the target group. They include a cross-London series of workshops to promote a culture of voting, funded by the Electoral commission, and a radio talk show aimed at increasing the integration of immigrant communities into mainstream British society.

In delivering its programmes, NCV works with qualified and experienced tutors and trainers. Each programme is carefully planned and implemented in accordance with high quality standards and service level agreements. Both 'process' and 'outcome' evaluation methods are used to measure the impact of the work, and forms part of the final project report.

BACKGROUND

In recent years the UK has seen unprecedented inward migration of people from overseas. A significant percentage of people coming to live here are from the 'Accession states'; European countries who joined the European Union in 2004. With yet more members expected to join in 2007 (Bulgaria, Romania), the level of inward migration looks set to increase.

The majority of people from Eastern Europe come here to work, and although many of them plan to return to their country of origin, their presence here has a profound effect on the social and economic landscape of the UK.

As an inner London borough, Kensington and Chelsea have a significant percentage of residents who were born outside the UK. Figures from the Kensington and Chelsea Primary Care Trust shows that more than 40% of the resident population was born abroad and over 100 languages are now spoken by children in the borough's schools. This makes Kensington and Chelsea one of the most ethnically and linguistically diverse boroughs in the country.

Other relevant data on diversity include:

- 1 Over 21% of the local population are from black and minority ethnic (BME) groups, the largest being from the black and Asian communities;
- 2 Approximately one-third of all house buyers in the borough are from outside the UK;
- 3 A large number of refugees and asylum seekers live in Kensington and Chelsea, with many having complex health, social and economic needs which are exacerbated by social exclusion.

Lack of participation in the electoral process is one of the manifestations of social marginalization, a process that is more acute among black and ethnic minority communities.

The project's ultimate aim is to combat marginalization by encouraging the target group to participate in elections, an important step towards becoming part of mainstream society.

WORKSHOP AIMS AND OBJECTIVES

As follows:

1. Help new citizen's understand the reasons for social participation and why it is important to develop a sense of purpose and pride in belonging to the community and to the UK as a nation.
2. Develop a keen sense and awareness that all residents of the borough are part and parcel of what is collectively known as 'citizens' and appreciate that we all have resources to share and contribute.
3. To demonstrate to new citizens that their voice matters and they can influence the local and national decisions that shape their lives.
4. Provide new citizens with the skills, information and knowledge required for more effective participation in UK life.
5. Raise the profile of new citizens from all backgrounds in the British political system and increase mutual understanding.
6. Motivate new citizens to take part in local and national elections, either as candidates or as voters
7. To demonstrate to the Council there is a need to be addressed urgently and in order to increase the target population's involvement we need to promote more civic engagement programmes.

TARGET GROUP AND OUTCOMES

The target outcomes of the project were:

- One workshop to be held at the Town Hall with residents of Kensington and Chelsea benefiting
- 30 workshop participants

The workshop targeted people legitimately settled in the UK, who have moved here as adults and speak English at ESOL Level 2.

The target group traditionally does not get involved with in the mainstream society and **tend not to have voted** in British elections. Our research suggests this is because they do not believe they have a role to play, their does not voice matter, they just do not believe they can make any difference, or feel they have little to contribute. As a consequence, they find it difficult to integrate into mainstream communities and most feel isolated. Our aim was to provide them with the information, confidence, skills, and knowledge required for more effectively participate in elections at local, national and European levels.

WORKSHOP GENERAL PRINCIPLES

Our workshops offer practical and interactive ways for new citizens from all backgrounds to express their views on life in the UK. Participants are taught the importance of civic engagement and how they contribute to the development and growth of society. They may have many reasons for attending but all leave with a greater awareness of how their voice matters, and how they can influence the local and national decisions that shape their lives.

- **Trainers:** Our workshops are delivered by experienced ESOL Teachers who motivate participants and can teach both the concept and process of voting.
- **Materials:** We have designed a dynamic and interactive syllabus to help new citizens fully understand the importance of civic engagement.
- **Good Practice:** Integrating Citizenship Training with ESOL classes is an effective way of reaching a broad target audience. It is also an effective means of putting limited resources to maximum use.
- **Promoting English as a common language:** Failure to understand British culture can lead to feelings of isolation; this is why it is important to promote English as a common language, and promote better understanding of what it means to be British Citizen. We believe this is a necessary starting point. “New Citizens’ Voice” will go on to outline the culture, ethics and policy of British society.
- **Understanding Rights and Responsibilities:** In order to participate fully in an established society, rights and responsibilities go hand in hand. This concept is central to the work of NCV; we believe this gives our target audience the chance to develop an understanding of how British society works and their role within it.
- **A positive attitude** and the spirit of independence and self-confidence, as a means of ensuring participation of migrant communities in the social, intellectual, political and economic life of the UK.
- **Enterprise** and income generating activities, to ensure financial independence and contribution to UK Gross Domestic Product (GDP).

WORKSHOP STRUCTURE

MOCK LOCAL ELECTION IN THE COUNCIL CHAMBER

“Your Voice Matters” was structured as a half-day civic engagement workshop for new citizens the **detailed workshop programme is attached in the Appendix.**

The main part of the workshop was a mock local election, where three candidates volunteer to run for the position of Councillor. A guest Councillor designed designated Campaign Manager. The mock election is usually the most interactive, effective and exciting part of the workshop: students have to register to vote, pick up their polling card, listen to the speeches and check the box to vote for a candidate.

They may make mistakes such as writing their addresses incorrectly or voting for more than one candidate. They learn from these mistakes and get it right when it is time to vote for real.

BENEFICIARIES RECRUITMENT

The workshop was originally planned to cater for 30 participants. However, so high was the level of demand that it was expanded to accommodate 45 people.

A waiting list has been established for those registering too late to be included.

Participants in this workshop were recruited:

- Via ESOL Classes, we particularly target ESOL Entry 3 the Intermediate level.
- Contacting the ethnic communities we know would benefit from our workshop.
- By using NCV mailing list and contacts
- Meeting new citizens parents in schools and family centres
- Recommendation from friends
- By circulation of flyers with information about the workshop, to network organisations with in the borough.
- Attending meetings and workshops where the target group meet, and inviting them personally to attend the workshop
- Visiting community centres, churches etc.

BENEFICIARIES PROFILE

Seventy percent of the participants were female and thirty per cent male. 57% stated they were eligible to vote, 34% not eligible and 9% were unsure. More than half of the group are aged between 18 and 35 years, the remainder older than 36 years, four people were above fifty five years of age.

A surprisingly high proportion of participants had some form of disability; almost a third of the workshop participants. It seemingly indicates that, when given the chance to be involved in important issues like voting rights, people are willing to engage despite physical or mental disability. Further projects in future might take this into consideration.

EVALUATION

HOW SUCCESSFUL WAS THE PROJECT?

Summary of information collected using the evaluation form, listed in the appendices, distributed to all participants of the workshop.

Overall, the results indicate the workshop was very successful. A large number of participants commented they found the workshop useful and the information given valuable. When asked the question, "Would you recommend the workshop to your friends?" the majority of the respondents said they would.

The data indicates the message was received clearly and the importance of voting came across. They enjoyed the interactive elements of the workshop and felt they were given enough opportunities to get involved.

Participants felt that the contents of the workshop effectively dealt with registration of votes, the participant's knowledge of council services, encouragement of participation in community and the relevance of politics in their lives.

General opinion of the workshop was positive, some comments received were:

"I have learned the importance of being involved in a community where you belong."

"I am so happy that you are giving us the opportunity to attend this workshop and I can recommend you to some of my friends to attend as well. Keep it up, power to all'.

Staff also felt that the workshop was a valuable occasion:

"The individuals I saw at the " Your Voice Matters" workshop left feeling empowered, having taken important steps towards the knowledge and confidence that would permit them to voice their opinions and concerns without fear" (NCV Volunteer)

From the NCV perspective, the event was successful not only in terms of its objectives, the fact that we exceeded the target numbers of participants by nearly 50% and the very positive feedback from participants, staff and ESOL tutors but, it has enabled us to lay foundations for a partnership with the borough council.

RECOMMENDATIONS

Based on the feedback and information received from workshop participants, staff and ESOL tutors, we believe are in a position to recommend future application of the “Your Voice Matters” (and similar) workshops within The Royal Borough of Kensington and Chelsea and other boroughs.

