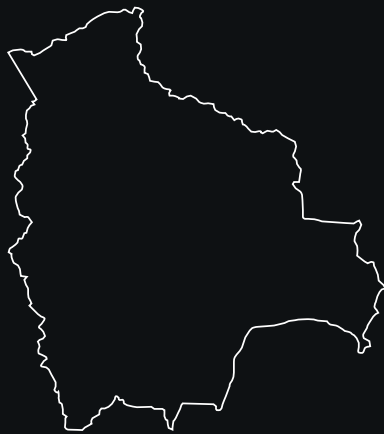




IOM International Organization for Migration



BOLIVIA

MAPPING EXERCISE
LONDON, JULY 2007

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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 this 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 diaspora communities in the United Kingdom through media articles, advertisements, radio or television interviews, and presentations to community groups.

A questionnaire was used, which was divided into two sections with a total of twenty questions. Respondents were anonymous; the questionnaire required neither name nor address. The first section asked which media respondents preferred to use, including newspapers, radio, TV, and the Internet, and which language they preferred to receive information in. It also asked where IOM's advertisements should be placed for greatest impact. The questionnaire requested information about the community organisations, places of worship and community festivals available to the Bolivian community. Finally, this section asked interviewees about the locations and sizes of Bolivian communities across the UK.

The second section collected baseline data from each respondent about their gender, age and length of stay in the UK. The purpose of this section was to help IOM adapt its communications to its target audience.

The research phase of the Bolivian mapping exercise was conducted between June and the first half of July 2007. A female Latin American researcher who has been resident in the UK for six years was employed by IOM as a mapping consultant to undertake this research. The consultant had previously undertaken academic research on Latin American migrants in the UK. This facilitated her contacts with organisations that provide advice to Bolivian nationals.

The mapping exercise employed a number of approaches to collecting data, including in-depth unstructured interviews, questionnaires, and field visits. Initially, data was gathered during in-depth interviews with community leaders and other individuals who have established themselves in the UK, and who are well known within the Bolivian community. They, in turn, referred the consultant to other Bolivians and suggested visits to places where irregular migrants work, shop or gather. Most fieldwork took place in London. Interviews and the questionnaires revealed that there are Bolivian communities in other parts of the UK, such as Newcastle and Edinburgh, but they are new, small, and not yet organised. There appear to be no Bolivian organisations or groups outside London, although this situation may change in the near future.

In total, IOM collected thirty questionnaires from Bolivians from a wide range of backgrounds and living across the country. Twelve questionnaires were completed by the mapping consultant during the interviews she conducted; the rest were carried out by the consultant in places where Bolivians gather, such as restaurants, the waiting rooms of community organisations and outside places of worship.

The consultant ensured that a wide range of different backgrounds were represented in the sample, including variations in length of stay in the UK and legal status. Questionnaires were also completed by Bolivians from different regions in Bolivia, maintaining a balance between respondents who came from the Bolivian highlands and those who came from the tropical lowlands. Most in-depth interviews were with community representatives. All the interviews were carried out in Spanish, except for one in English. Interviewees with no legal status in the UK were happy to complete questionnaires but more reluctant to agree to an interview.

This report includes recommendations on how to communicate effectively with the Bolivian community. In addition, an extensive contact list has been created, which merges data gathered directly from questionnaires with information provided by community leaders during their interviews. This document will be used by the IOM Information team to disseminate information on voluntary return programmes to Bolivians in the UK¹.

It should be emphasised, however, that the mapping exercise relied on a limited number of questionnaires which were completed by people who wanted to work with this project. These findings cannot be treated as statistically representative of all Bolivians in the UK. On the other hand, the range of individuals that did complete the questionnaires represented a wide and diverse sample.

¹ This document is confidential and does not form part of this report.

1 BOLIVIANS IN THE UK

1.1 OVERVIEW OF THE BOLIVIAN COMMUNITY IN THE UK

Small numbers of Bolivians started to arrive in London in the late 1960s. Recently, the number of Bolivians coming to the UK is believed to have increased rapidly. The exact number of Bolivians who now live in the UK is unknown because the immigration status of many is irregular. According to the 2001 Census, there were 1,142 Bolivian-born people living in the UK. 57% were women and 43% were men. Community leaders estimate, however, that there are up to 25,000 Bolivian-born people living in this country. Many Latin American community organisations in London report that they engage with twice as many Bolivian nationals as they did three years ago. Latin American community workers and service providers say that Bolivian nationals now account for about 25% of their clients or members.

Two waves of Bolivian migration to the UK can be identified. The first Bolivians came to the UK to escape the military coups that took place in Bolivia from the late 1960s to the late 1970s. There were about 500 to 1,000 of them and they are now long-term residents in the UK. The majority have British citizenship.

The second migration was a consequence of the economic crises which have afflicted the country from the mid 1980s until today. The World Bank estimated in 2006 that nearly two thirds of Bolivians lived below the poverty line. At first, Bolivians preferred to migrate to neighbouring countries, such as Argentina, Brazil, and the United States. However, Argentina's unstable economic situation and the stricter visa regulations in the US have forced Bolivians to explore new destinations, mainly within Europe. Spain remains the main country of reception for Bolivian immigrants in Europe, followed by the UK. Respondents said that Spain tends to be chosen because of its common language, which facilitates adapting to the new country and finding work. On the other hand, many Bolivians see Spain as only an entry point to Europe and the UK as a final destination. There is a widespread perception amongst Bolivians that the UK offers more opportunity of finding a better-paid job, as well as having a more tolerant and welcoming society.

Interviewees say that recent arrivals have usually entered the UK legally. Bolivians generally come to the UK with a student visa or they apply for a tourist visa on arrival. But, many Bolivians that have recently arrived either overstay their visa or work more hours than they are permitted under a student visa. Recent arrivals come to the UK mainly to work, according to interviewees, and send remittances home. They do not plan to settle permanently in this country. Very few Bolivians apply for asylum in the UK. According to key informants, only 50 to 100 do so each year. So, Bolivians who arrived in the 1960s and 1970s have mostly acquired British citizenship and have settled permanently in the UK whilst more recent arrivals are mainly economic migrants who expect to return home eventually.

There are other distinctions between the two groups. More established Bolivians seem to be well organised. They have two main organisations, the Friends of Bolivia and the Anglo-Bolivian Society. These organise primarily academic, cultural and social events in affluent areas of London. They are mainly attended by both Bolivian nationals who are long-term residents in the UK and by the British public.

Bolivian nationals, who are more recent arrivals, do not generally have a good command of English. This restricts their chance of finding work and it sometimes makes them vulnerable to abuse at their workplace, for example through pay being withheld or working hours extended. Moreover, though the community of recently arrived Bolivians is a close-knit one, they still do not have a Bolivian society that represents them. This contrasts with other Latin American groups in the UK, such as the Colombian and Ecuadorian communities. In consequence, most Bolivians seek help from Colombian organisations because Spanish is spoken there. This is a matter of concern for Bolivian community leaders because, they say, other communities' organisations are not really knowledgeable about the specific concerns of Bolivians nor do they have a completely reliable insight into Bolivian culture and beliefs. Efforts are being made by Bolivian community leaders, with the support of the Bolivian embassy, to set up a Bolivian Society that would meet these needs. There would also be a mentoring programme run by Bolivians who have settled in the UK to help recent arrivals.

Interviewees also said that divisions which are common in Bolivia, caused by regional origin, ethnicity and a class structure, are recreated in the UK, albeit to a lesser degree. In particular, there is a pronounced divide between *Kollas*, a term referring to Bolivians from the highlands, who are mainly of indigenous descent, and *Cambas*, who come from the tropical lowlands and are mainly mestizo (of mixed Spanish and indigenous heritage), and of Spanish descent. This distinction is seen at the various Latin American festivals in the UK (e.g. *Carnaval del Pueblo*) in which Bolivian dance and music groups participate. Members of these groups come from one or other of these regional backgrounds but they rarely mix. Younger Bolivians in London, however, seem to attempt to overcome such differences. Interviewees said that class distinctions are also marked and this is reflected in the areas where Bolivians choose to live. Working-class Bolivians are concentrated in poorer areas of south-east London whilst more affluent Bolivians live in North London and in places where there is not a marked Bolivian presence.

