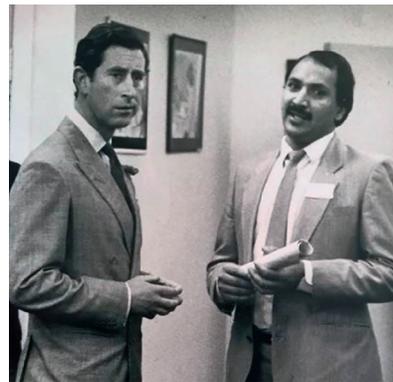
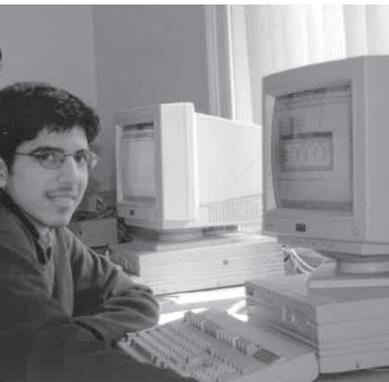




TURNING CHALLENGES INTO
OPPORTUNITIES SINCE 1990

CELEBRATING THIRTY YEARS

of outstanding work with ethnic minority communities



QED to solve problems of ethnic groups



PLAN: Mohammed Ali

A NEW company in Bradford has a simple mission — to improve the economic base of minority ethnic communities.

They plan to do this through a partnership involving private, public and voluntary sectors. QED — Quest for Education and Development — was set up by chief executive Mohammed Ali, who held a key role with Project FullEmploy when it decided to pull out of Bradford last December.

"Setting up a local organisation was not much of a problem. We had overwhelm-

by DAVID SWALLOW
ing support from people like the Council, the Task Force, Bradford Racial Equality Council and the TEC," he said. "We have backing from the private sector and charitable trusts. A strong board of directors is chaired by Phil Ward, group chairman of [unreadable]."





Foreword by
Dr Mohammed Ali OBE
 Founder and Chief Executive
 QED Foundation

Thirty years on, our commitment to creating a fairer society is undimmed

In 1990 I knew that I had found my vocation. I had spent the last four years setting up new initiatives that helped long-term unemployed people from ethnic minority backgrounds to find jobs and set up businesses across the north of England. But when the national charity I was working for closed, I knew the only way I could continue was to go it alone.

QED Foundation started small - and that was how I intended it to stay. The issues that we address are far too complex and wide-ranging for one organisation to tackle in isolation. So I decided that we should focus on supporting government, businesses and public and mainstream voluntary sector organisations to work together to meet the needs of all their stakeholders, regardless of faith or ethnic background.

QED Foundation is like a chemical catalyst, changing the lives of hundreds of thousands of people for the better while remaining unaltered itself. We have stayed true to our northern roots and our delivery of education, training, employment-related and health services at neighbourhood level continues to inform our campaigning and influencing work.

But we have always moved with the times and adapted to new challenges. In the early days our main focus was on helping people from disadvantaged communities struggling to find work against a background of high local unemployment levels, low educational attainment and the collapse of traditional industries. In more recent times, the Covid-19 pandemic and the tragic killing of George Floyd have presented very different scenarios for us to respond to.

Thirty years on we have three new priorities. Firstly, underemployment is becoming as much of an issue as unemployment. Ethnic minorities are still concentrated in low-paid jobs with little responsibility and few opportunities for progress, regardless of their skills and qualifications. We encourage and support employers to ensure that their workforces are representative of local demographics at all levels of seniority.

Secondly, we are focusing our efforts on improving the prospects of the most disadvantaged ethnic minority groups. Each faces very different challenges and these cannot be overcome by 'one-size-fits-all' solutions.

And finally we are helping to build bridges between diaspora communities in Britain and their countries of origin so that we can encourage trade and collaboration between the UK and our international partners.

Times have changed but our commitment to helping create a fairer and more equal society remains the same.

Opening opportunities to all

Much has changed in 30 years. When QED began its work in 1990, there were 3.5 million people from ethnic minority backgrounds in the UK. Today there are more than eight million and they make up 14% of the population.

The last three decades have seen these communities make great strides forward in all areas of public life.

In 1990 all but four of our MPs were white. By 2017 a record 52 were from an ethnic minority background. Sadiq Khan was elected to one of the country's most high-profile political roles as Mayor of London in 2016. Sajid Javid has held two of the four great Offices of State, becoming Home Secretary in 2018 and Chancellor of the Exchequer in 2019.

Mishal Hussain and Faisal Islam break the news; Maggie Aderin-Pocock and Jim Al-

Khalili are among our most well-known scientists; and Turner Prize winner Chris Ofili and director Steve McQueen have blazed a trail in the arts.