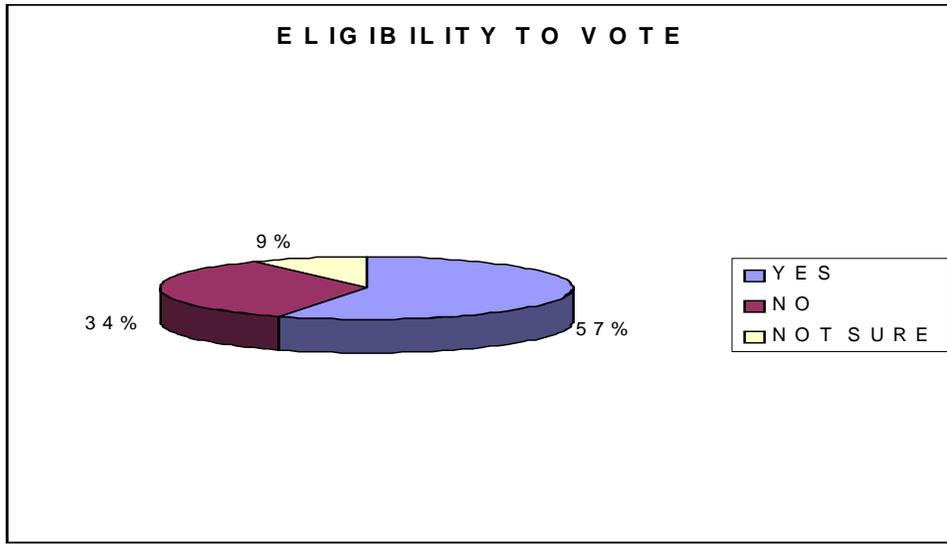
In particular:

- 1) There is now a waiting list of prospective workshop participants identified by ESOL teachers within the Borough.
- 2) Future workshops should be promoted and produced in close collaboration with ESOL Teachers. Not only as a way to reach our audience effectively but also returning students have clearly had an impact on their existing classes.
- 3) Provision should be made for attendees with disabilities.
- 4) Follow-up workshops to support those attending the “Your Voice Matters” workshop will ensure their continued development and community involvement.
- 5) Future workshops could include more time for discussion of participants’ experiences of living in the UK. Such a forum not only potentially enhances the workshops but, may provide valuable insight into some of the most disadvantaged community groups within the Borough.
- 6) Involvement and participation of Council member/s is a highly desirable feature of the workshops. Such close contact not only gives participants the chance to see the “human face” of politics but also provides a rare opportunity for discussion of important matters in an informal and secure environment.
- 7) Workshop themes and specific can be developed co-operatively with the Council, in order to meet the needs of the day. In this way content is always fresh, dynamic and relevant.
- 8) Consideration should be given to splitting the workshop syllabus into two half day sessions. Some of the activities in the workshop would benefit from an extended focus and revisiting to reinforce understanding.
- 9) These workshops could be run in a classroom setting for individual classes or for larger groups in a community hall or similar venue.

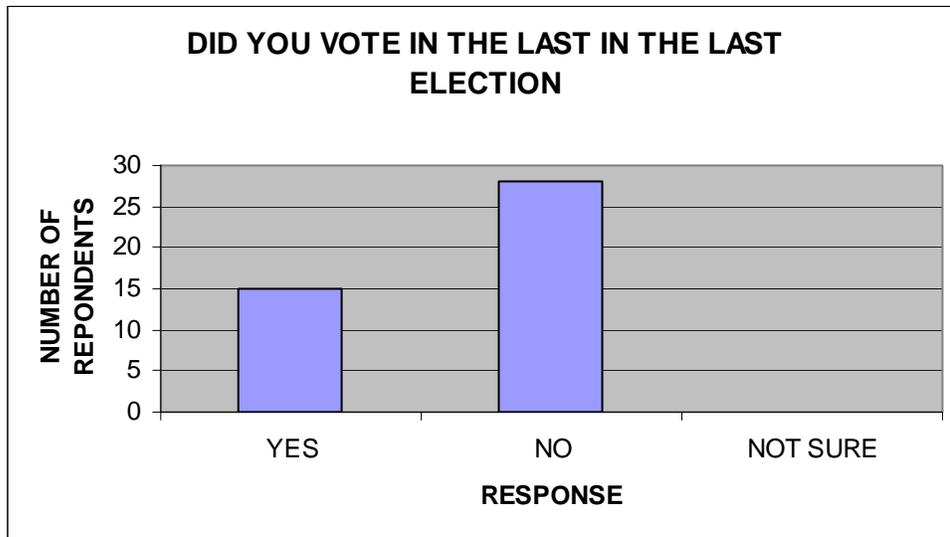
FEEDBACK FROM PARTICIPANTS

1. Before the Workshop

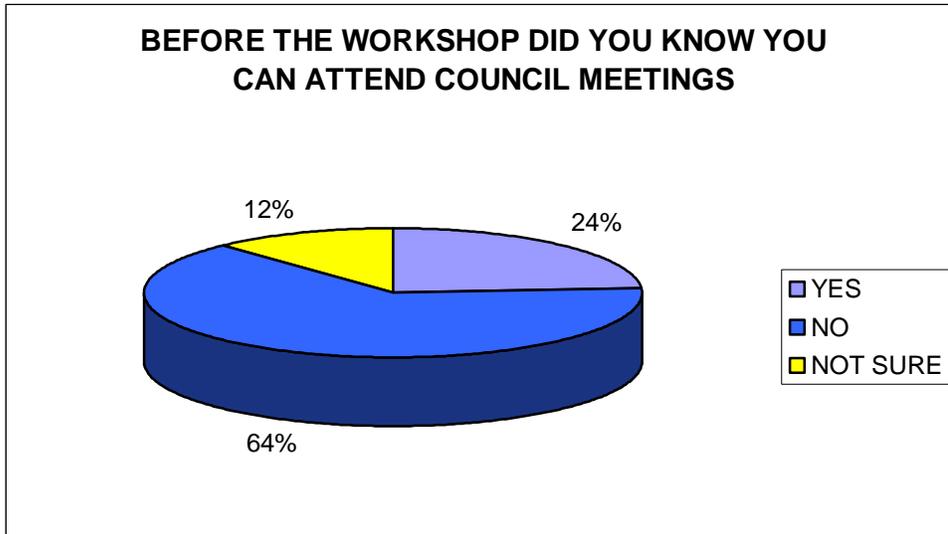
Are you eligible to vote?



Did you vote in the last election?



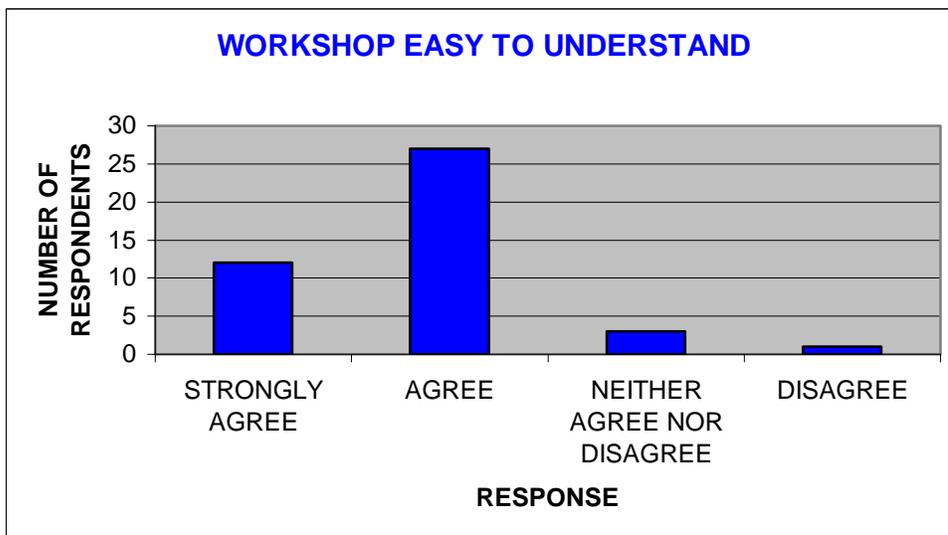
Before today's Workshop, did you know you can attend Council Meetings?