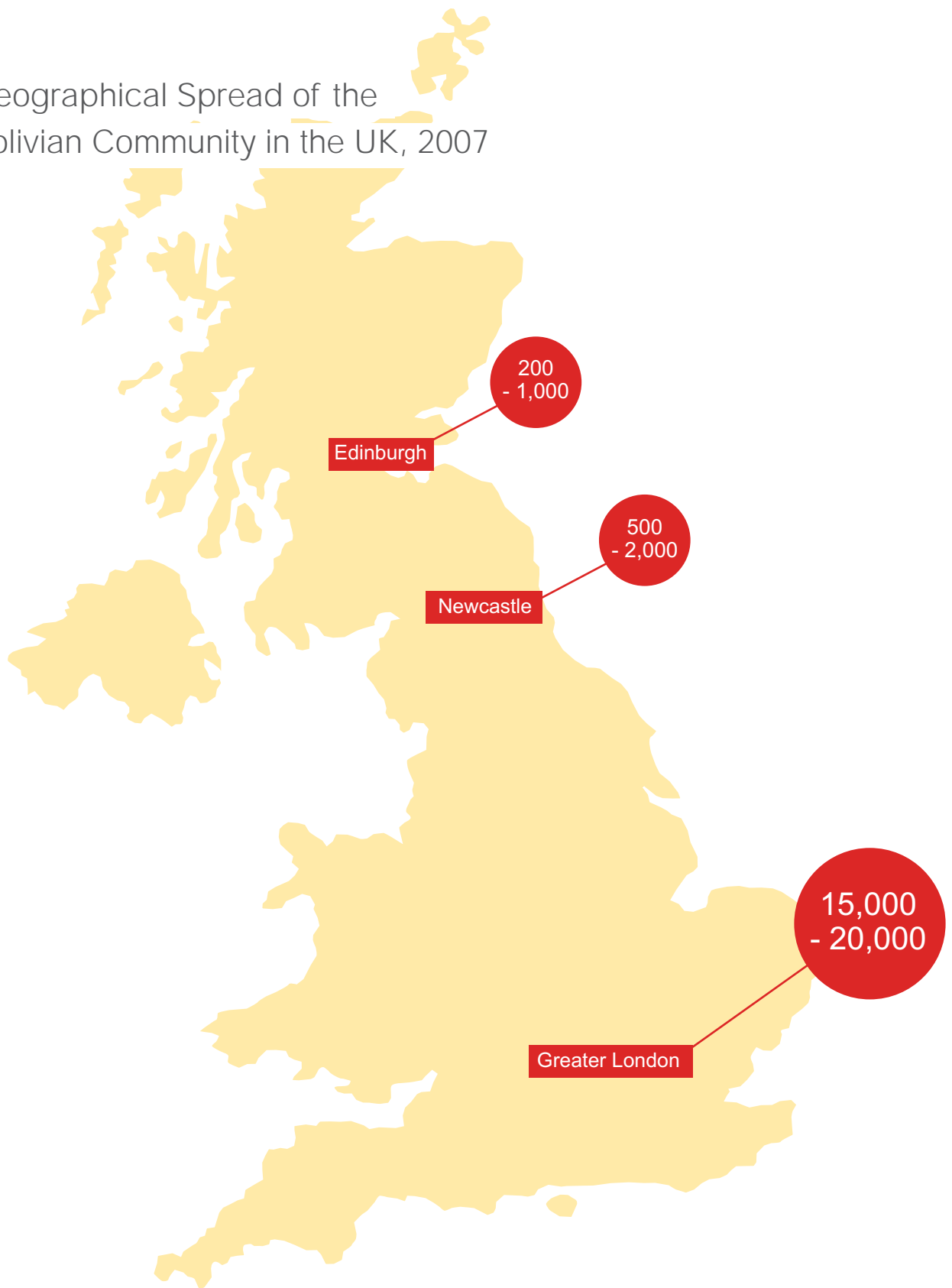
1.2 GEOGRAPHICAL LOCATION AND SPREAD OF THE BOLIVIAN COMMUNITY

Respondents to the questionnaire, and interviews with the best-informed community representatives, both suggest that most Bolivians who have recently arrived in the UK are concentrated in London, with a small number going to Newcastle. Long-term residents are more widely dispersed across the country. Some live in London and neighbouring areas, such as Kent and Surrey, and a small number live in Newcastle and Edinburgh (see figure 1). But, as Bolivian migration to the UK increases, migrants have begun to live in new parts of the UK. This makes it difficult to say with accuracy where new Bolivian communities are being formed.

Figure 1

Location	Population (est.)
London	15,000 – 20,000
Newcastle	500 – 2,000
Edinburgh	200 – 1,000
Other	500 – 2,000

Geographical Spread of the Bolivian Community in the UK, 2007



The above figures (all approximates) are based on estimates supplied by community leaders. The rest of the Bolivian community in the UK is dispersed around the country and number between 500 and 2,000.

Main Boroughs of Residence for Bolivians in London

London has by far the highest population of Bolivians but the exact number is unknown. Interviewees suggest that there are between 15,000 and 20,000 Bolivians currently living in London. Most live in the London boroughs of Southwark (mainly the Elephant and Castle, the Old Kent Road and Peckham Rye), Lambeth (mainly Vauxhall and Brixton), Lewisham, Haringey (mainly Seven Sisters and Finsbury Park), and Camden.

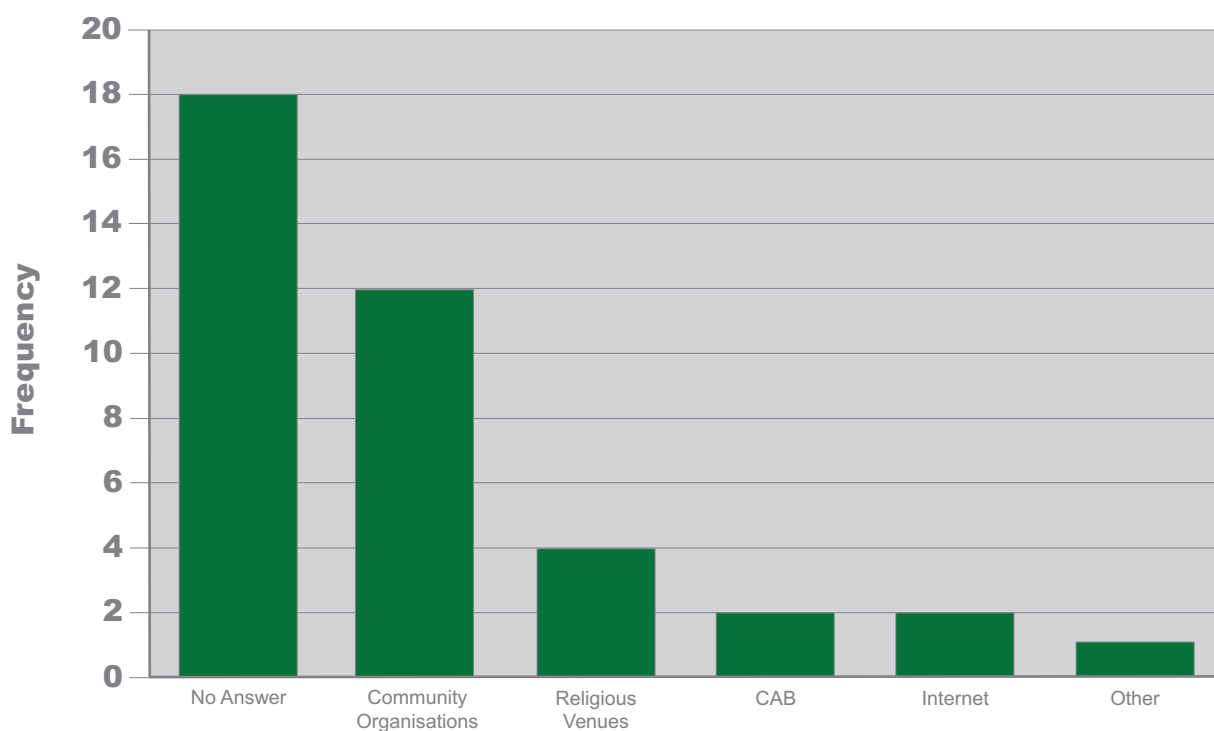
Figure 2:

Borough	Estimate
Southwark	6,000 – 8,000
Haringey	3,000 – 4,000
Lewisham	2,000 – 3,000
Camden	2,000 – 3,000
Lambeth	1,000 – 2,000

1.3 COMMUNITY GROUPS AND OTHER ORGANISATIONS

Respondents were asked where they went for help, advice and support. Only 35% of the respondents gave an answer and 5% said that it depended on the specific issue they were facing. All of the 40% who did reply said that they went to community centres, whilst 33% said that they turned to the church and sought advice from a pastor or priest. A minority sought help from Citizens Advice Bureaux (CABx), immigration lawyers, or from the Internet.