But we should not let these successes blind us to the fact that all too many still face an uphill struggle to survive. Some communities - including Indians, Chinese and African Asians - have made great social and economic progress over the last 30 years.

But others have been left behind. People from Pakistani, Bangladeshi and certain mixed-race backgrounds are still more likely

to be out of work or trapped in low-paid occupations and live in housing that is not fit for purpose.

Poor health outcomes mean that they are more likely to suffer many years of chronic illness and die young. And their children under-achieve at school so they start adult life at a disadvantage.

As society becomes increasingly unequal, QED Foundation's mission to break that vicious circle and help everyone fulfil his or her potential becomes more important than ever.

Helping women to use their vote

Almost 100 women from ethnic minority backgrounds attended the launch of a pioneering programme run by QED to help them play a fuller role in our democracy. The highly-successful initiative, funded by the Home Office, was run in partnership with the British Pakistan Foundation (BPF).



Showing the way forward

We specialise in designing and developing new ways of helping disadvantaged communities overcome social and economic challenges - and then proving that they work. Where we lead, others follow.

With EU funding we trained more than 1,000 Pakistani women preparing to join their husbands in the UK so that they arrived with the skills and background knowledge needed to settle in to their new homes quickly.

This new approach has since been adopted by other European countries. More recently we worked with the University of Bristol to show that Pakistani men, whose needs are often overlooked, also benefit from pre-departure courses to help them improve their English and employment prospects and gain a greater understanding of British society and culture.

We have demonstrated the important role that madrassahs can play in improving the life chances of disadvantaged young people by using them to teach reading and writing skills to 5,900 schoolchildren across the East Midlands, the North West and Yorkshire and the Humber.

This ground-breaking initiative strengthened the links between these Islamic educational institutions and mainstream schools. We



have also delivered careers information and advice to teenagers who were at risk of failing to fulfil their potential in madrassahs.

Our pioneering 'job melas', enabling people to meet employers face to face, have been copied across the country.

We joined forces with the Cabinet Office on a recruitment drive that significantly increased the number of men and women from south Asian backgrounds securing senior civil service jobs.

We helped charitable trusts and private sector funders to engage with minority faith groups. And we brought together vice

chancellors from universities in Pakistan with their UK counterparts to draw up an action plan for tackling radicalisation on campus.

But perhaps QED Foundation is best known for its holistic support packages for new arrivals and for enabling public and private sector organisations of all sizes to increase the ethnic diversity of their workforces. Giving people the skills to succeed and breaking down the barriers to progress remain at the heart of our work today.

Poverty Alleviation Scholarships

The Poverty Alleviation Scholarships Foundation was established and supported by QED in 2019 to help alleviate poverty in some of the poorest corners of the world by helping young people into work



Our main focus with PAS so far has been on Pakistan, where 70 per cent of the country's 210 million people are under the age of 30 and 1.5 million new jobs are needed annually.

The charity has three main aims and our first is to financially support young people from very poor families to earn their livelihoods, become less dependent on handouts and live with respect and dignity, with particular focus on single mothers, orphans and ethnic minorities that suffer most.

Secondly, we aim to develop the capacity of education and training establishments in Pakistan by helping them engage with their UK-based counterparts to provide nationally and internationally recognised vocational

qualifications. Thirdly, we want to encourage British Pakistanis to invest in training and improving the skills of their poorer relatives and friends.

We know that poor and unemployed young people are in danger of getting into drugs and can become targets for extremists. In the inter-connected world we live in they will often make hazardous journeys to reach western countries to escape their circumstances – but we want to help them earn their own livelihoods in their own countries.

The PAS Foundation operates in partnership with reputable training providers in Pakistan and our work is already helping to enable

young men and women to qualify as refrigeration and mobile phone technicians, electricians, plumbers and joiners, security guards and sewing machinists, to name but a few. And because we encourage self-reliance and independence, we also help to build sustainable and resilient communities.

QED's mission is to help 10,000 young men and women and we have organised several fund-raising events to support the work of PAS, including a Yorkshire Dales "Hike and Barbecue" from the Ribbleshead Viaduct to Whernside, where hikers were rewarded with a "mouth-watering" meal, prepared by the Kabana restaurant, in Huddersfield.

