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CITY OF OPPORTUNITY

Important Ingredients of a Welcoming Community: from London's Perspective

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The Face of Immigrants in London

With a population of 366,151 (2011 Canadian Census)

- 21.2% total population are immigrants
- Almost 15% are recent arrivals (5 years)
- 2nd largest recipient of refugees (per capita)
- Significant secondary settlement
- 3,700 international students
- Diversity, country of origin, language spoken, religion, etc.



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The Political Context

- Immigrants fit key result areas of 2011-2014 Strategic Plan
 - ✓ Strong Economy
 - ✓ Community Vitality
 - ✓ A Caring Community
- London Diversity & Race Relations Advisory Committee
- Attraction of immigrants identified for economic development
- Attraction of international students



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The Community Context

- Long history of collaborative, **Community Development** approach to:
 - ✓ Building on our community strengths
 - ✓ Honour and leverage existing resources and relationships
 - ✓ Co-ordinate and engage services and communities
- Key community wide approaches include:
 - ✓ Child and Youth Network
 - ✓ Age Friendly London
 - ✓ Strengthening Neighbourhoods
 - ✓ Community Homelessness Prevention Initiative (CHPI)
 - ✓ London Homelessness Coalition



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The Community Context ...cont'd

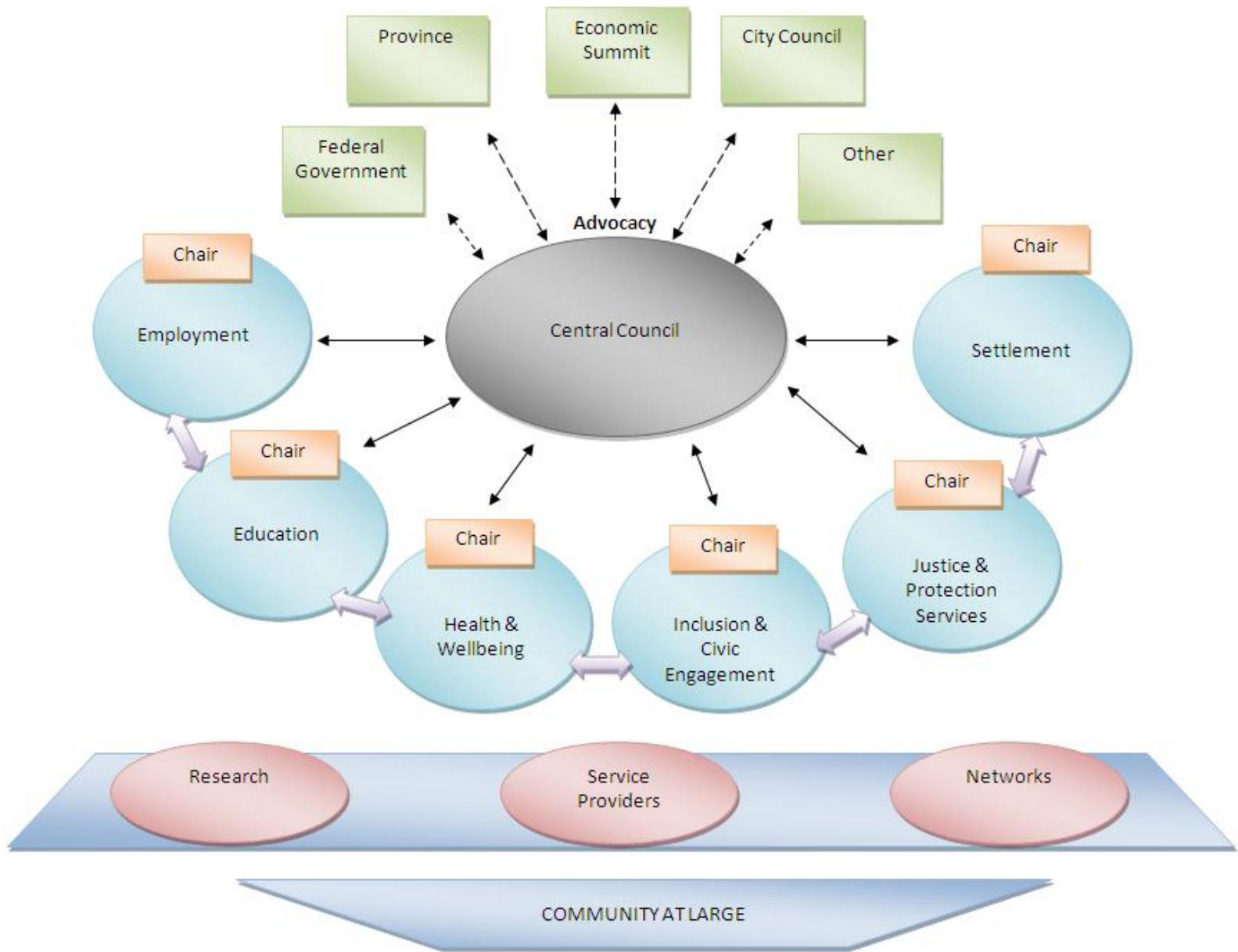
- Key immigrant supports
 - London Middlesex Immigrant Employment Council (LMIEC)
 - Settlement organizations
 - Settlement Workers in schools and libraries
 - Access Centre for Regulated Employment
 - Welcoming Communities Initiative
 - Immigration Portal



