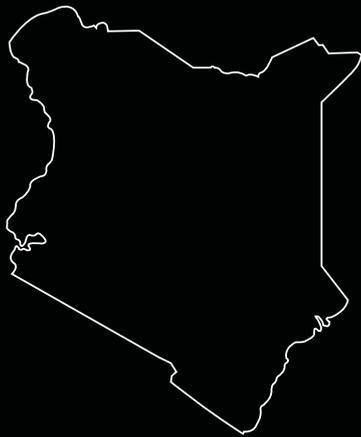




IOM International Organization for Migration



KENYA

MAPPING EXERCISE
LONDON, AUGUST 2006

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The aim of this Mapping Report is to guide IOM's outreach activities and communication 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.

1 INTRODUCTION

1.1 AIM OF MAPPING EXERCISE, TARGET GROUP AND METHODOLOGY

The aim of the 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 to improve its communications with foreign language communities in the United Kingdom through media articles, advertisements and presentations to community groups.

The Kenya mapping exercise was carried out alongside the Uganda mapping exercise. The fieldwork for both pieces of work was carried out between 9 June and 4 July 2006. The research used a combination of approaches: individual interviews with respondents; interviews with small groups; and interviews with multipliers¹. Respondents were selected in a number of ways, including approaches to community organisations, going to gathering places and through networking.

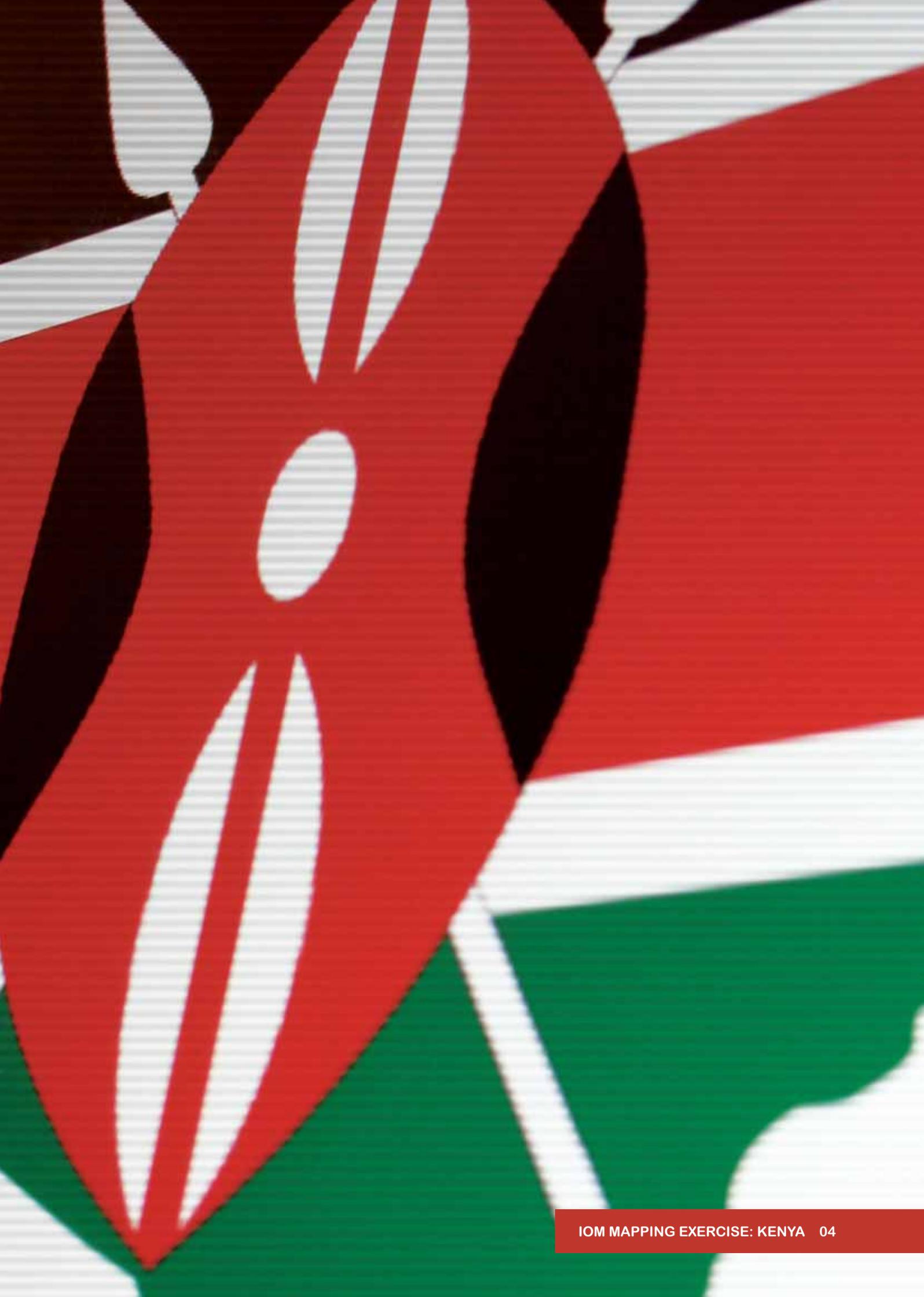
The intermediaries involved included health advocacy organisations, businesses, community centres, educational groups, refugee groups, religious organisations and information centres. Organisations were selected to include a range of different types of services, user groups and locations across London. They were identified through listings published by the Refugee Council and local authorities, and through recommendations made by the community representatives that were interviewed.