Figure 3: Most Frequently Visited Places for Help, Advice and Support



In-depth interviews suggested that most Bolivians who have recently arrived in the UK seek advice and support from community organisations or from religious centres, mainly Catholic. The interviewees recommended that IOM give presentations in Spanish to members of Latin American community organisations, as well as organising focus groups where people interested in IOM programmes could ask questions and request more information. Focus groups should ideally include video communication with Bolivians who had benefited from return programmes in the past and could answer their questions live. As noted above, most community organisations from which Bolivians seek advice and support are run by Latin Americans of other nationalities. It should also be recognised that community organisations change continuously; many new Latin American organisations are constantly being created. The contact list for IOM includes information about community organisations.

Community Organisations

Respondents were also asked about Bolivian organisations that they knew or were active members of. Recent arrivals said that they had never heard of the groups which Bolivians with a long period of residence have set up, and had never attended any event organised by them. Recent arrivals do, however, participate in music and dance groups. These rehearse every week and perform in various Bolivian celebrations and Latin American festivals. Information about these Bolivian groups is included in the list of contacts, with a section on recommended action points for IOM.

Places of Worship

The completed questionnaires suggest that Bolivians are generally religious. 48% of the respondents attended Catholic services, mainly in Spanish. 42% attended other Christian services in Spanish (10% did not provide an answer). In-depth interviews revealed that members of the Bolivian community in the UK are mainly Catholic or Evangelical, although exact proportions are unknown. Community leaders said that recent arrivals attended religious services regularly because it gives them a sense of belonging to a community. Bolivians make up about 25% of all members of the Latin American Evangelical community in the UK.

Community Festivals

Bolivian people like to get together regularly and celebrations and parties play an important role in the social life of the community. Most parties are small private events but special occasions such as Independence Day, and Christian holidays, are celebrated in public places such as community centres, Bolivian restaurants, churches, religious centres, student centres and venues provided by the Bolivian embassy. Figure 4 shows the most important public celebrations attended by the Bolivian community. 58% of respondents said that they also attended other Latin American events and festivals. The most important is the *Carnaval del Pueblo*. It takes place during the summer months and many Bolivian dance and music groups perform. Bolivians are also fanatical about football. 26% of respondents, most of them men, said that they played football on a regular basis at the weekend and participated in the Latin American football tournament that takes place in the summer. They also gathered in Bolivian restaurants to watch the World Cup or *Copa America* when the national team is playing.

Figure 4

Celebration	Date
Bolivia's Independence Day	6 August
Carnival	2-7 February
Corpus Christi	26 May
Todos los Santos	1 November

2 MAPPING EXERCISE OUTCOMES

INFORMATION CHANNELS

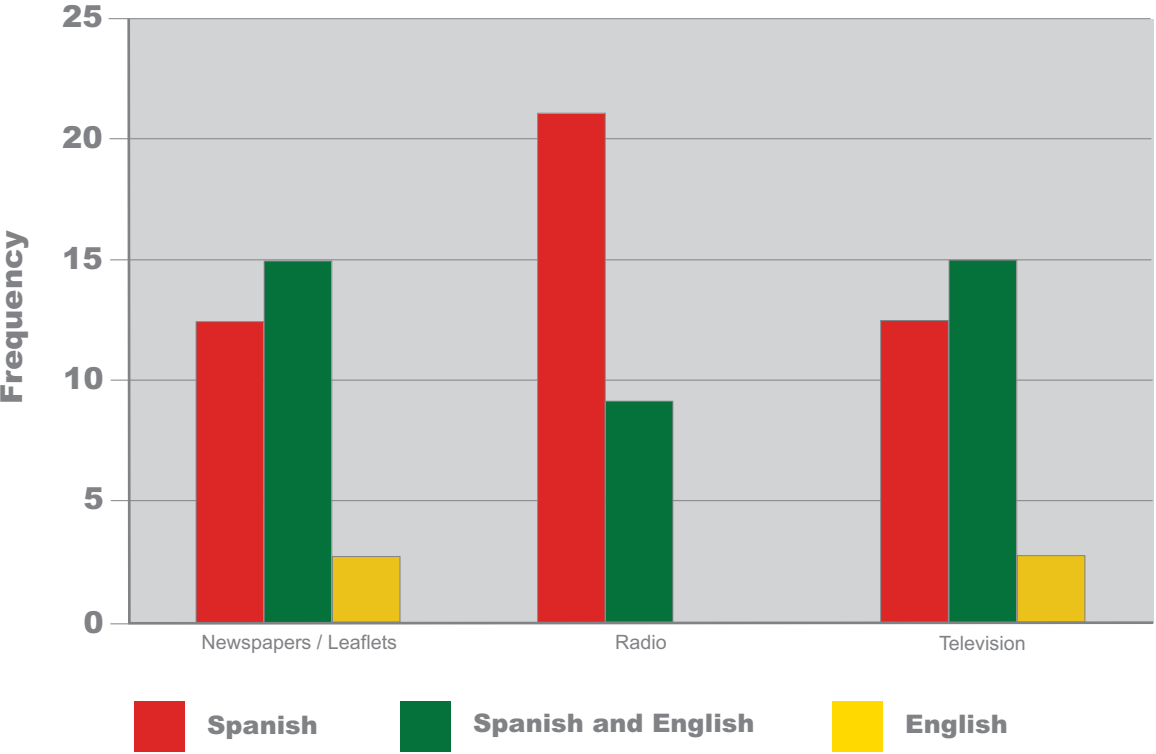
2.1 MEDIA

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

Media Comprehension

Respondents were asked in which language they best understood information, whether written, on the radio or on television. Figure 5 shows that about half the respondents felt confident understanding print media (newspapers and leaflets) and television in both English and Spanish. However, about the same number of respondents preferred Spanish alone for understanding the same sources of information. A sizeable minority preferred to access print media and television only in English. Radio is the main media that Bolivians understand better in Spanish, followed by about 25% of respondents who feel confident listening to the radio both in English and Spanish.

Figure 5: Preferred Language(s) for Media Comprehension

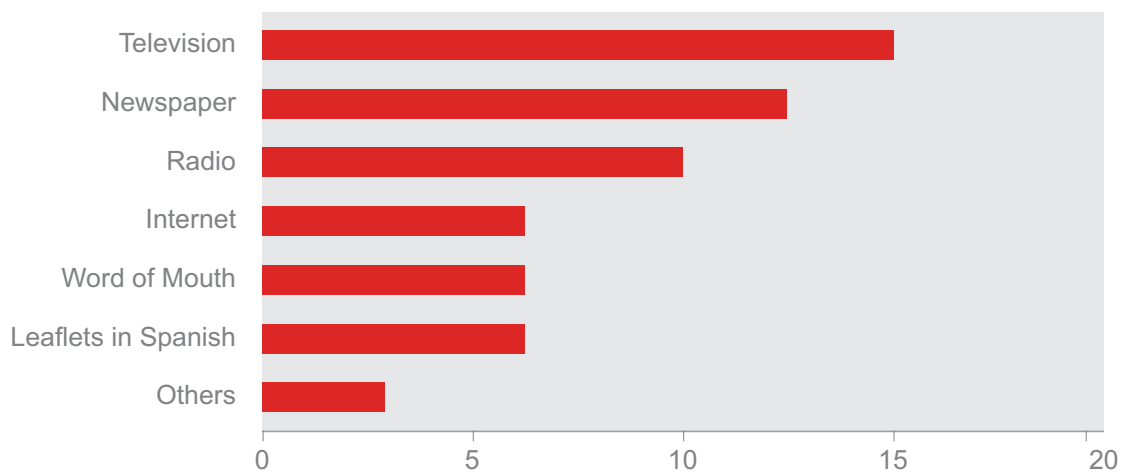


It is clear from the in-depth interviews with community leaders that recent arrivals feel more confident accessing media in Spanish only. Those who have chosen only English to access media sources are mainly Bolivians settled permanently in the UK, or who have lived in this country for longer. Even then, not a single respondent said that they only listened to the radio in English.

Information Sources

Most respondents said that television, followed by newspapers and the radio, was their most common sources of information. A minority preferred word of mouth, the Internet and leaflets in Spanish. No respondent considered leaflets in English to be their usual means of obtaining information. A few said that posters were a good way of staying informed about particular issues or programmes.