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London and Middlesex Local Immigration Partnership







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LMLIP Council

- Co-Chairs
 - City of London
 - United Way of London & Middlesex
- Sub-Councils
 - Education
 - Employment
 - Health & Wellbeing
 - Inclusion & Civic Engagement
 - Justice & Protection Services
 - Settlement
- Immigrant Representatives (8)
- Research Liaison (Western University)
- Funders



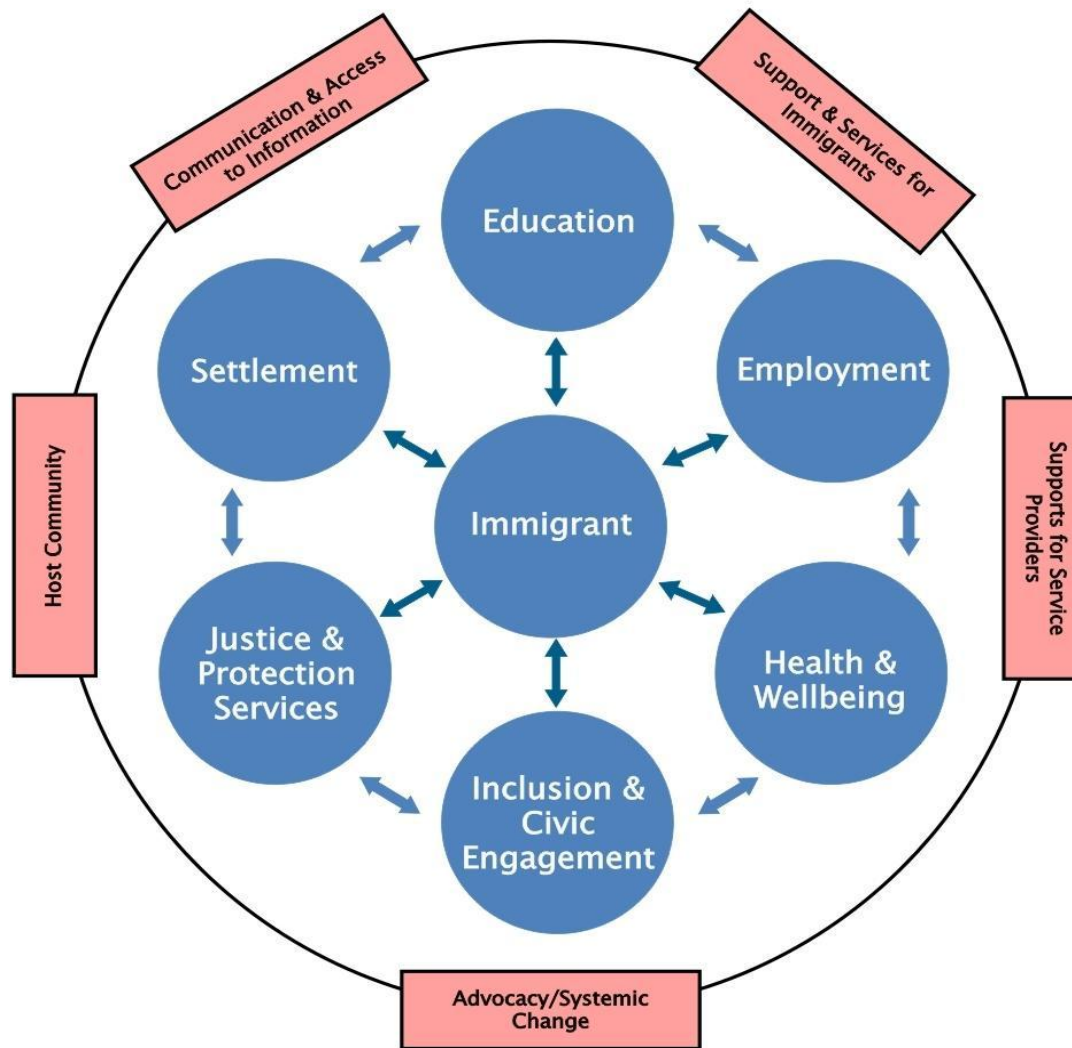
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LMLIP Goals