Find out more at: pasfoundationuk.org

Celebrating young achievers

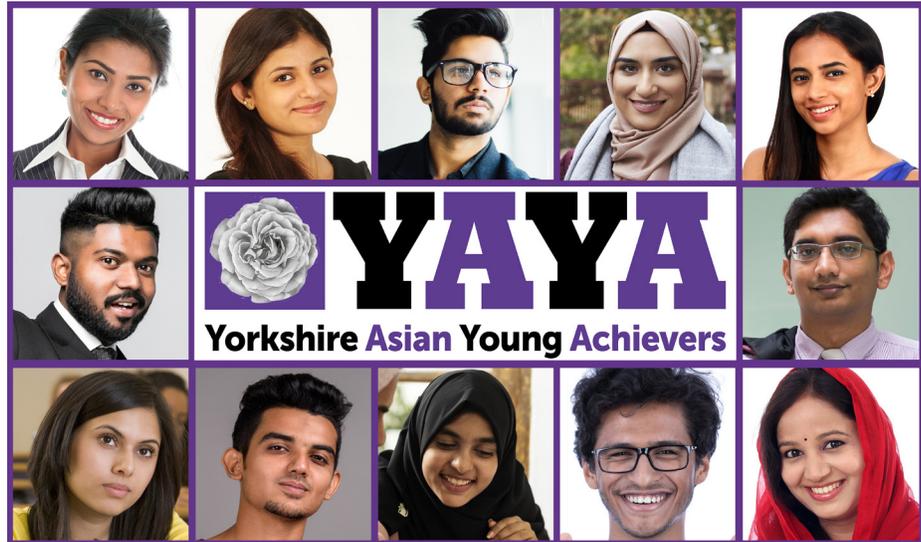
To mark and celebrate our 30th anniversary, QED launched a new annual awards scheme to recognise young people aged 16-30 who have overcome deprivation and disadvantage to make their way in the world.

The Yorkshire Asian Young Achievers Awards – known as The YAYAs – are open to any young person of South Asian heritage (Pakistani, Indian, Bangladeshi etc) who was born in, or lives and works in, Yorkshire.

We aimed the awards at those socially-mobile young achievers who have overcome deprivation and disadvantage or have broken through traditional barriers to progress and have the potential to be role models who can inspire others to follow them.

Yorkshire is the big beating heart of the Northern Powerhouse with more than 600,000 BME residents, the vast majority of whom are of South Asian origin. Statistics show young people of South Asian origin in Yorkshire continue to struggle to overcome disadvantages in making their way in the world, be that in education, employment or social mobility generally.

We know from experience that there are many dynamic, hard-working young people achieving great things in Yorkshire and, to celebrate our 30th anniversary, we decided to launch the awards to bring their efforts to the fore.



In every category, we have set out to recognise success and effort in overcoming challenges and barriers to progress, be they social, economic, personal or simply the result of traditional or historical attitudes or circumstances.

In each area, we're hoping to find beacons of success and achievement who can inspire others and be the role models that the young people who follow them can aspire to become and even overshadow.

The award categories include Achievement in School or College; Health/Mental Health and Healthcare; The Arts & Creative industries; Business, Management, Finance or Law; Media; Education; the Public Sector; the Not-for-Profit Sector; Female Achievement in

Traditionally Male Work Areas; Achievement as a Female Entrepreneur; Sport; and Achievement in Overcoming Life Obstacles.

We launched the YAYAs in association with our headline partners, York St John University. And we're very grateful them and to all our other sponsors and supporters including: The RAF, the National Science & Media Museum, Barnado's, KCB, the University of Bradford, Exa Networks, Bradford Council, Trinity College London, Squire Patton Boggs, the University of York, Leeds City Council, LOCALiQ, West Yorkshire Police and the Office of the Police & Crime Commissioner, Sovereign Health Care, Cedar Court Hotels, My Lahore, Spectrum, BITE and One Stop.

More details at: theyayas.org.uk

Helping British Pakistanis to help each other

QED has been the driving force behind the launch of the Network of Pakistani Organisations (NPO-UK).

In 2019, we staged the organisation's inaugural annual conference at the Aga Khan University, in London. It was attended by representatives of more than 130 organisations who were told by our speakers that UK-based Pakistani charities and voluntary organisations must work together to tackle the challenges facing some of our most disadvantaged communities.

Delegates were urged to focus on the wider challenges facing Britain's 1.5 million Pakistanis who are regularly singled out by government reports and think tanks as progressing more slowly in society than other ethnic minorities.

We know that British Pakistanis running, or involved in, voluntary sector organisations of all sizes are an untapped resource that can make a significant contribution in addressing these issues locally.

Statistics tell us there are at least 4,000 British Pakistanis running voluntary organisations. They are very influential players in local community development.

These organisations face the same challenges as the voluntary sector as a whole, such as increasing demand for their services and diminishing resources, as well as the additional challenges of being based in

deprived areas and not having the resources or knowledge to invest in capacity-building of their staff, trustees and organisations.

We need to meet the challenge head on and to harness the energy and knowledge of the British Pakistani voluntary sector to make a difference, to develop the leadership skills of the individuals running these organisations and to build their capacity.

Key speakers included Sir Stephen Bubb, Director of Charity Futures and the Oxford Institute of Charity, Javed Khan, Chief Executive of Barnado's; and Faraz Khan, a UK-based Pakistani social entrepreneur.