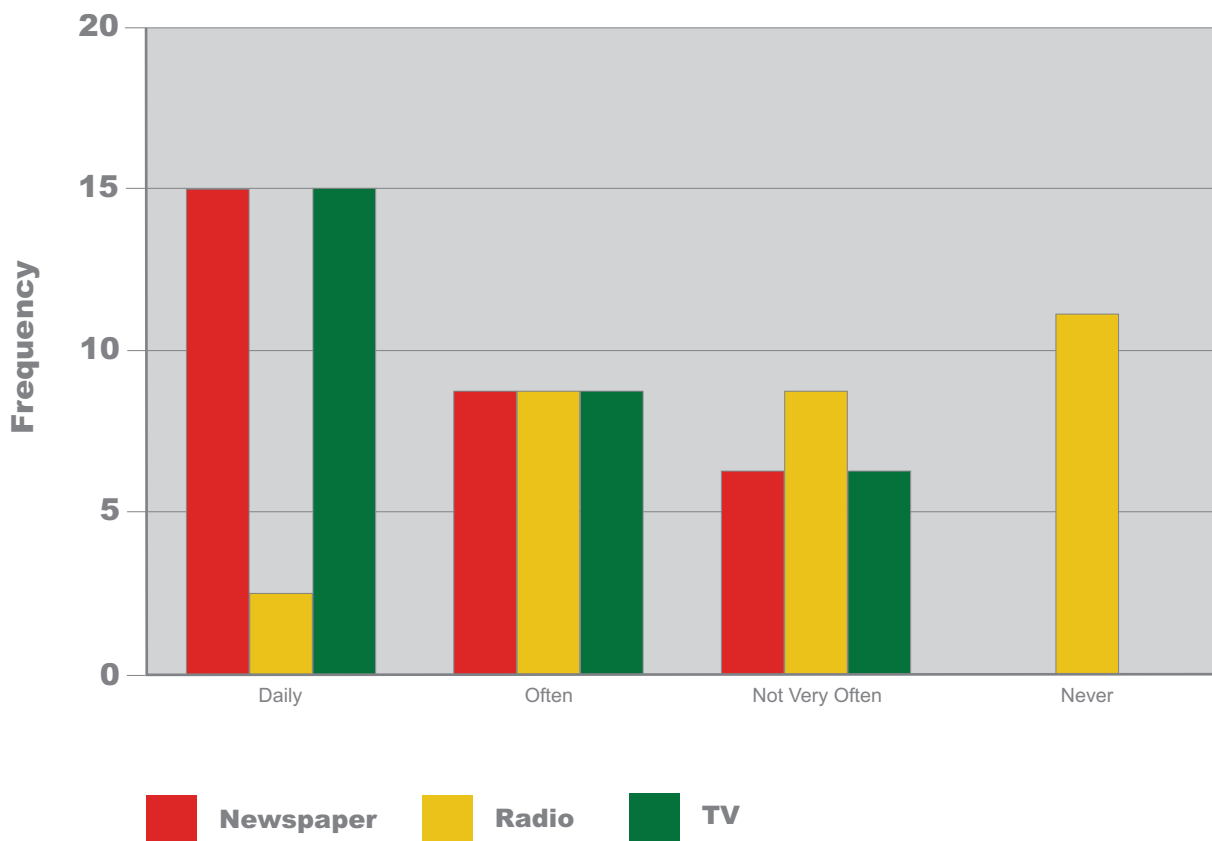
Figure 6: Most Common Sources of Information



Frequency of Media Consultation

Television and newspapers are the media that are most frequently consulted, followed by the radio. 50% of respondents read newspapers and watched television daily; 30% did so often and 20% did so occasionally. Radio is not widely listened to by Bolivians. Only a very small proportion of respondents listened to the radio every day. About 30% listened to it often and an equal percentage did so rarely. The majority, about 40% never listened to the radio. These results are consistent with the information in figure 6. It is evident that many Bolivians do not feel confident listening to the radio in English and there are still few Spanish language radio programmes.

Figure 7: Television



Newspaper Readership

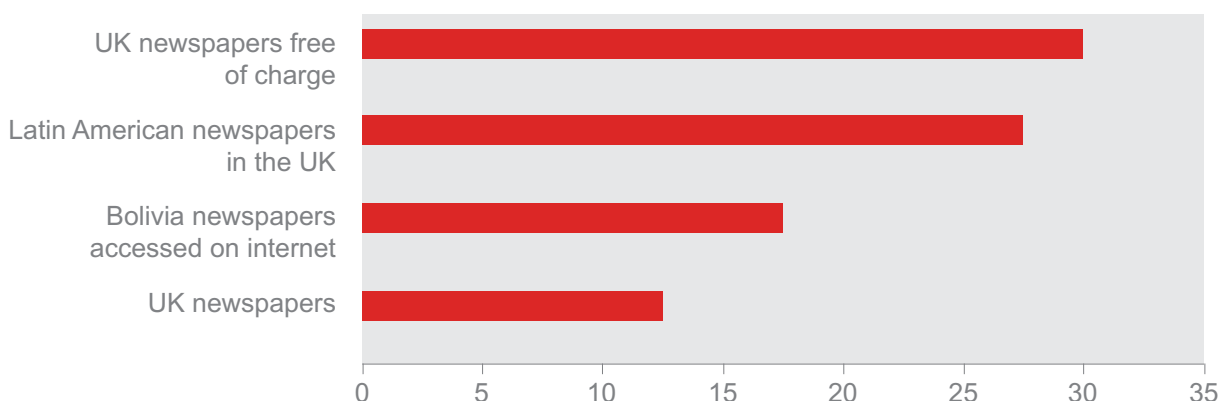
Respondents were asked which newspapers they read the most. The responses were grouped into four categories: Latin American newspapers published in the UK; UK newspapers that are distributed freely across London; other UK newspapers; and Bolivian newspapers that are accessed online. Figure 8 shows which newspapers, mentioned by respondents, correspond to these categories, and the language they are published in.

Figure 8

Category	Language	Newspapers
Latin American newspapers	Spanish	<i>Express News; Noticias.</i>
Bolivian newspapers (accessed on the Internet)	Spanish	<i>El Deber; La Razon; Los Tiempos.</i>
UK newspapers (free of charge)	English <i>London Light.</i>	<i>Metro; thelondonpaper;</i>
Other UK newspapers	English <i>The Times.</i>	<i>The Sun; the Guardian;</i>

Figure 9 shows that virtually all respondents read the free UK newspapers distributed across London, in particular *Metro* and *thelondonpaper*. Equally important are Latin American newspapers published in the UK in Spanish which are read by about 90% of respondents. Most read *Express News*, which is published weekly and distributed free in areas with a high concentration of Latin Americans. Other newspapers published in English in the UK were not popular amongst respondents. The number of single responses meant that the results were not statistically significant. However, about 60% of respondents read Bolivian titles on the Internet. Most mentioned *El Deber* followed by *La Razon* and *Los Tiempos*. Preferences for the different Bolivian online newspapers seemed to depend on the region of Bolivia from which the respondent had come.

Figure 9: Newspapers Readership

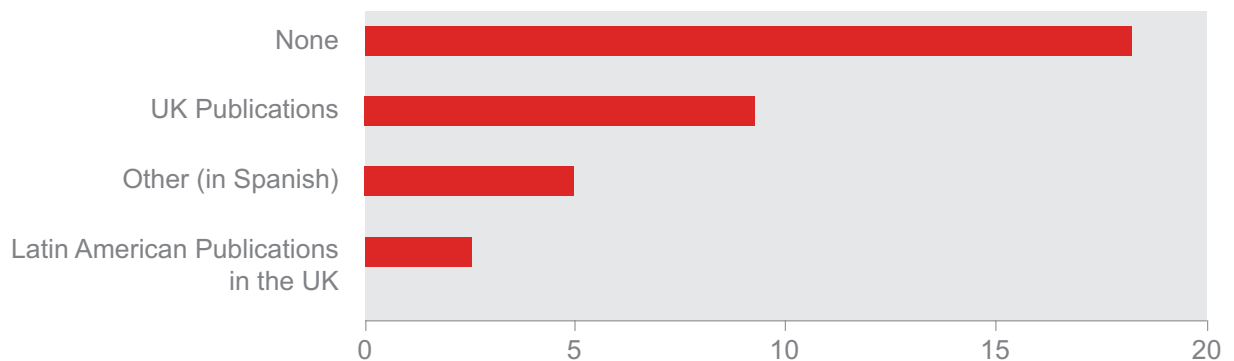


Interviews with community leaders revealed that online versions of Bolivian newspapers are more popular than the results in the above table would suggest. Key informants said that advertisements on those websites successfully reach Bolivians in the UK, particular the online version of the Bolivian newspaper, *El Deber*. In addition, community leaders recommended Latin American newspapers, published in Spanish in the UK, such as *Express News* and *Noticias*. They are widely used by new arrivals to stay informed about developments in immigration legislation, as well as to discover services where Spanish is spoken.