- Improved access to services
- Co-ordinated provision of services
- Improved labor market outcomes
- Strengthened strategic capacity of municipality on immigration issues
- Increased community capacity to respond to emerging needs
- Increased community awareness of immigrant integration needs

London & Middlesex Communities





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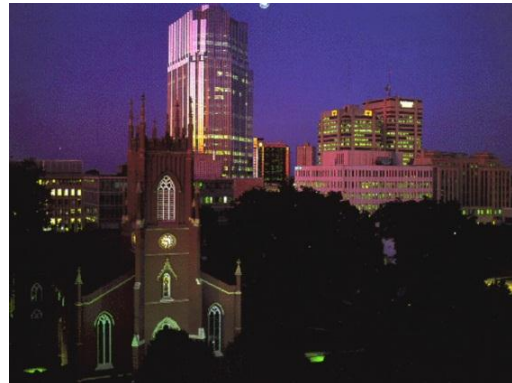
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Overarching Themes of Strategic Plan

- Supports and Services for Immigrants
- Communication and Access to Information
- Host Community
- Supports for Service Providers
- Advocacy/Systemic Change



The City's Leadership & Partnership at Work





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City Leadership

- Using the Community Development Approach the City is:
 - Co-lead of Welcoming Cultural Diversity Initiative
 - Co-chair of LMLIP
 - Lead with provincial and federal government, e.g. on Municipal Immigration Committee
 - Lead and host of Immigration Portal



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The Community Development Process

- City co-led exploration and then development of Welcoming Cultural Diversity in partnership with United Way and key community partners
- Led development of LIP Request For Proposal
- Facilitated a gradual move:
WCD → Advisory Committee → Community Consultation
endorse Terms of Reference and select Council → establish
Council → develop Strategic Plan with community → community
endorse Strategic Plan → Sub-councils lead their strategies →
community update → discussion for new Plan → 2013-2016
Strategic Plan





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As Service System Manager

- As service system manager, create collaboration between system partners and initiatives and utilize joint impact to leverage opportunities related to:
 - Employment and Training
 - Housing
 - Children's Services
 - Health Issues
 - Recreation
 - Police
 - Ontario Works
 - Emergency Planning
 - Intergovernmental
 - Culture
 - Social Research & Planning



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Funding & Resource Impact

- Community more than doubled resources for immigration through
 - In kind contributions (that can be validated)
 - Funding leveraged from other sources
- Partnership with Cancer Care with focus on diversity training for staff in large health care organization
- Settlement providers and other services providing sessions for ESL classes
- Welcoming All Voices - Parent Engagement supports



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Funding & Resource Impact...cont'd

- Immigrant Community Capacity Engagement Project
 - to enhance trust and connection between immigrants and justice system
- Supports for seniors
- Engaging Landlords and Tenants
- Multimedia Strategy to increase community awareness of immigrant needs





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Impact of the City's Leadership and Partnership

- Community buy in through our individual credibility and integrity
- A broad lens on immigration
- Connect between all of the strategic initiatives (e.g. CYN)
- Use roles to help partners move forward
- Be the conduit between system partners
- System partner buy in and collaboration
- Allow Sub-councils to drive their own agenda



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Key Success Factors for Cross Sectoral Collaboration

- Community development approach
- Building upon, recognizing & celebrating existing community initiatives and structures
- Focusing on the “win” for each partner by looking at issues from the partner’s lens
- City facilitates and leverages always remembering it is a community plan!
- Guiding Principles:
 - Advocacy
 - Diversity
 - Empowerment
 - Client Centred
 - Inclusivity
 - Social Justice



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Key Success Factors for Cross Sectoral Collaboration ...cont'd

- Leadership was critical – built upon existing relationships (City, United Way, Settlement Services, Employment services)
- Senior City staff initiated and continue to support the engagement of large system partners, e.g. school boards
- Developed the concept with the community as part of the established Welcoming Cultural Diversity group which provided input and endorsed the concept
- Active involvement of Western University from the outset and then partnered for the development of the Community Capacity Inventory



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Key Success Factors for Cross Sectoral Collaboration ...cont'd

- Ongoing communication with and active involvement of members of diverse & cross-sectoral organizations, groups and funders
- Community Action Days utilized to approve all major milestones including: establishment of LMLIP Council and its six sub-councils; development and approval of the Strategic Plan; and the Strategic Multimedia Communication Plan
- Built upon established portal – LMLIP is hosted on London & Middlesex Immigration Portal



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Key Internal Success Factors

- Co-ordination internally across City led initiatives
- Connection to political priorities and City Strategic Plan
- Focus on attraction and retention
- Retention is important for attraction
- Immigrants seen as citizens (not a specific group)



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We will gladly provide more information.

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Contact LMLIP:

www.immigration.london.ca

For more information on Pathways to Prosperity:

www.p2pcanada.ca