It was originally envisaged that more than ten interviews with key informants would be carried out alongside thirty with individual respondents. However, this proved to be difficult due to time constraints and the geographical dispersal of the Kenyan communities in the UK. Thus, the Kenyan mapping exercise interviewed only five key informants and twelve Kenyan individuals (refugees, asylum seekers and immigrants).

At the end of the fieldwork, the consultant was able to create an extensive list of contacts², which merged data gathered directly from completed questionnaires with information provided by the multipliers during in-depth interviews. This will be used by the Information team at IOM to disseminate information on the voluntary return programmes to Kenyans in Britain. This list of contacts constitutes a real action plan, which contains details of organisations and agencies with which IOM should liaise in order to increase awareness of voluntary return programmes among the Kenyan community in the UK.

¹ This term is used to indicate individuals or organisations that are well known amongst diaspora groups and could therefore play a key role in delivering information.

² This material is confidential and does not form part of this report.



1.2 LIMITATIONS

Overall, the IOM mapping exercise was well received by the respondents who were interviewed, particularly community representatives. Immigration matters were regarded as extremely relevant to the Kenyan population and discussions with both community representatives and individuals revealed a willingness to participate in the mapping exercise. However, during the course of the research the following potential barriers to participation were identified.

- Respondents stressed that the questionnaires contained too many questions.
- Community representatives expressed concerns that information provided in a research setting might be forwarded to the Home Office and jeopardise relationships with their clients.
- A fear of officialdom – of which the IOM survey was thought to be a part.
- A cultural preference for information not to be written down, as this could lead to its misuse.
- Reluctance to identify places where individuals sought help, as this information might render community members vulnerable to the immigration authorities.

Recommendations

- To minimise suspicion, it is very important to emphasise confidentiality strongly in all contacts with community groups and individuals and to reassure them that sensitive information, such as addresses of places of worship and social venues, will not be forwarded to the Home Office.
- IOM should consider revising the questionnaire to accommodate feedback from respondents.

2 MAPPING EXERCISE OUTCOMES

INFORMATION CHANNELS

2.1 INTRODUCTION

This report follows the same order as the mapping questionnaire and offers findings on media, other sources of information and other community groups identified by Kenyans in the UK. The contact details for media, organisations, advisors, and shops which were given by the seventeen respondents to the questionnaire were merged with the contact details provided by the multipliers.