Other Publications

Magazines or newsletters were not popular with respondents; about 60% percent said they did not read them. There are no magazines published in Spanish currently in circulation in the UK. Most respondents read English magazines and a minority bought imported Spanish-language magazines.

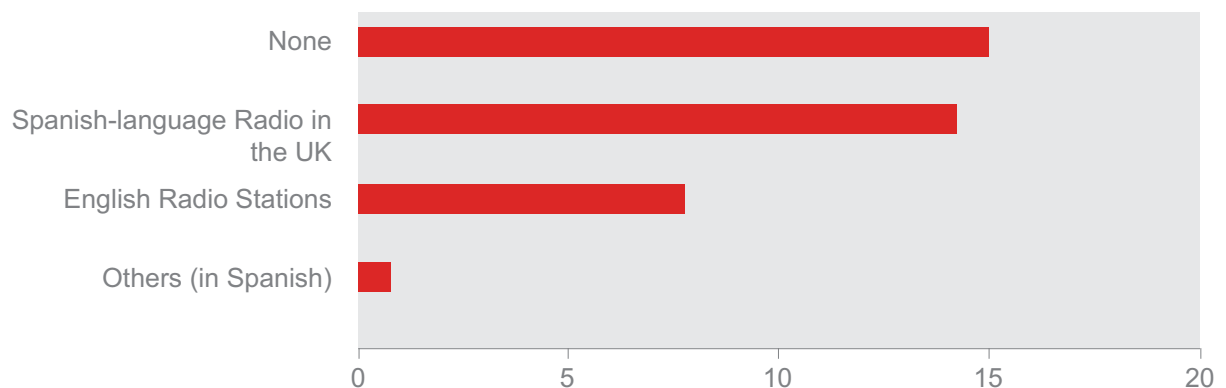
Figure 10: Magazines and Newsletters Readership



Radio

Respondents were asked which radio stations they listened to most frequently and which specific programmes they liked. At present, there are only two radio stations that broadcast Spanish-language programmes in the UK. *Radio Lider* broadcasts mainly news programmes every day at various times on 1503 AM. *Viva la Radio!* broadcasts programmes of salsa music every day on *Blues FM* (84.2 FM). There were numerous single references to English-language radio stations and they were grouped into one category. Figure 7 shows that listening to the radio was not a popular activity among respondents. However, out of the 50% that did listen to the radio regularly, half listened to Spanish-language radio programmes and about a quarter listened to English-language radio stations. A small number of respondents listened to Spanish-language radio programmes on the Internet.

Figure 11: Radio Stations Most Frequently Listened

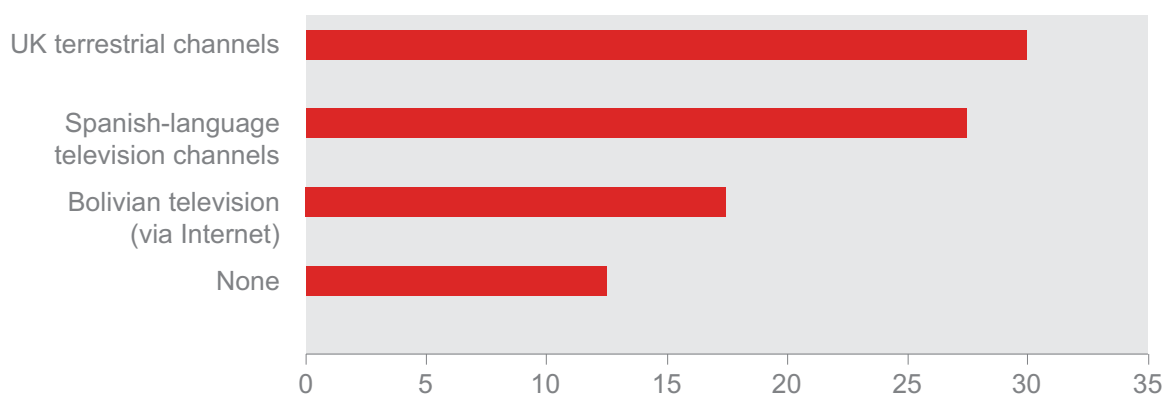


Community leaders said that Spanish-language radio programmes are a good way to reach the Bolivian community. They recommended giving interviews in Spanish, especially during the news programmes broadcast from 10am to noon by *Radio Lider*.

Television

All the respondents said that they watched television regularly. They all watched the main UK terrestrial channels and nearly half of them watched television channels in Spanish, which are available only through Cable or Sky. The most popular television channel in Spanish was *TVE*, a Spanish television channel. A significant minority also watched Bolivian television channels via the Internet. The most popular were *Megavisión* which is available through the Internet site *www.elmundo.com.bo* and *Unitel*, available at *www.unitel.tv*.

Figure 12: Television Channels Most Frequently Watched



Internet

The Internet emerged as a popular medium for obtaining information and keeping in touch with relatives back home. 73% of the respondents said that they used a computer and could access the Internet. About 60% use the Internet both at home and in Internet cafes, about 10% only use it at home, and 30% percent only use Internet cafes. The most popular Internet sites were search engines like *Google* and e-mail websites, such as *Hotmail* and *Yahoo*, as well as news sites like *www.bbc.com* and the Bolivian newspapers that have already been mentioned. In addition, some respondents said that they watch Bolivian television channels through the Internet (see the previous section).

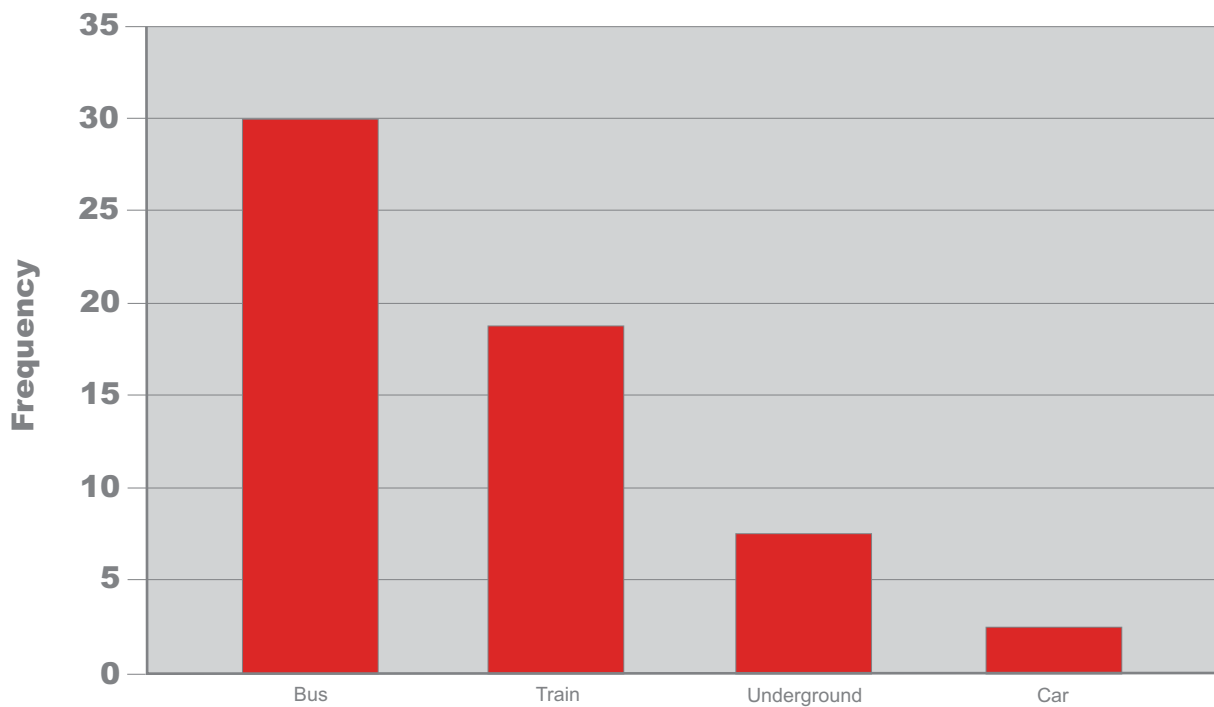
Newspapers Readership



2.2 USE OF SERVICES

All the respondents travelled by bus but about 60% of them also used the train regularly. 23% of the respondents used the Underground and a few used their own car. Some respondents used more than one type of transport.