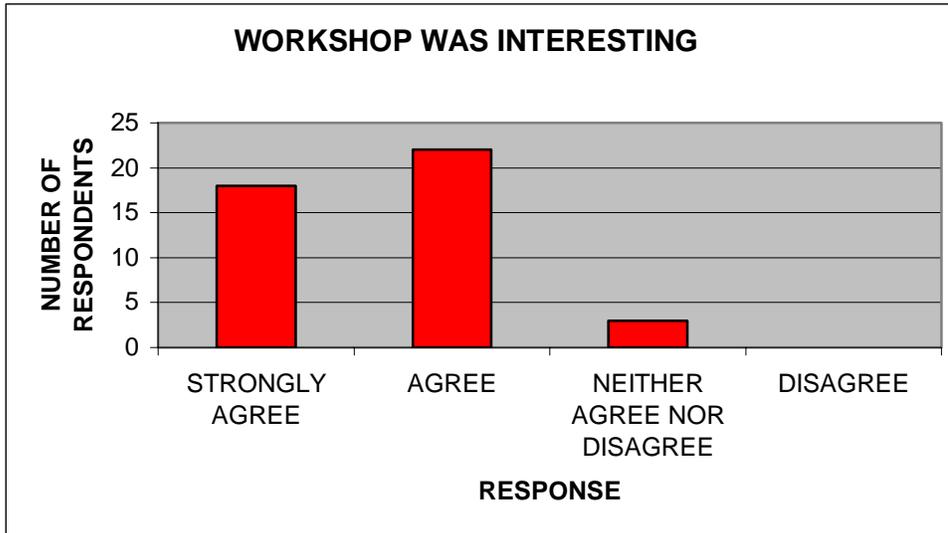
2. The Workshop

Do you agree or disagree with the following statements?

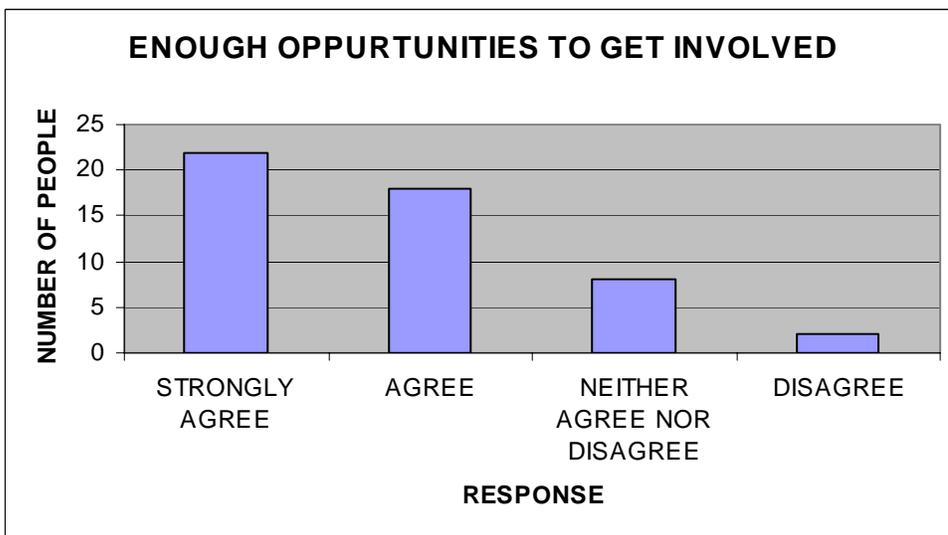
a. The Workshop was easy to understand



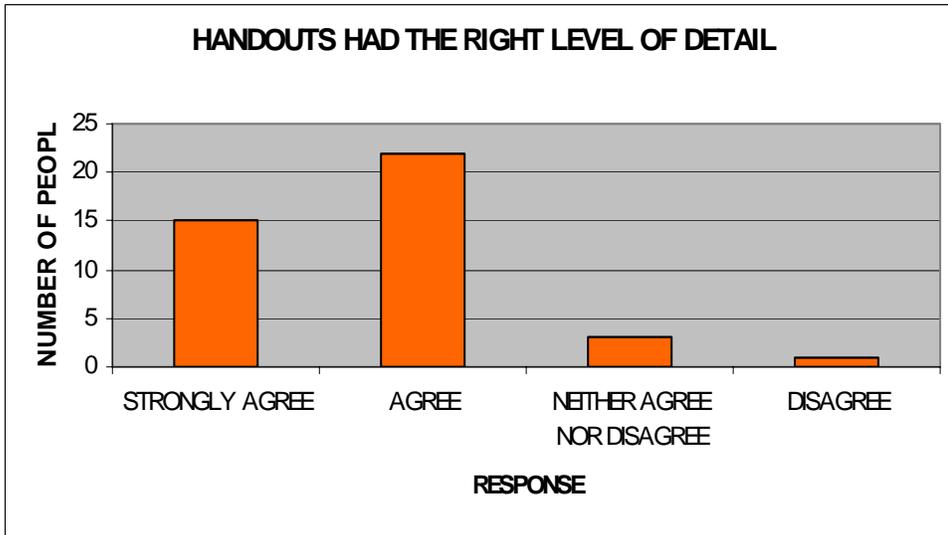
b. The Workshop was interesting



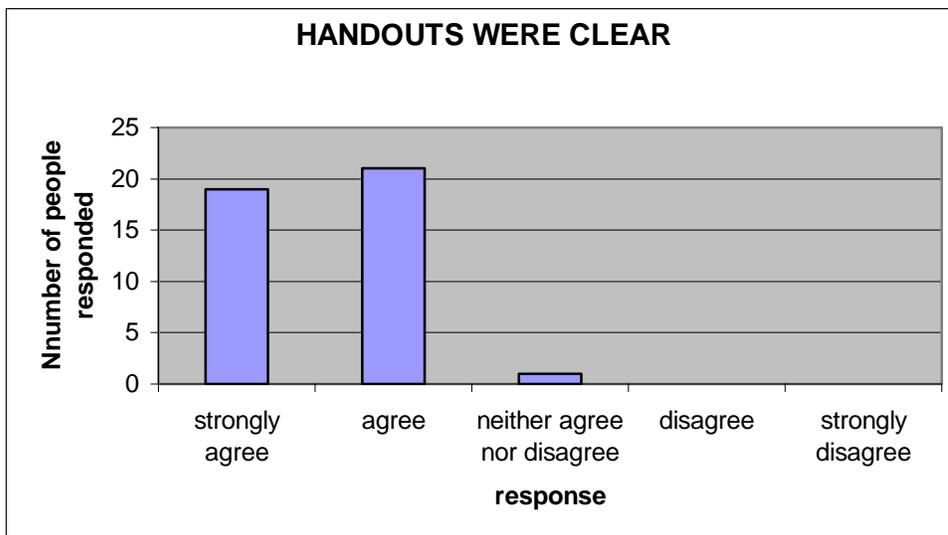
c. I had enough opportunities to get involved