2.2 MEDIA

The Kenyan media in the UK is limited, particularly in its traditional forms. Many of the newspapers currently available in the UK, whether in English or Swahili, are published in Kenya and have little UK community news.

A separate contact list containing media outlets which target Black African and Afro-Caribbean communities in the UK was created because of the limited number of media outlets for either Kenyans or Ugandans in the UK. This third list complements the Kenya and Uganda contact lists.

³ Frequency. This term, used throughout the report, is often used in statistical analysis. E.g., Respondent A says, "Kenyans live in London, Cardiff and Birmingham." Respondent B says: "Kenyans live in London, Manchester, and Northern Ireland." This would be noted as six frequencies.

Figure 1: Media Comprehension

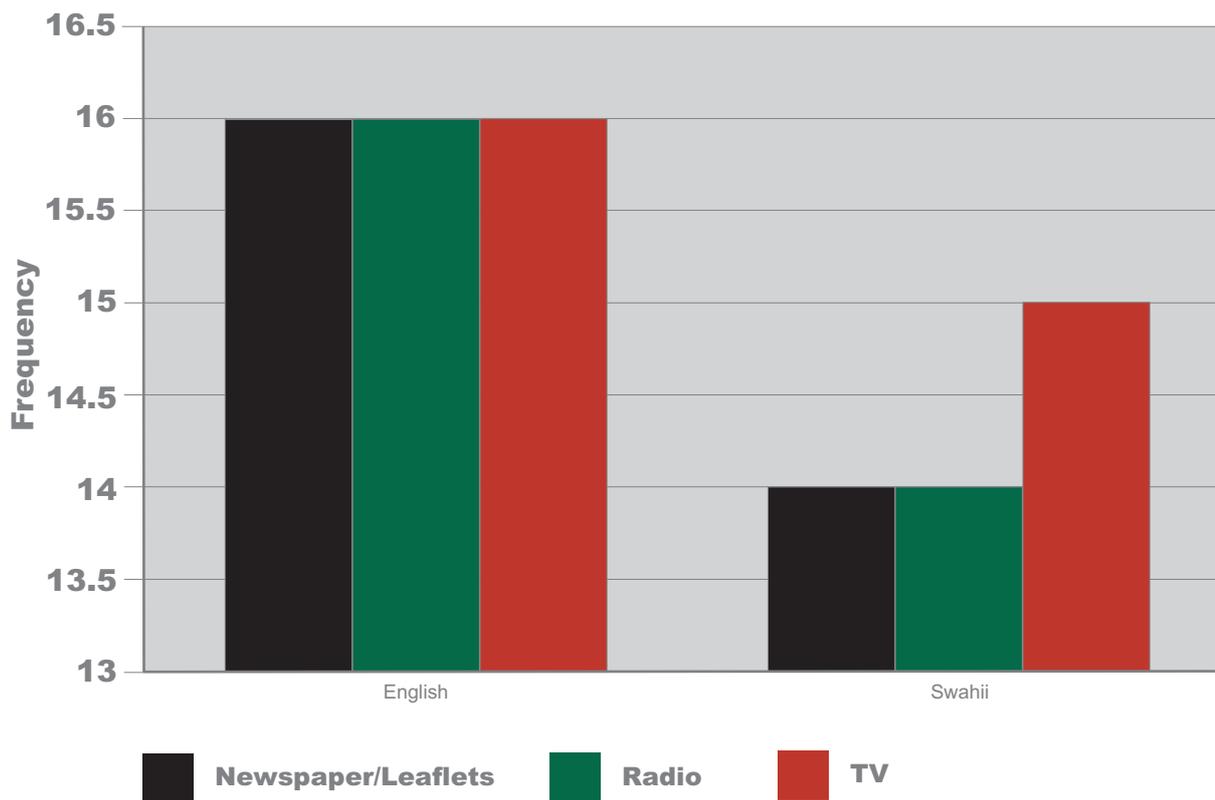
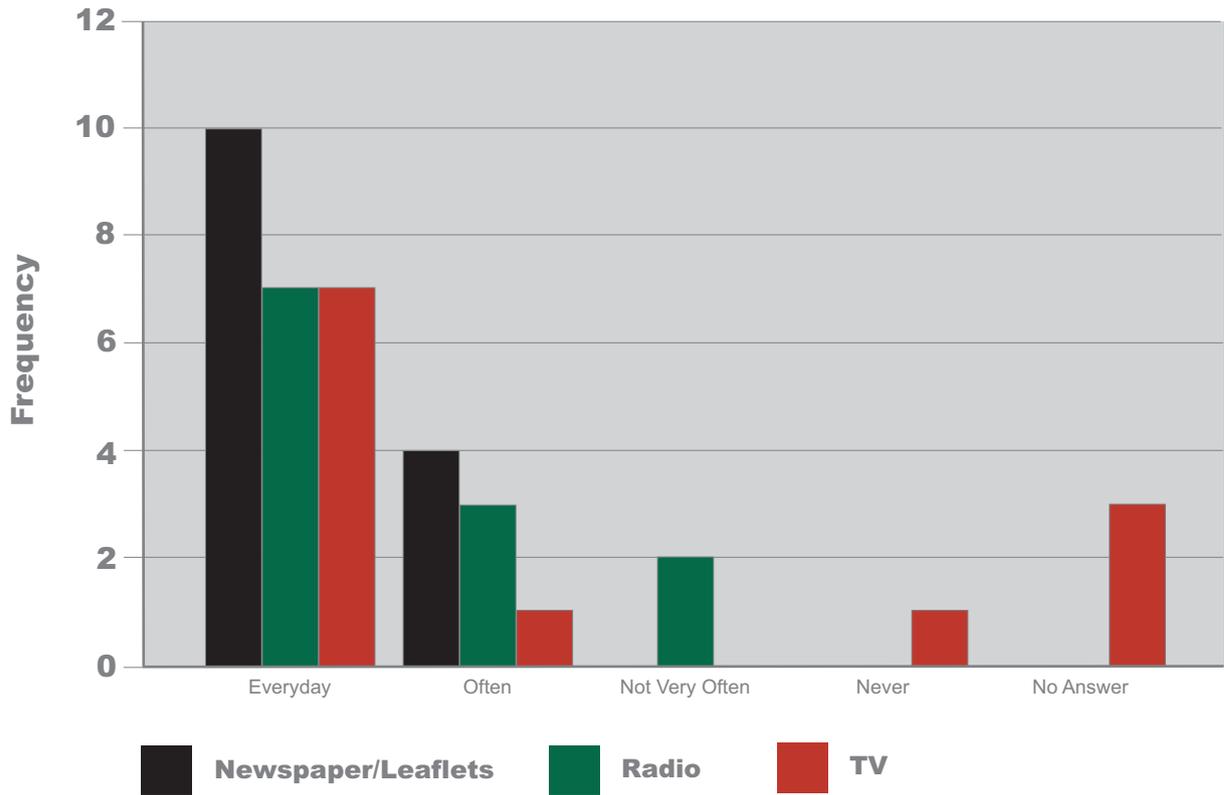