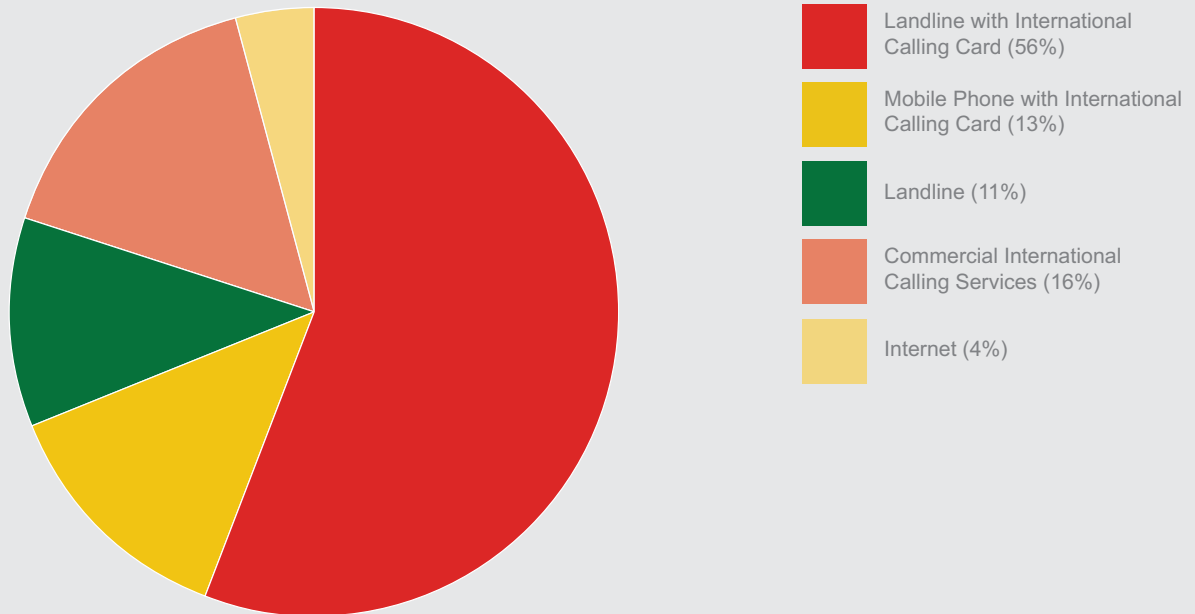
Figure 13: Most Frequently Used Means of Transport



Phone Calls

Respondents were asked about how they make telephone calls to relatives and friends in Bolivia. Figure 14 shows that the highest proportion (83% of the respondents) used a landline with an international phone card, either from a phone booth or at home. 20% used their mobile phone with an international phone card. 23% went to outlets that offer calling services to Bolivia and 17% used a landline only. A few used the Internet.

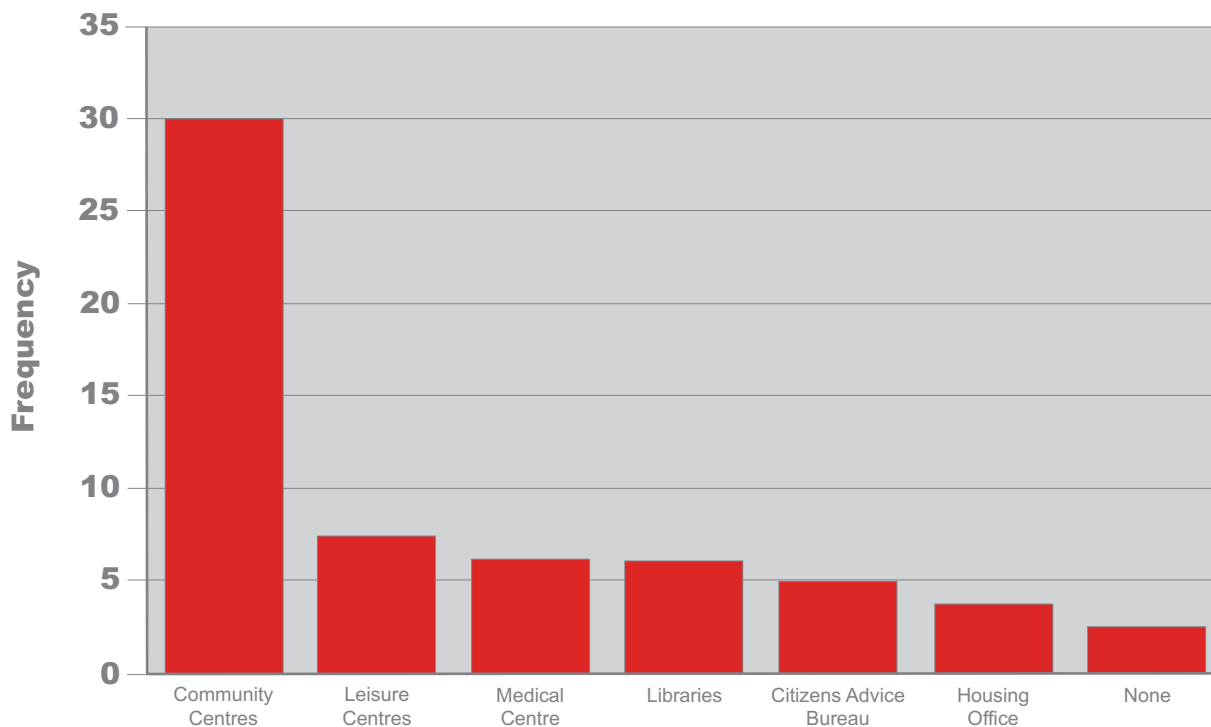
Figure 14: Means of Telephone Communication



Local Services

Respondents were asked which local services they used most. All the respondents used community centres. 23% went to leisure centres, especially at the weekend. 20% went to medical centres and the same percentage uses libraries. 17% have used a Citizens Advice Bureau and 13% have tried to access services from the housing department. A small proportion did not use any of these local services.

Figure 15: Most Frequently Used Local Services



Community leaders said that most recent arrivals would turn to community centres for help and advice because they can offer such services in Spanish. Community centre premises are also used for leisure activities during the weekend when Bolivian dance and music groups gather to rehearse. Migrants with an irregular immigration status will try to avoid using services provided by the government.

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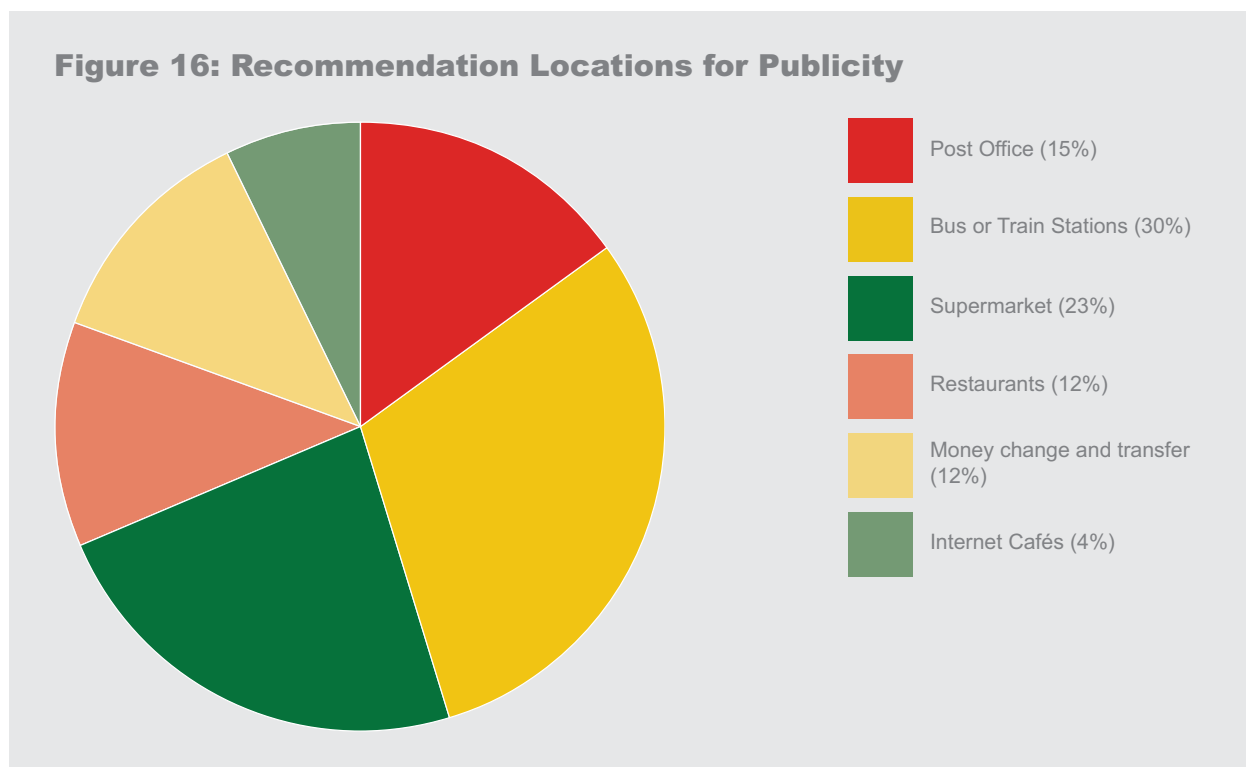
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2.3 PREFERRED SOURCE OF INFORMATION

