

European Coalition of Cities Against Racism

*Muslim communities in European cities
- Fighting Discrimination*

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United Nations Educational,
Scientific and Cultural Organization

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BRADFORD
one landscape many views



Where is Bradford?



A bit about Bradford

- The total population of the District is approximately 481,000 and it covers 141 square miles.
- Rural/urban split 60/40
- 64 languages spoken
- Bradford Council is comparable to major businesses in terms of size and scale of its operations.
- Annual Budget is around £600m approx
- We are the fourth largest Metropolitan District Council in the UK

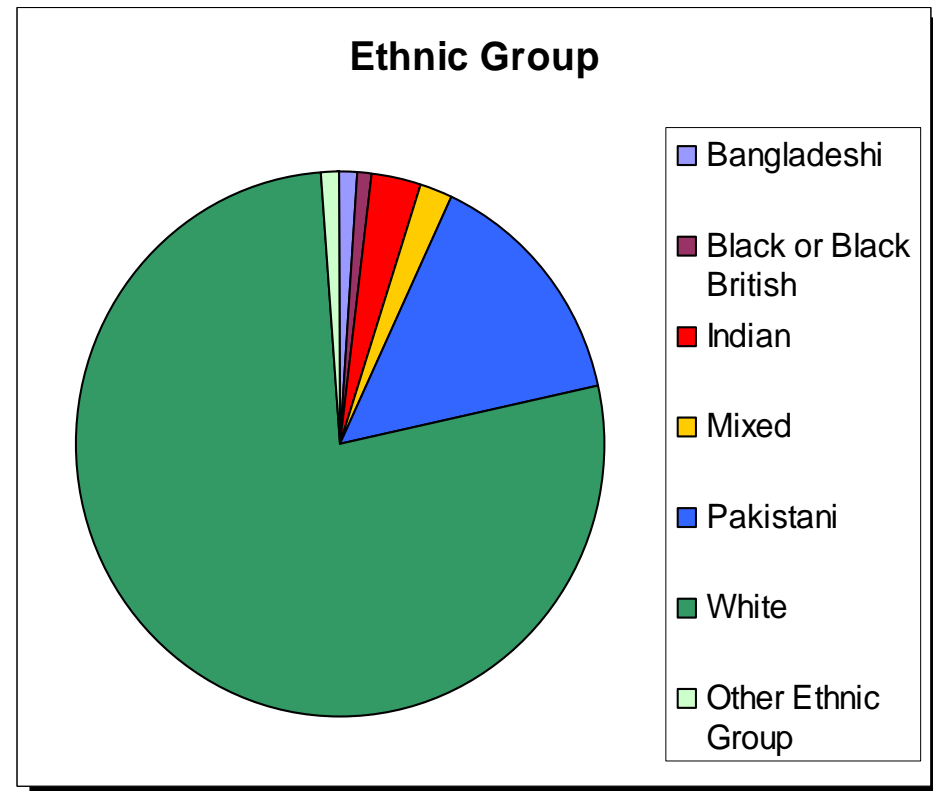


A bit about Bradford

The 2001 Census provided a detailed breakdown of the population's ethnicity

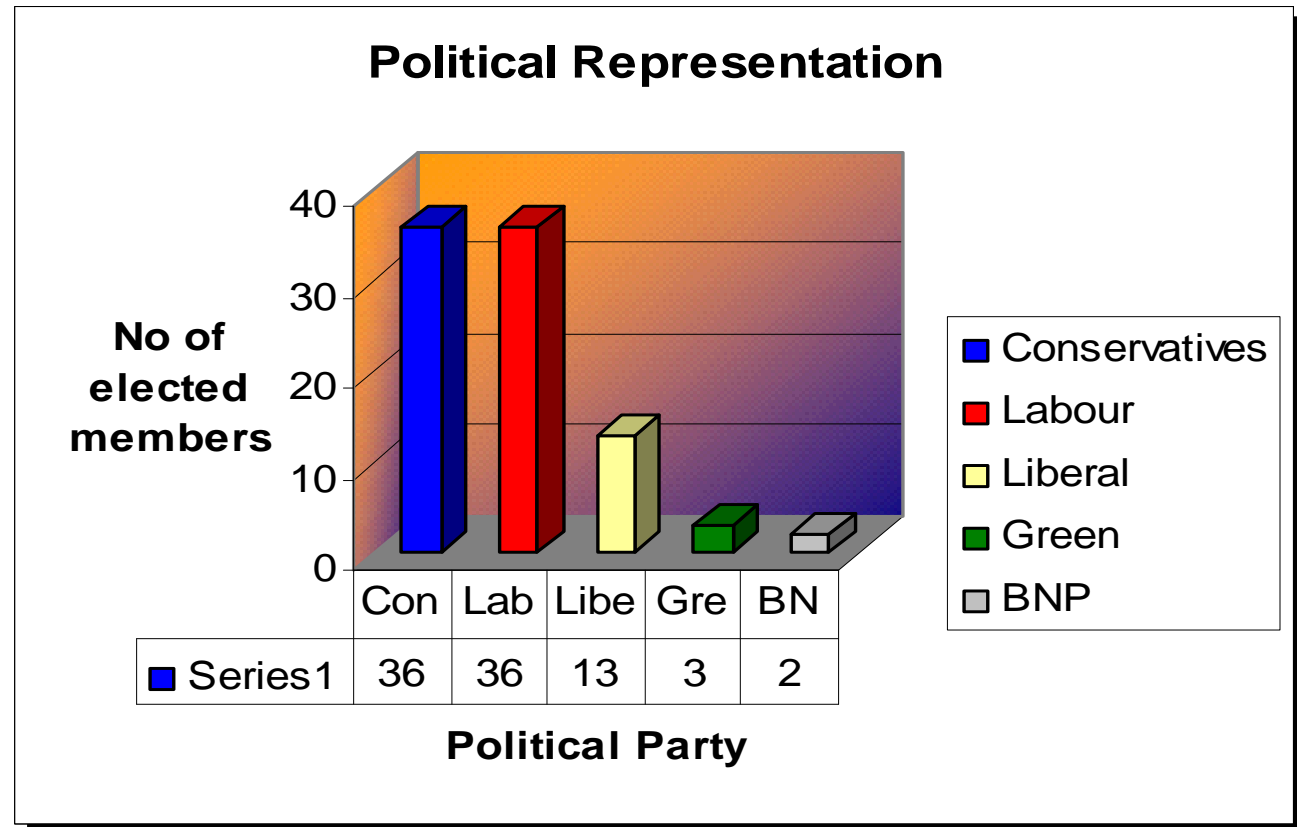
One in 5 people have a cultural background other than 'white'