I hope this will become an annual event that can really start to make a difference in helping so many committed and hard-working volunteers and organisations to work hand-in-hand to tackle the huge social and economic barriers these communities face

- Dr Mohammed Ali OBE



Empowering business to succeed through diversity

It has never been more important for companies to have a diverse workforce...

It helps them to meet the needs of a wide range of customers and service users. It means that they can attract the best staff in an increasingly competitive labour market. And it fosters creativity because they can draw on a wider range of skills, talent and experience and encourage new ways of thinking.

We have trained 800 directors and senior managers of large public and private sector companies to recruit, retain and reward BME employees and engage with their communities. Organisations like Barclays, Halifax, the Environment Agency and British Waterways have been supported to draw up race diversity action plans, impacting on the lives of hundreds of thousands of people.

We have also helped 350 small and medium-sized companies in England and Wales to audit their ethnicity profiles and devise practical solutions to address the underrepresentation of minority groups. Our bespoke consultancy service enables businesses to attract talented men and women from diverse backgrounds, make the most of the skills and experience of their

existing workforces and reduce conflict at work.

We also specialise in delivering British Muslims in the Workplace courses to private, public and third sector organisations. The workshops give participants a background knowledge of Islam and help them find practical ways of developing integrated, inclusive and diverse workforces. They

include a visit to a mosque, school or community centre and discussions with Muslim leaders.

The interactive courses give plenty of opportunity for participants to explore issues arising in their own workplaces and each organisation comes away with a tailored action plan for developing better cross-cultural relationships.



Transforming lives since 1990

At QED Foundation, no-one is a number. We take our time to get to know each of our service users and design a customised support programme that meets his or her individual needs.

For those who are long-term unemployed, we offer much more than help with looking for vacancies, writing CVs, filling in application forms and learning and practising interview techniques.

We specialise in giving people farthest from the labour market the self-confidence to make those difficult first steps, match trainees to suitable work placements and provide ongoing support to the companies that take them on.

Inability to communicate effectively is the most difficult barrier preventing successful integration into British life for recent migrants and isolated members of settled communities alike.

Our English courses help people from ethnic minority backgrounds to improve their

speaking, listening, reading and writing skills - even if they are not yet ready for college courses.

As well as learning the language, our students are supported to use public services and become more involved in wider society. Formal education can be inaccessible and intimidating but we provide small classes led by professional teachers in a relaxed and friendly environment.

These are backed up by activities where students can practise their English in indoor and outdoor settings.

Additional support can be provided by volunteers, who help learners by providing further opportunities for speaking and listening in everyday situations. Our digital inclusion training also gives people the skills

they need to play an active part in British society.

These guide complete beginners through the basics of using a computer, browsing the internet and sending emails. After completing one of our courses, learners have the confidence to look for work, manage their money and access public services and health information online.

People from some ethnic minority backgrounds are more likely to be on low, irregular or insecure incomes than the general population. We run money management workshops to help them budget wisely and avoid falling into debt.

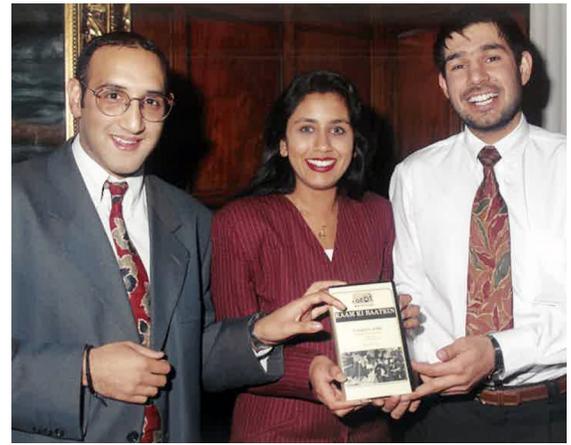
In the long run, these courses can help families break out of the poverty trap and give their children a better start in life.

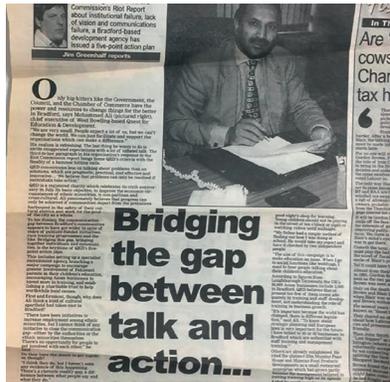
A Royal insight into our work

Adeeba Malik CBE, deputy chief executive of the QED Foundation, had an opportunity to discuss our work with the Duke and Duchess of Cambridge during the Royal couple's official visit to Bradford in 2020.

"I thanked them for coming and talked to them about some of the issues the district's community faces, especially women. They were very interested and said that when they spoke to the younger people they had mentioned the same thing. They were both very engaged."







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