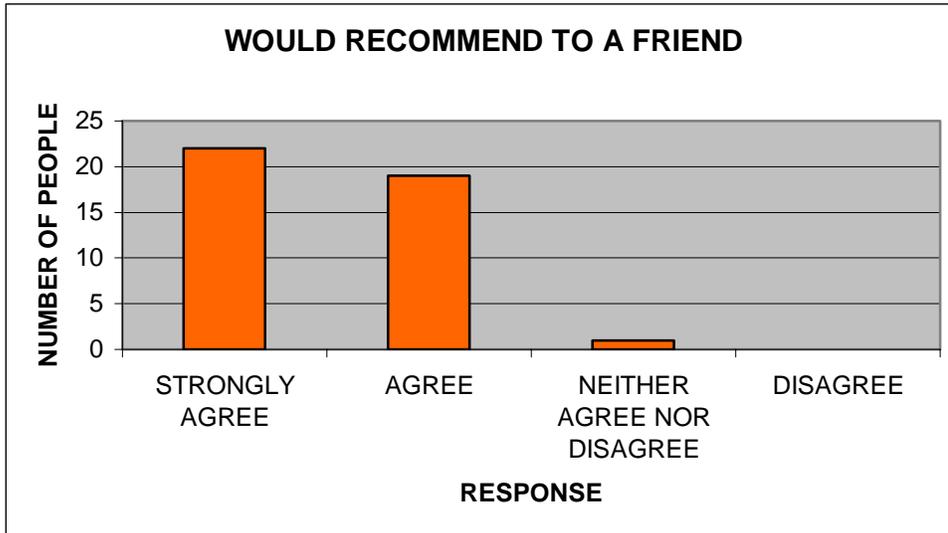
d. The handouts had the right level of detail



e. The handouts were clear



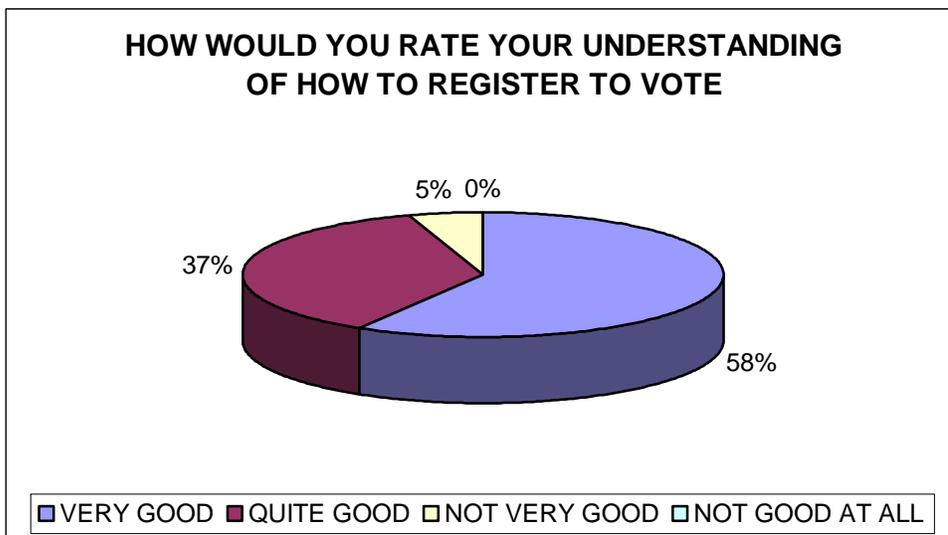
f. I would recommend the Workshop to a friend



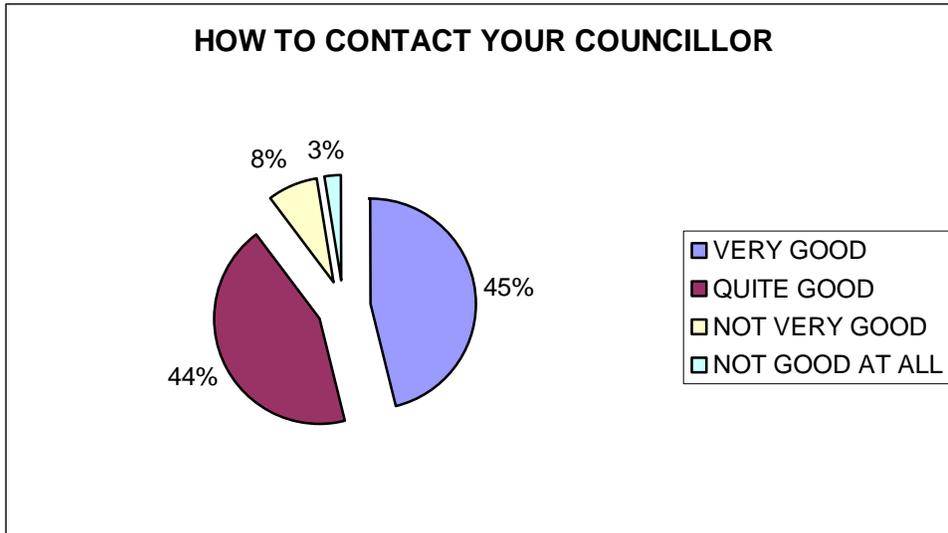
3. After The Workshop

After today's session, how would you rate your understanding of the following?