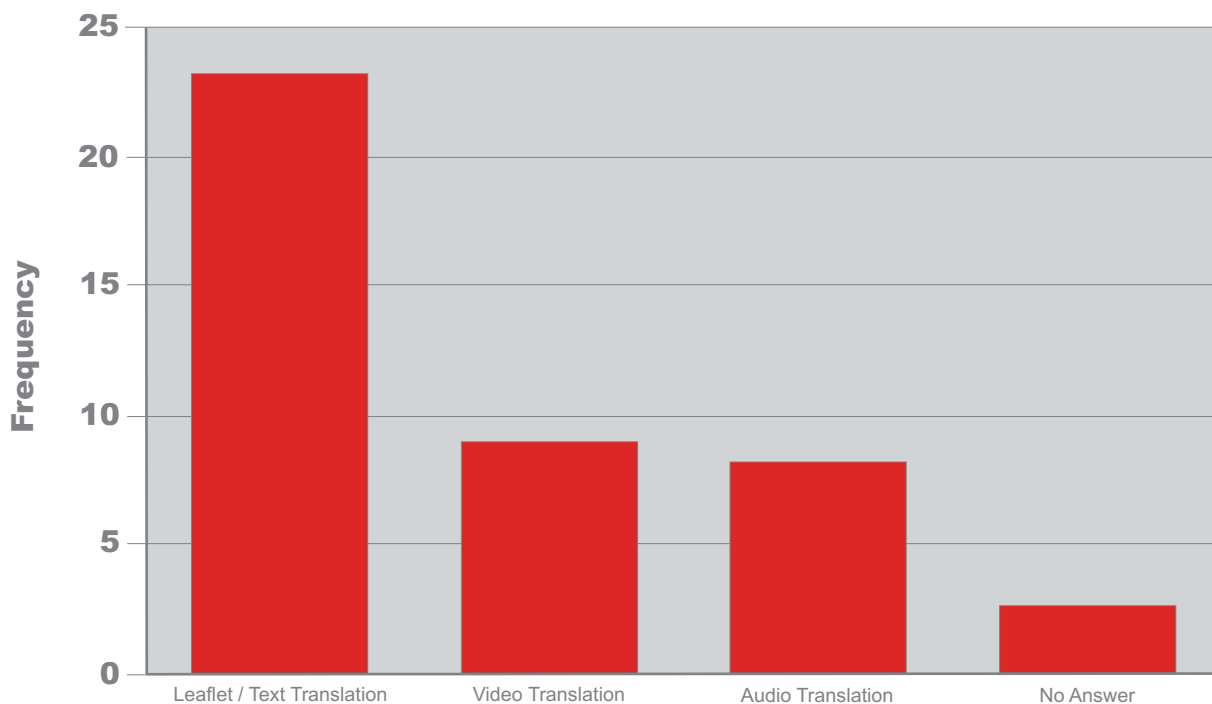
Respondents were asked where they preferred information to be made available and in what format – text, audio or video – they preferred to receive information in their own language. Figure 16 shows the places that were preferred by the respondents. In particular, 83% said that bus or train stations, and even inside buses, are locations where they would pay attention to adverts. 63% highlighted English supermarkets in areas with a high concentration of Bolivians (e.g. Tesco in the Old Kent Road) or the Latin American grocery stores found in the Elephant and Castle, Peckham, Brixton, Camden and Seven Sisters. 43% referred to Post Offices as places where they like to see adverts, 33% suggested Bolivian restaurants, and an equal proportion referred to Money Change and Transfer Bureaux. 20% said that Internet cafes which provide services to the Bolivian community are ideal locations for publicity.



The consensus amongst community leaders during the in-depth interviews was that IOM should publicise its programmes wherever Bolivians come into informal contact, such as shopping centres, churches, Bolivian restaurants (mainly in the Elephant and Castle and Peckham), as well as Latin American football tournaments and Latin American festivals in south east London. Community leaders recommended publishing small discreet flyers in Spanish and distributing them in these places. A number of community leaders said that posters in Spanish are not welcome in many places and should be replaced with postcard-size flyers. A few community leaders also suggested that banners or online adverts placed on the Internet version of *El Deber* are an ideal way to raise awareness amongst the Bolivian community in the UK.

77% of the respondents said they preferred publicity to be in the form of text in Spanish, either leaflets with detailed information, or small flyers that can fit in the pocket. 30% supported audio translations, such as radio commercials, and 27% said that they preferred videos in Spanish. Some respondents referred to more than one option.

Figure 17: Recommended Format for Publicity



Community leaders also agreed that leaflets and flyers in Spanish were the best way to publicise IOM's programmes. They said that these materials should be published both in pocket and medium sizes. The text should emphasise the confidentiality of the client. It was also suggested that booklets with full information on IOM's programmes, including a section of FAQs, should be made available in the reception rooms of community organisations. In-depth interviews also revealed that postcard sized adverts are most popular with Latin American service providers because they are more discreet. However, most organisations charge a minimum fee per week for displaying such adverts.



3 MAPPING EXERCISE OUTCOMES

DEMOGRAPHIC INFORMATION

The second section of the questionnaire collected baseline data from each respondent about their age, gender and length of stay in the UK. The main purpose of the final section of the questionnaire is to target future information and marketing strategies to the right audience.

3.1 GENDER

17 of the 30 respondents were women and 13 were men. This indicates a slight imbalance in the gender of the respondents. The majority of the questionnaires were completed in the reception rooms of community organisations. Others were filled in during rehearsals of Bolivian music and dance groups. Most Latin American community organisations that have Bolivian clients reported that an average of 65% of them are female. Women generally tend to seek advice and participate in social activities more than men in Bolivian society. However, this gender imbalance might be a reflection of the Bolivian community in the UK. In-depth interviews suggested that the Bolivian community seems to have more women than men.

3.2 AGE

The Bolivian community, to judge from the respondents, seems to be quite young. Figure 18 shows that the majority of respondents were between 25 and 34 years old. The profile of the community leaders who were interviewed tended to be female and in the age range of 25 to 54. There were very few responses from older generations; but all of those had been living in the UK for decades. Recent arrivals, as well as irregular migrants, were generally aged between 18 and 34. A significant proportion of Bolivians are in families with children. Usually, the children join their parents once they have settled in the UK.

Figure 18

Age group	Number of respondent	Percentage
Under 18	0	0%
18 -24	7	23%
25 – 34	14	47%
35 - 44	5	17%
45 - 54	3	10%
55 - 64	1	3%
65 and over	0	0%
No Answer	0	0%

Total: 30

3.3 LENGTH OF RESIDENCE IN THE UNITED KINGDOM

Figure 19 shows that the majority of Bolivians in the UK have been in the country less than five years. In-depth interviews revealed that Bolivian migration to the UK is based on social networks. Most recent arrivals have at least one acquaintance or relative already living in this country.