Figure 1 suggests that the majority of respondents have a high level of literacy in both English and Swahili and are able to understand information in both languages.

There was some division of opinion about language issues in the mapping exercise but the majority of respondents preferred to receive information in English. However, the respondents did say that the translation of *leaflets* into Swahili would be helpful⁴.

⁴ Some Kenyan respondents suggested that, even though language was not an issue, it would be helpful to have some questionnaires in Swahili. The majority of respondents raised no issue about questionnaires in English.

Figure 2: Media Consultation

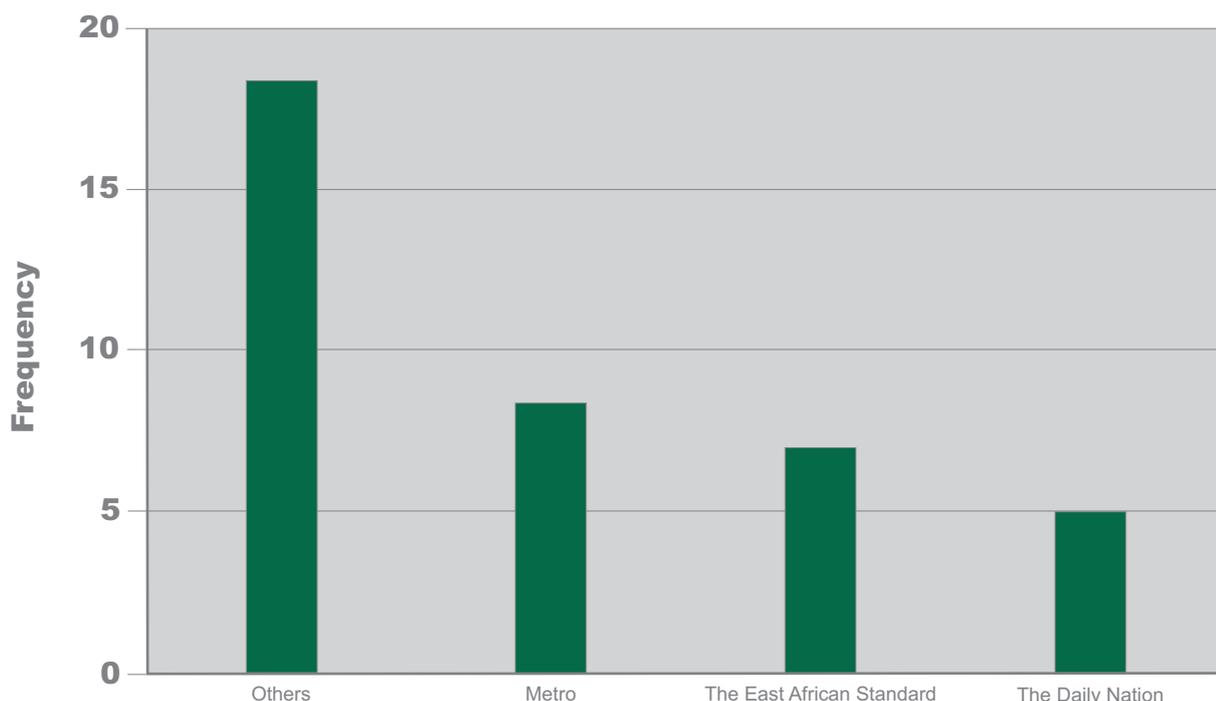


Newspapers

Figure 2 shows that a large proportion of respondents read newspapers (such as *Metro*) and Kenyan online or print newspapers (such as the *Daily Nation* and the *East African Standard*) every day or, at least, often. Other newspapers include the mainstream British tabloids and quality newspapers (*The Sun*, the *Mirror*, the *Evening Standard*, the *Financial Times*, the *Guardian* and *The Times*), as well as local papers published throughout the UK⁵. Figure 3 suggests that IOM should consider advertising in *Metro*, the *Kenyan Daily Nation* and the *East African Standard*. Kenyan newspapers are available both in print and online. Community representatives also suggested that IOM should advertise in *SACOMA* – a quarterly newsletter – and the *East African Magazine*.

⁵ Local papers mentioned include: the Camden New Journal, the Islington Tribune, Ealing Gazette, Redbridge community paper and other local papers in Newham, New Cross, Lambeth, Leytonstone, Ilford and Croydon where there are pockets of the Kenyan community.

Figure 3: Newspaper Readership



Radio

Community representatives and individual respondents said that they tune in to the *BBC World Service*, *Choice FM*, *Kiss FM* and *Premier Christian Radio*. Online radio stations such as the *Voice of Africa* and *Spectrum Radio* are also popular among Kenyans in the UK. IOM should consider advertising on *Premier Christian Radio* because of the emphasis placed on religion in the Kenyan community. IOM might also consider *Choice FM* and *Kiss FM*.