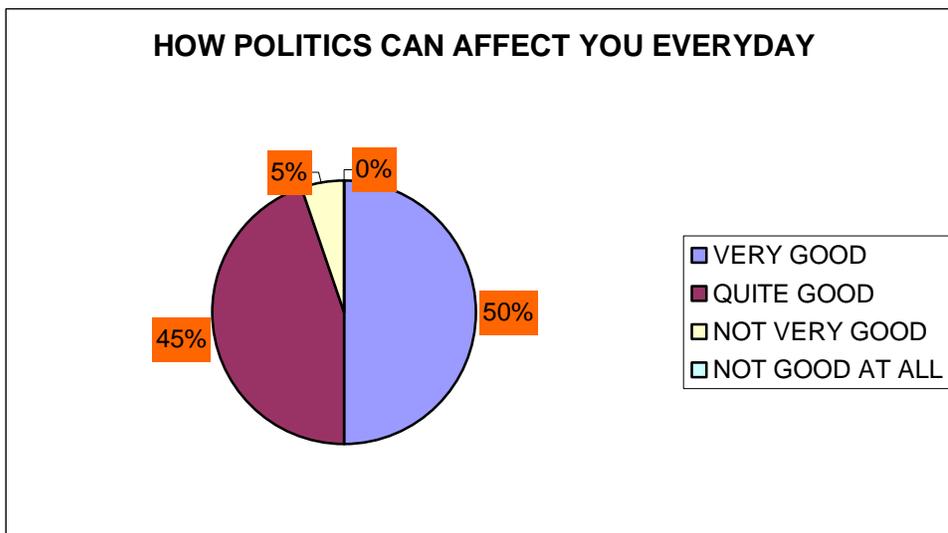
a. How to register to vote



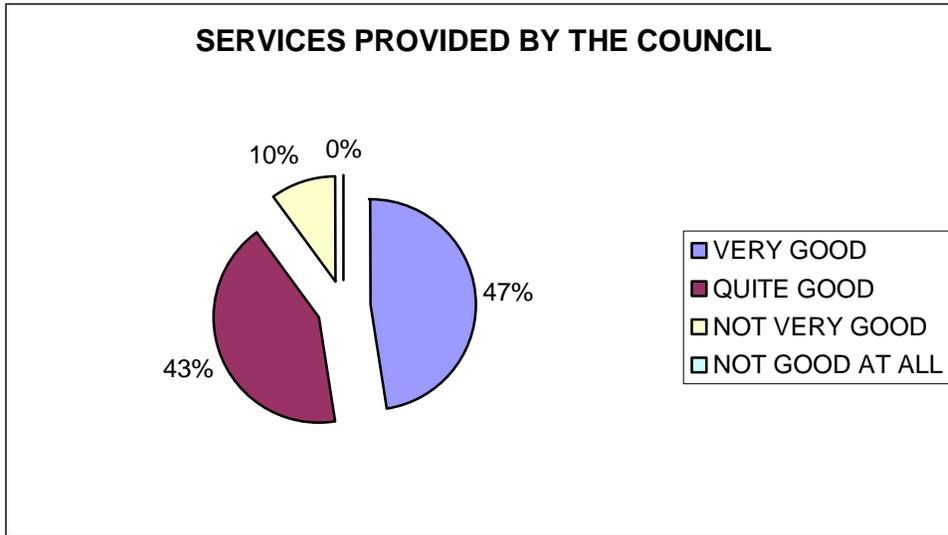
b. How to contact your Councillor



c. How politics can affect you every day

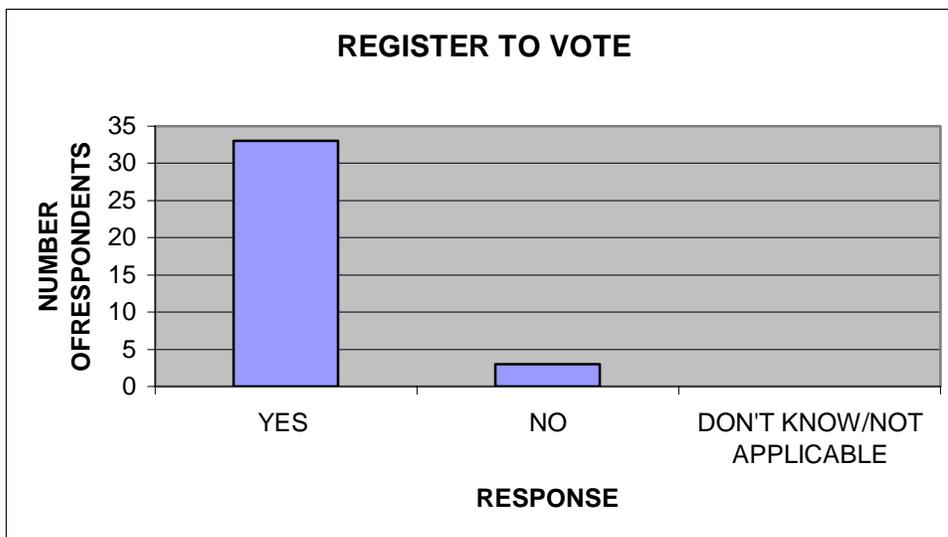


d. What services are provided by your Council

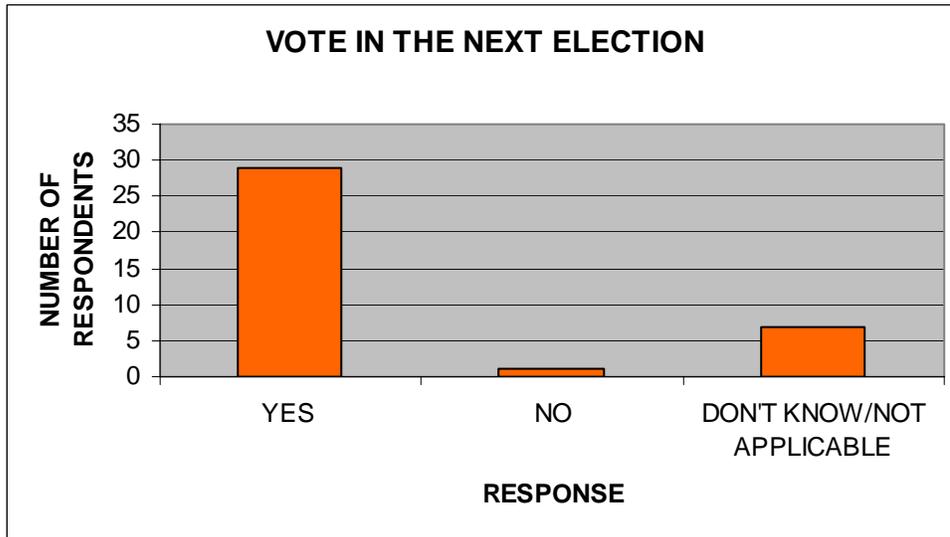


After today's session, would you say you are more likely to:

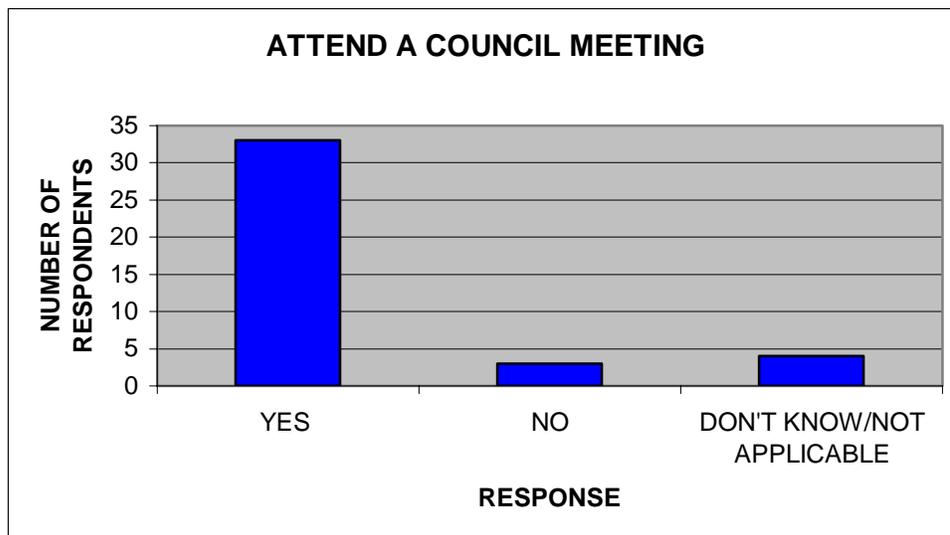
a. Register to vote?



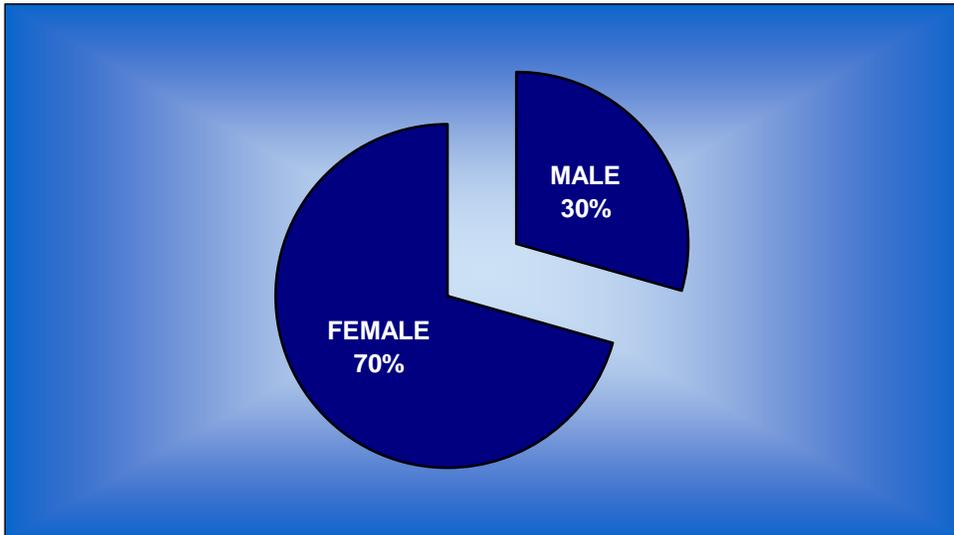
b. Vote in the next election?



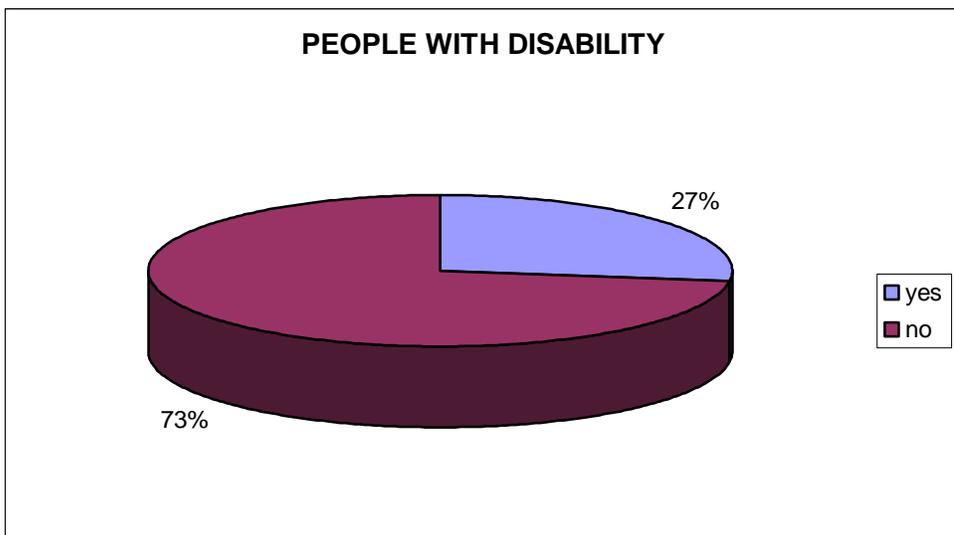
c. Attend a Council Meeting?



