“Harder to Reach Communities / Learners”

and

Pakistan Youth & Community Association (PYCA)

Mustafa Malik
CEO
Pakistan Youth & Community Association
Established in 1993

MISSION STATEMENT
To assist members of the Pakistani and other minority ethnic individuals to develop themselves in order to better participate in mainstream society
Pakistan Centre
September 2000
Based in Highfields
Highfields:
Demographic and Social Profile

- One of Leicester’s most deprived areas
- A younger than average population with a relatively high turnover of residents
- The majority of residents are from BME groups, particularly from an Indian sub-continent background
- The average income is considerably below the regional average
- Over 25% of the population are in receipt of benefits compared to 15% nationally.
- Unemployment is significantly higher than in other parts of the city
- The life expectancy for both men and women is lower in Highfields than the rest of Leicester
Who is hard to reach?
People that face barriers to participation for a range of reasons.

Different groups can be “hard-to-reach” depending on the project, location, community or individual circumstances.
Multiple Deprivation

- Poverty
- Unawareness
- Under Qualified
- Lack of Resources
- High Unemployment
- Unfair Treatment
“Barriers to Learning”

1. Situational barriers
   - linked to the current life circumstances e.g. childcare, financial poverty, work commitments

2. Institutional barriers
   - for example admissions policy or the way the benefits system operates

3. Informational barriers
   - lack of Information

4. Dispositional barriers
   - negative attitudes, beliefs or assumptions about learning
“Best Practices”

- Putting the learner at the centre of the process
- Course design needs to take into account the needs of the community or groups that are being targeted
- Learner progression, completion and career guidance
- Mentoring - supporting learners to finish courses
- Supportive environments that help them feel comfortable
- Flexible learning environments
- Embedding

- Building the skills of learners ‘soft’ and ‘hard’
  - **Soft skills** are those which give the learner increased confidence, support better attendance and increase engagement with course content.
  - **Hard skills** are the actual skills learners gain from undertaking the training that specifically relates to the topic of the course.
Pakistan Youth and Community Association

Thank you

Questions

Further information, contact
Mustafa Malik
Tel: 0116 254 8012
E-mail: contact@pyca.org.uk

Address: Pakistan Centre, 58 Earl Howe Street, Leicester LE2 0DF