Figure 19

Length of residence in Britain	Number of respondent	Percentage
Less than 12 months	3	10%
1 years but less than 3	13	43%
3 years but less than 5	8	27%
5 years but less then 10 years	4	13%
10 years or more	2	7%
No answer	0	0%

4 CONSTRAINTS

The Bolivian mapping exercise went very well considering the short period of time available for the task. The level of responses was sufficient to provide a good overview of the Bolivian community in the UK. This section highlights the challenges and constraints experienced in three areas: the structure of the community; perceptions of IOM programmes; and the structure of the questionnaire.

The Community Structure

The biggest challenge during the mapping exercise was to identify people who were considered authorities within the Bolivian community. The community is relatively young and is largely made up of Bolivians who have arrived in the past 3 to 5 years. Consequently, it is not well organised and there are no societies or groups that represent them or provide services specifically for Bolivian nationals. A number of in-depth interviews were held with other Latin Americans who work in community organisations that provide help and advice to Bolivian people.

It was extremely important to establish contact with Bolivian community leaders because they could enable the consultant to meet other members of the community. It would have been difficult to persuade the respondents to participate in this exercise without those contacts. Many of the people who answered this questionnaire were working without a legal permit to stay. They would only have participated in a questionnaire if it were carried out by a person they trusted, or by someone who had been recommended by community leaders.

Most interviews were carried out at the weekend because Bolivians have a rigid working schedule. They generally work long hours or have multiple jobs in order to afford their stay in this country and send remittances to their relatives back home. In addition, interviews with recognised authorities within the Bolivian community were difficult to carry out because most of them have regular jobs during the week and are only available at the weekend.

Perception of IOM Programmes

During the mapping exercise it was noted that a number of Latin American organisations had a negative perception of IOM programmes. This was mainly due to communication failures, lack of knowledge about IOM programmes, or because return programmes were contrary to the ideology of the organisation. Some of these organisations were initially reluctant to agree to an interview but did later say that these informal meetings had been helpful in gaining a better insight into how IOM programmes work. Most were willing to allow IOM publicity material to be displayed on their premises.

On the other hand, although Bolivian community leaders had little knowledge of IOM programmes, they did believe there was a need for them within the community. The reasons for this were twofold. First, many recent arrivals found that the reality of living and working in the UK did not live up to the expectations. Many had found it difficult to find work. In particular, irregular migrants are vulnerable to exploitation and abuse. Secondly, many Bolivians have only come to work in the UK for a few years, legally or illegally, and intend to return to their communities of origin eventually with enough savings to build a house or start a business.

Formulation of the Questionnaire

Most respondents said that the part of the questionnaire dealing with the sizes and locations of Bolivian communities in the UK was difficult to answer. So was the question asking respondents to name some Bolivian organisations. Many respondents suggested that this sort of question should only be asked of Bolivians who have been living longer in the UK.

5 CONCLUSIONS AND RECOMMENDATIONS

This mapping exercise has achieved its aims by identifying the main channels of communication and information used by Bolivians in the UK as well as the size and locations of the Bolivian communities. The exercise has already highlighted many potential opportunities to engage better with the Bolivian community as well as the most suitable publicity materials and advertisement opportunities for IOM programmes. These conclusions and recommendations, however, summarise the most important points in the areas of media related issues, community outreach, and other marketing strategies. It begins, however, by offering a review of some general considerations to bear in mind whilst promoting IOM programmes amongst the Bolivian community.

Main Considerations Whilst Promoting IOM Programmes

The research undertaken during this mapping report revealed that there are a number of factors that have to be considered when promoting IOM programmes in the Bolivian community.

- Bolivians are relatively new immigrants to the UK. The Bolivians who came in small numbers to the UK in the 1960s and 1970s were mainly escaping political instability. But, the most recent arrivals started coming to the UK in large numbers over the last three to five years in order to escape poverty at home.
- Most recent arrivals are concentrated in London and a large proportion has an irregular migration status in this country.
- Most recent arrivals came to the UK to work and to send remittances home. Nearly all the recent arrivals who were interviewed during this exercise said that they want to return home eventually.
- The main concerns of Bolivian community leaders are the conditions in which many Bolivians live and work. Irregular migrants, in particular, live in crowded conditions and are vulnerable to exploitation at work.
- Most of the community leaders interviewed during this exercise said that there is a need for IOM return programmes amongst the Bolivian community. This is contrary to the opinion of community leaders from other Latin American communities, who sometimes had a negative perception of IOM programmes.
- The mapping exercise revealed that the Bolivian community is close-knit but it is not well organised. There are no specifically Bolivian societies or groups that represent or serve the community. Bolivians seek advice from other Latin American community organisations, which are mainly run by Colombians.
- Divisions over region of origin within Bolivia, ethnicity and class make it difficult to communicate with the Bolivian community as a whole. Strategies need to be specially tailored to these diverse groups.

- It is important to remember that Bolivians do not easily trust strangers, especially if they have an irregular immigration status. It is essential to establish a strong relationship with community leaders who can persuade others of the beneficial aspects of IOM programmes.
- It is essential to seek permission from service providers and community leaders before distributing publicity information during festivals, parties and other social events. IOM should seek their advice about the best way to promote IOM programmes and hand publicity materials to the person in charge first.

Media Specific Conclusions and Recommendations

- IOM UK should have a Spanish-version of its website with a section of FAQs. This website should offer the option of asking questions by email.
- IOM should have publicity material in Spanish which emphasises that the organisation guarantees the confidentiality of programme beneficiaries. This was one of the main questions interviewees asked and one of their main concerns. Leaflets should provide detailed information and include a section of FAQs as well as stories of successful return to Bolivia.
- IOM should consider advertising in English in free UK newspapers such as *Metro*, *thelondonpaper* and *London Lite*.
- IOM should continue to advertise in Spanish in the Latin American newspapers, *Express News* and *Noticias*.
- Journalists from Latin American newspapers are willing to write articles about IOM's programmes with information about successful stories of return. This would be an effective way of increasing awareness of these programmes, not only among the Bolivian community but within the whole Latin American community in the UK.
- IOM should consider placing a banner or a small advert in Spanish in the online version of the newspapers *El Deber* and *El Mundo*, with a link to the IOM UK Spanish website proposed by this report.
- IOM's Latin American case workers should give interviews on a regular basis on the radio news programmes broadcast by *Radio Lider*, especially between 10am and noon during the week. This is the time when they attract a Bolivian audience. Interviews should also be given occasionally on programmes broadcast by the same radio station on Sunday afternoons. It would be useful to allow questions from the public.
- IOM should include its profile in Spanish, with a link to its website, on the Latin American portals that are available on the Internet (see list of contacts).

Community Outreach Conclusions and Recommendations

- IOM should advertise in bus and train stations, as well as inside buses, especially those providing services in south-east London. The main bus routes that Bolivian use are 53, 453, 133, 63 and 363, all operating in south-east London.
- Advertising on international phone cards would be one of the most effective ways to target the Bolivian community. In addition, outlets that offer calling services to Bolivia are often visited by recent arrivals. IOM should consider putting up postcard sized posters in Spanish there. The most frequently visited of these places are located in the Old Kent Road, for example Continental Link, and the Elephant and Castle shopping centre.
- IOM should consider arranging presentations and meetings in Spanish with community organisations as a top priority. These are the main places where Bolivians go for advice. The community organisations most frequently attended by Bolivians are: Praxis; the Indoamerican Refugee and Migrant Organisation (IRMO); the Latin American Welfare Group (CARILA) Casa Latinoamericana; Hispanic Welfare Association; as well as migrant women's rights groups, such as the Latin American Women's Rights Service (LAWRS), and the Latin American Women's Aid (LAWA).
- The waiting rooms of community organisations are ideal places to leave small flyers in Spanish or put up posters. However, most community organisations do not welcome posters bigger than A4.
- IOM should organise focus groups for Bolivian people who might be interested in its programmes, providing a secure environment where they could feel confident asking questions and sharing their concerns. Video conferencing with Bolivian returnees who can answer questions live could greatly enhance the image of the organisation and the programmes.
- It is important to develop relations with religious organisations in the UK, mainly Catholic and Evangelical. The main religious groups of importance to Bolivians in the UK are in the list of contacts.
- Postcard sized flyers should be displayed in the windows of Latin American grocery shops, restaurants, money transfer outlets, Internet cafes and Post Offices. The places visited most often by the Bolivian community are included in the list of contacts.
- Latin American festivals in the UK provide a valuable opportunity to reach out to the Bolivian community. Having a stall at the *Carnaval del Pueblo* to hand out flyers and other publicity material in Spanish should be a priority.
- IOM should distribute flyers in Spanish during the Latin American football tournaments organised during the summer months.



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