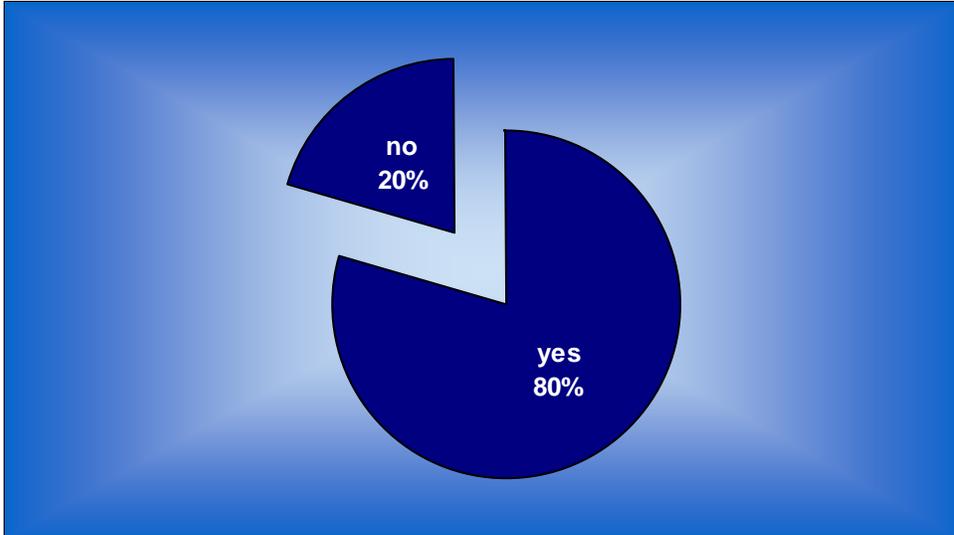
4. Gender



7. Do You Have a Long Standing Disability



5. Comments about the Workshop, proportion responding.



FEEDBACK FROM STAFF

Jennifer Feden

American Student of Politics from Syracuse University, working as a volunteer for New Citizens Voice

The non-profit organization New Citizens Voice (NCV) plays perhaps one of the most important roles an organization can play in society – it helps individuals who are often left to fall through society’s cracks. I was able to see the organization’s mission statement put into action on 23 April 2007 during the “Your Voice Matters” workshop.

“Our purpose is to meet the needs of new and established foreign British residents and to facilitate their integration and acceptance into mainstream British Society....Our philosophy is to engage new citizens in constructive debate with Government, Business and Society and to directly address cultural differences in a positive and enabling way, in an effort to break down boundaries. We aim to secure their trust and respect by providing the means to have their views and concerns represented publicly.”

Mission Statement, New Citizens Voice

Although the size and relative newness of NCV allow its programs to reach only small groups of people at a time, my participation in the workshop enabled me to see first hand that NCV fills an important gap in society’s services. NCV may only be able to help forty individuals at a workshop, but for these forty individuals, this help really makes a difference. The individuals I saw at the “Your Voice Matters” workshop left feeling empowered, having taken important steps towards the knowledge and confidence that would permit them to voice their opinions and concerns without fear.

Miranda Pestell

Trainer

On the whole I think the session went well. The venue was fine, the room was a good size and it was a good opportunity for the learners to see inside the Town Hall. The fact that we were able to use the Council Chamber for the election added to the occasion.

The learners all participated very well in the group discussions in the first half and in the mini election. They all appeared involved and interested. I was very pleased to have an Entry 2 level learner as a candidate; it was very brave of him, and pleased to have an experienced ESOL teacher to be his campaign manager.

Re. the aims as stated in the booklet: I think the workshop showed participants that their voice matters and showed that there are ways they can influence and contribute to life in their area.

In conclusion the participants I spoke to afterwards had found it useful, interesting and fun and I hope when they go back to their classes they will continue to learn more about life in the UK and be motivated to ask questions and make their voices heard.

Maria Leyva

Project co-ordinator and Managing Director for New Citizens Voice

It was a pleasure to work in partnership with the Royal Borough of Kensington and Chelsea. I received excellent support and advice from Liz Daughters, the Engagement Officer and Melanie Marshman, Consultation and Research Manager from the Policy and Partnership Unit at the Council. Their commitment to give the best of their abilities and resources contributed enormously to the success of this workshop.

Furthermore, Miranda's style of teaching was very effective; she communicated her points well using visual demonstrations. The combination of vocal teaching and activities achieved the task of communicating equally with a range of individuals from different countries.

I also feel that by defining myself as an individual originally from outside the UK, who does not speak perfect English, immediately made a connection between myself and the workshop participants. This was important because one of the aims of the workshop was to create an atmosphere in which participants were not afraid to speak their minds and did not have to worry about how well they spoke English. Instead, it seems they were excited about having their voice heard.

Often, for individuals who are naturally shy or who lack the confidence to speak up as a result of factors such as broken English or cultural differences, the hardest thing is to take the risk of speaking out. If they can be encouraged to do so just once, it becomes that much easier for them in future. The “Your Voice Matters” workshop provided a safe setting for individuals to speak out without fear of being embarrassed. Not only were they with 45 other individuals in the same situation as themselves, as new citizens from different cultures and non-native English speakers, they were given the opportunity of making themselves heard.

Participants were encouraged by the workshop facilitators to voice their thoughts and opinions, and the safe setting provided the perfect opportunity to do so, perhaps for the first time for many. This is important as it helps build confidence. If they are permitted to voice their opinions in the workshop without fear of censure, they are taking an important step towards voicing their thoughts at a town meeting, or to a Councillor or other public figure. If workshop participants take this confidence and sense of empowerment away with them at the end of the day, the workshop will have achieved its purpose.

Paul Lloyd

Website Administrator and Copywriter

My experience of the workshop overall was very positive. The course organiser (Maria Leyva) was able to connect very quickly with her audience, who immediately saw that she both understood their situation and wanted to empower them. This ability to establish rapport is vital to engage and commit an audience, which I felt was achieved and maintained.

It is clear those on the workshop felt free to express themselves and were eager to learn. At times it seemed discussions could have been given greater time, however, the needs of the day's schedule necessarily curtailed this, which was a shame as it was clear that many attendees had more to say.

The written materials, while not perfect, were very clear and easily followed - even to the degree that attendees were reading ahead and using the information to answer questions. The size of the group was good, although it would be difficult to imagine achieving the same level of engagement from groups much over 50, any less in this instance would have made the council chamber seem very empty! The facilities provided by the Council were excellent, and the use of the Council Chamber together with the very significant contribution from the Mayor must have made a deep impression on the participants.

As far as getting the message across to participants: it is difficult for me to tell how successful this was but, I only remember seeing smiling faces at the lunch after the workshop, and did not hear any disagreements. The energy level in the group rose steadily through the day so it is fairly safe to assume that attendees felt very satisfied with their morning. While occasionally people seemed a little uncertain of what to do, there was never any indication of boredom or confusion.

Also, the tour of the Houses of Parliament was fully booked for all three days. Clearly there is an earnest desire to learn and play an active role in our society, this desire needs to be supported and responded to, and will in turn foster a more dynamic and responsive political landscape.

FEEDBACK FROM THE COUNCIL

We had very positive feedback from members and officers directly involved in the event. "I think from my point of view the workshop was really successful, thank you again for your hard work, I have been talking to my colleagues in Governance Services about the possibility of re-running for Local Democracy week." (Melanie Marshman, RBKC Consultation and Research Manager).

We understand that other departments of the council are interested in commissioning further workshops of a similar nature for their client groups.

FEEDBACK FROM ESOL TEACHERS

St Clements and St James Community Development Centre

I have had an excellent feedback from my students and I wanted to thank you for organising such a successful event.

Please let me know about future workshops.

Maya Popovic

ESOL Teacher

Nova New Opportunities Centre

Just a quick note to say thanks for everything so far. We got brilliant feedback from the students who all said they had a great time and are looking forward to Tuesday visit to Houses of Parliament.

This exercise is very worthwhile and fantastic opportunity for students to understand their rights and responsibilities and become more integrated into British society.

A number of students who were unable to attend have asked about participating in the future, so please keep in touch if you decide to run the same thing again.