Bradford has the highest % of residents classifying themselves as 'Pakistani' in the U.K (15% of the population)



Political Makeup of Bradford Council

The running of the Council is overseen by 90 elected Councillors often referred to as the "Members" of the Council



When things go wrong



Key issues for the District

- Leadership
- Partnership
- Planning
- Engaging and Involving Communities
- Changing Perceptions

Examples of Progress

Equity

- Housing allocation
- Improved educational achievement
- Representative workforce
- B-Equal partnership to network and test methods to eradicate barriers to employment

Civic Pride & Participation

- Electoral turnout
- Youth Parliament and Schools Councils
- Citizenship curriculum and school twinning

Examples of Progress

Community Relations

- Community Mediation Scheme
- Neighbourhood Renewal – capacity building
- Faith Forum
- Re-integration of offenders

Community Safety

- Second highest reduction in crime in England
- Anti Social Behaviour Strategy
- Hate Crime Alliance
- Community tension monitoring

Council initiatives to address discrimination

Race Relation Budget

- Address under representation within the Council

Training and Development Plans for Ethnic Minority Staff

- Professional
- Management/Supervisory
- General Training (Seminar/events etc)

Positive Marketing and Communication

- Video – positive images, Positive Voices and Positive Choices
- Targeted Careers Show
- Practice recruitment and selection process
- Marketing – bus posters, TV, newspaper, radio etc

Council initiatives to address discrimination

Black People into Management

- Top Management Commitment, Report to Management
- Involvement of key employers (public and private)
- Open and fair recruitment process
- Mentors, Training and advice

Graduate Development Programme

- Work shadowing
- Mentoring
- Secondments – Take your daughter to work day

Bilingual Policy

- Recognition of ethnic minority bilingual skills

Prevention of Extremism Agenda

Aiming to ensure that Muslims in our communities can:

- identify themselves as part of a wider British society;
- reject violent extremist ideology and actively condemn violent extremism;
- develop their own capacity to deal with problems

Aim of Prevent work

- Increase communities contribution to active citizenship and community cohesion and extremism
- Work alongside, and support, Muslim communities in addressing radicalisation and extremism
- Develop the role of Muslim communities in wider social actions
- Embed effective consultation and engagement with Muslim communities

Examples of work

- **Nasiha** - Citizenship teaching resource for Imams, Teachers, Parents and Students in both Madrassahs and Schools, delivering citizenship training based on Islam as well as capacity building
- **Enhanced Citizenship** - Enhanced Citizenship Curriculum to address cultural tensions in schools
- **Community Linking** - Developing a co-ordinated service delivery strategy and delivering youth work targeted at young people in Girdlington and neighbouring areas to divert them from the influence of extremist organisations and agendas

Key policy challenges

- **Promoting citizenship** – recognising links with Muslim communities and concepts of shared national identity
- **Community cohesion** – Building strong and resilient communities
- **Service provision** – tailoring services by engaging with Muslim communities to challenge stereotyping of Muslim communities
- **Inequalities** - experienced by Muslim communities
- **Extremism** – addressing radicalisation and preventing violent extremism within communities and preventing extremism directed towards Muslim communities

Where next

- Continued Regeneration
- Involvement and Governance Arrangements
- Strengthening representation
- Restoring Civic Pride and Positive Identity
- Braving the hard issues
- Zero Tolerance of intolerance

[For further information please contact](#)

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