We also have students who would like to go on the second visit to the House of Lords and the House of Commons. Could you please let me know about numbers etc

Thank you again,

Lizzie Cho

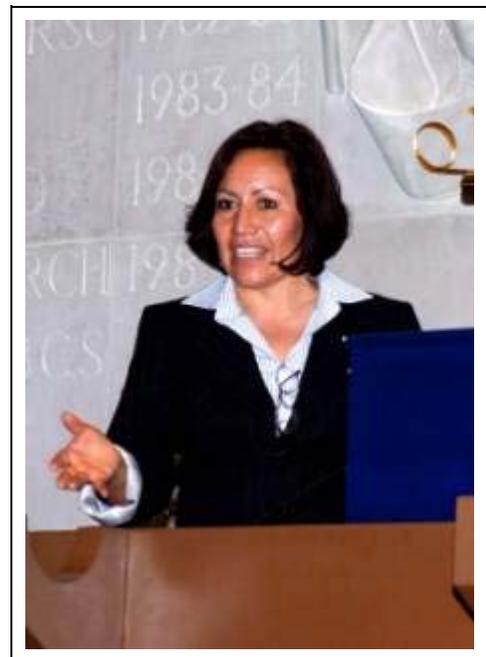
ESOL Teacher

IMAGES FROM THE WORKSHOP

The Workshop Participants



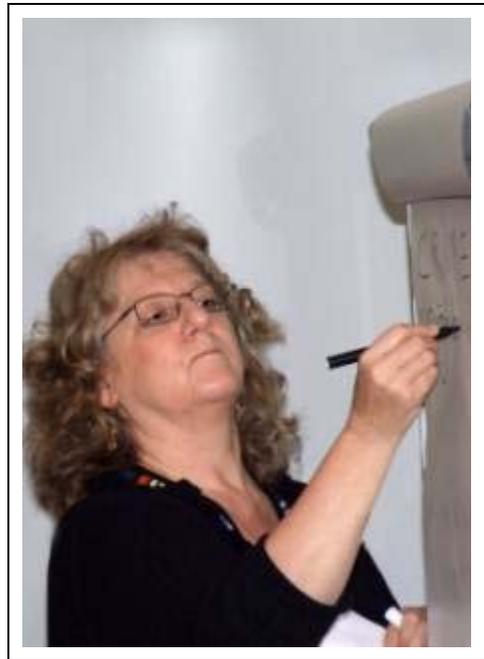
Maria Leyva, Workshop Organiser addresses the Participants



Miranda Pestell, Trainer



Collecting Ideas & Opinions



Group Discussion



Show of Hands



Show of Hands



Talking Politics



Discussing Ideas



Meeting the Mayor



In the Council Chamber



Party Candidates & Managers



Pink Party Campaign



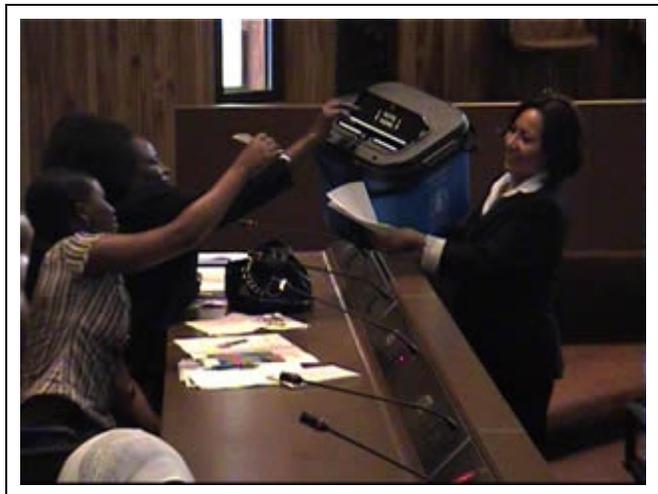
Purple Party Campaign



Orange Party Campaign



Voting in the Mock Election



Voting in the Mock Election



Voting in the Mock Election



The Mayor Awarding Certificates



With the Mayor



Celebratory Lunch Together



Maria Leyva & Council Employees



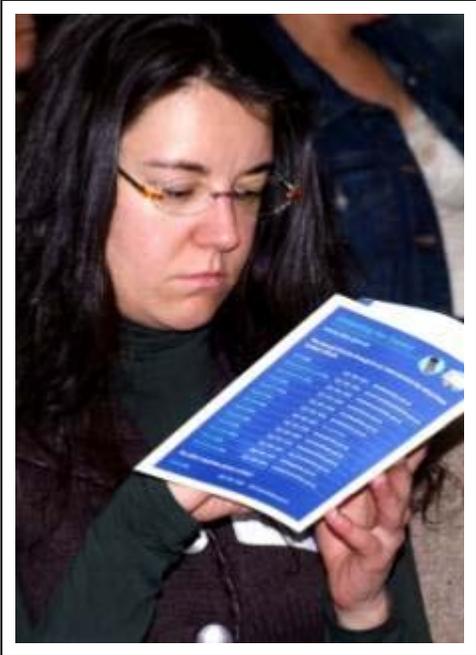
Outside the Town Hall



Workshop Participants



Using the Council Booklet



Parliament Square



APPENDICES

Participants Evaluation Form

Participants Booking Form

Photograph Consent Form

Project Manual

Workshop programme

Project Booklet Given
Separately

YOUR VOICE MATTERS EVALUATION FORM

23RD APRIL 2007

BEFORE THE WORKSHOP

Are you eligible to vote?

Yes	No	Not sure

Did you vote in the last election?

Yes	No	Not sure

If you did not vote, please say why not?

--

Before today's workshop, did you know that you can attend council meetings?

Yes	No	Not sure

THE WORKSHOP

Do you agree or disagree with the following statements?

	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree
The workshop was easy to understand					
The workshop was interesting					
I had enough opportunities to get involved					
The handouts had the right level of detail					
The handouts were clear					
I would recommend the workshop to a friend					

Please tell us the one thing that you found most valuable in the workshop

--

Please tell us the one thing that would have made this workshop better

--

AFTER THE WORKSHOP

After today's session how would you rate your understanding of the following

	Very good	Quite good	Not very good	Not good at all
How to register to vote				
How to contact your Councillor				
How politics can affect you everyday				
What services are provided by your Council				

After today's session, would you say you are more likely to

	Yes	No	Don't know/not applicable
Register to vote?			
Vote in the next election?			
Attend a council meeting?			

If you have any other comments about today's workshop, please write them here.

ABOUT YOU

All of the information you provide here will be treated as confidential and handled in accordance with the Data Protection Act. It will be used by New Citizens Voice and the Royal Borough of Kensington and Chelsea to assist us in developing future workshops.

Are You

Male	Female

What age were you on your last birthday?

	Years
--	-------

Do you have a long standing illness, disability or infirmity?

(long standing means anything that has troubled you over a period of time or that is likely to affect you over a period of time)

Yes	No

Thank you for completing this questionnaire. Please return it at the end of the workshop.



Bringing Communities Together

YOUR VOICE MATTERS BOOKING FORM

23RD APRIL 2007

Civic Engagement Workshop for New Citizens

Date: Monday 23rd April 2007
Time: 9:30am – 1:00pm
Venue: Kensington Town Hall, Committee Room 1 & Council Chamber

Name of Participant _____

Country of origin _____

E-mail _____

Address _____

Post Code _____ Telephone _____

All of the information you provide here will be treated as confidential and handled in accordance with the Data Protection Act. It will be used by New Citizens Voice and the Royal Borough of Kensington and Chelsea to assist us in developing future workshops.

Thank you for completing this booking form

Please return to Maria Leyva at New Citizens Voice

Tel: 02077515829 **Mobile:** 07876721709

Email: maria.leyva@newcitizensvoice.com



Bringing Communities Together

PHOTOGRAPHY & VIDEO CONSENT FORM

I hereby give full consent to be photographed or filmed by representatives of New Citizens Voice (NCV) in partnership with the Royal Borough of Kensington and Chelsea, in order to promote their services. The purpose of the photograph and where it may appear has been fully explained to me.

I understand that the film/photographs taken of me will remain the property of NCV and may be shared with RBKC to use in the future promotion of the organisation and its services. However, appropriate discretion will be observed in any such use of the photographs/films.

For details of our photography/filming policy, please contact Maria Leyva on
Tel: 02077515829

SIGNED

NAME
(in capitals)

DATE



Bringing Communities Together

Project Manual

YOUR VOICE MATTERS

April 2007

Presented to Liz Daughters
Community Engagement Officer
The Royal Borough of Kensington and Chelsea

By Maria Leyva
Managing Director New Citizens Voice
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Our **VISION** is to elevate the status and visibility of new citizens from all backgrounds by ensuring that no new citizen should feel inferior to, or play a lesser role in the social, cultural, political and economic life of the nation than any native citizen.

This manual describes in detail a workshop designed to promote civic engagement for new citizens. The “Your Voice Matters” project has been developed by New Citizens Voice for The Royal Borough of Kensington and Chelsea.

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ABOUT NEW CITIZENS VOICE

New Citizens Voice is a non-governmental organisation founded in 2003 by Maria Leyva, a professional radio journalist and social entrepreneur.

NCV works to promote civic engagement and social responsibilities among Britain's new citizens, who include migrants and refugees with permanent leave to remain in the UK and who are eligible to vote. The organisation also seeks to encourage active involvement by non-indigenous citizens in the country's social, cultural, political and economic development.

NCV has developed innovative projects for a cross-section of UK corporate sectors and agencies, including BBC World Service, Spectrum Radio, the Home Office and The Electoral Commission.

Based on our research and extensive work experience, we understand new citizens often do not become actively involved in mainstream UK life. They do not believe their role matters or will make any difference. As a result, they find it difficult to integrate into mainstream communities and most feel isolated.

In order to increase new citizens' involvement New Citizens Voice promotes civic engagement using training workshops. These workshops cultivate a sense of belonging, increase understanding and encourage integration into UK society.

Our workshops offer practical and interactive ways for new citizens from all backgrounds to express their views on life in the UK. Participants are taught the importance of civic engagement and how they contribute to the development and growth of society. They may have many reasons for attending but all leave with a greater awareness of how their voice matters, and how they can influence the local and national decisions that shape their lives.

Trainers: Our workshops are delivered by experienced ESOL Teachers who motivate participants and can teach both the concept and process of voting.

Materials: We have designed a dynamic and interactive syllabus to help new citizens fully understand the importance of civic engagement.

Good Practice: Integrating Citizenship Training with ESOL classes is an effective way of reaching a broad target audience. It is also an effective means of putting limited resources to maximum use.

PROJECT DETAILS

Date:	23 April 2007
Venue:	Kensington Town Hall, Committee Room 1 and the Council Chamber
Time:	0930 – 1300
Participants:	45
Co-ordinator:	Maria Leyva
Trainer:	Miranda Pestell
Guest speakers:	The Mayor of the Royal Borough of Kensington and Chelsea, Councillor Tim Ahern Head of Adult and Family Learning, Paul Hoffman Community Engagement Officer, Liz Daughters Councillor, Keith Cunningham Chair of Kensington and Chelsea Social Council, Michael Bach

AIMS & OBJECTIVES

As follows:

8. Help new citizen's understand the reasons for participating and why is important to develop a sense of purpose and pride in belonging to the community and to the UK as a nation.
9. Develop a keen sense and awareness that all residents of the borough are part and parcel of what is collectively known as 'citizens' and appreciate that we all have resources to share and contribute.
10. To demonstrate that their voice matters and how they are able to influence the local and national decisions that shape their lives.
11. Provide new citizens with the skills, information and knowledge required for more effective participation in UK life.
12. Raise the profile of new citizens from all backgrounds in the British political system and increase their mutual understanding.
13. Motivate new citizens to take part in local and national elections, either as candidates or as voters

How the effectiveness of the workshop is measured

After the workshop participants are asked to complete an evaluation form to measure:

1. Participant's opinion about the workshop's usefulness.
2. The impact of the workshop on their intention to voting in next local elections.
3. If participants believe that what they have learnt about civic engagement can be applied to, or help them in, their daily lives.

Workshop Mock Local Election in the Council Chamber

The main part of the workshop is a mock local election, where three candidates volunteer to run for the position of Councillor.

A guest Councillor is designated campaign manager. They leave the classroom to write a speech for the class. The mock election is usually the most interactive, effective and exciting part of the workshop: students have to register to vote, pick up their polling card, listen to the speeches and check the box to vote for a candidate.

They may make mistakes such as writing their addresses incorrectly or voting for more than one candidate. They learn from these mistakes and get it right when it is time to vote for real.

WORKSHOP SCHEDULE

TIME	OBJECTIVE	ACTIVITY	RESOURCES
9.30	Warm up/set the scene	Display of photos – politicians, The Queen, elections, protest etc.	Laminated photos
9.35	Introduction - aim of workshop	Maria Leyva MD from NCV	
	Start – explain workshop format	Trainer Miranda Pestell Start workshop by asking participants What they think this is all about. Vote – choose balloons to be displayed – majority wins – democracy Explain what we’re doing today – discuss politics – listen to some local politicians – have our own election. Panel, question time, receive participation certificates and lunch.	Balloons – Pink, Purple and Orange.
9.45	Learners’ own experiences of democracy	Trainer look at the World map which contains all participants’ names and their countries selected with pins and take names to ask – have they voted or been involved before?	Map of the world – pins or stickers, ribbon levels for participants names
10.00	Why vote/get involved	Think about ways you can effect change as a citizen – by voting or getting more involved. Elicit – PTA, volunteer at schools, parent governor, and community groups, housing associations, tenants associations, attend council meetings, let participants know that their participation is absolutely necessary to bettering society.	Flip chart – markers Information of Council Meetings etc.
10.10	How politics affects you every day	Put spider gram – Politics - on OHP and elicit ideas – Mary to start ball rolling – Education /health.	OHP transparencies markers

10.20	Local information of the RBKC	Handout council leaflet – “Your council your councillor”. Questions - after the break participants can ask questions, explain about their wards, map will be in handouts, encourage participants to look at the handouts.	E mail/phone number
10.25	Know your own councillor	Teachers can help learners to find their own ward and councillor in handouts and leaflet. And see OHP.	Map of whole borough on OHP
10.30	Guest –Speaker speech about know your council services (10 min)	Liz Daughters RBK&C Community Engagement Officer will speak on council services and answer 2 questions.	Show OHP Telephone numbers, contacts, website
10.45	15 MINUTE BREAK	Encourage learners to look at leaflets.	Arrange a display table with leaflets
11.05	The Mayor’ speech (10 min)	The Mayor talks about why is important new citizen’s involvement/participation.	OHP Council contacts
11.15	To understand our system	Explain we are now going to hold local election – 3 volunteers – 3 colours – Pink, Purple and Orange-learners - who have an idea of something they would like to change/improve in the Borough. For example – housing, schools, rubbish collection, noisy neighbours, dangerous dogs, parks.	Show OHP Information/ contacts

11.20	Mock Election	<p>3 campaign managers – Candidates move away with campaign manager to plan manifesto – choose an issue – write it up on flip chart paper – big like a poster</p> <p>Meanwhile choose Election officer – to count votes Returning officer – to announce results – learner Everyone else is a voter – elector. Give every voter a Poll card on which they write their name. When they have written their name go to Election officer and get a Ballot Paper</p> <p>Candidates return – campaign in turn - hold up their posters – “Vote for me I will put new swings in all the parks”</p> <p>Group discussion – learners can ask a few questions.</p> <p>Voters decide put an X on their ballot paper – fold paper and put in box</p>	<p>Flipchart paper and coloured markers. PINK, PURPURE, and ORANGE</p> <p>Cards</p> <p>Ballot paper – marked with three parties – PINK, PURPURE, and ORANGE,</p> <p>Ballot box</p>
11.45	Guest speaker - Paul Hoffman (10 min)	Talk about the importance of learning and ESOL Changes.	Contact details website etc.
11.55		Returning officer reads out results – prepare a script with blanks - and announces winning candidate.	Script/ participants candidates
12.00	Mini Question time	Panel – The Mayor, Councillors, Paul, Liz - panel and answer any questions from participants	
12.15	Certificates	Mayor gives Certificates to participants	
12.20	Evaluation	Ask learners to complete evaluation form – go through it with them?	Show this form on the OHP
12.30	Close	Maria to say a few words.	
12.30-13.00	Lunch	Meeting panel etc.	