Television

Interviews with community representatives suggested that the most popular television stations included the religious channels⁶, *OBE*, and *BEN TV*⁷. Some respondents said that, though they prefer to watch religious channels, they also watch Black entertainment channels because they provide them with programmes that are of most benefit in their daily life. UK-based news channels such as *Sky News* and *BBC 24* were also among the channels watched by the majority of respondents. IOM should look into the possibility of advertising through *OBE*, *BEN TV*, or *Gospel* and *God* channels. The potential for reaching out to the Kenyan community in this way is vast.

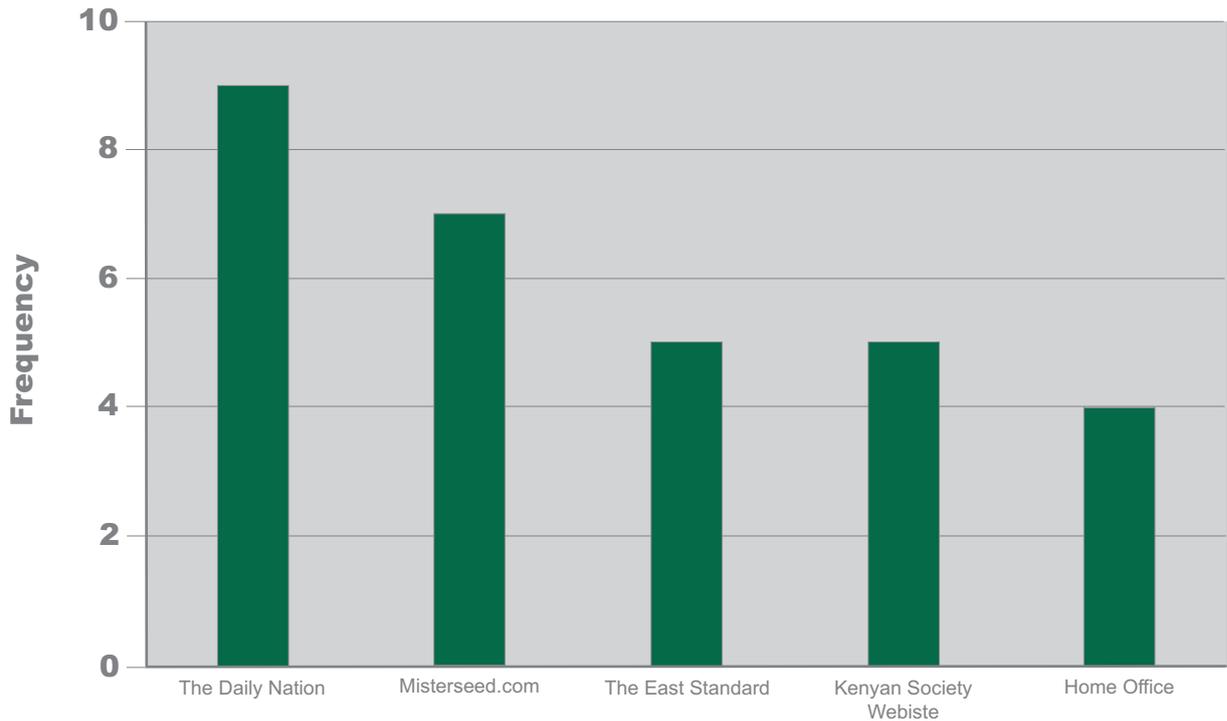
Websites

The Internet is a very powerful medium for the Kenyan community in the UK. Most of the UK-based websites are designed to target Kenyan immigrants in the UK with a plethora of community news and information. Popular websites include *Misterseed*, *the Kenyan Society*; and websites run by the *Daily Nation* and the *East African Standard*. *Misterseed.com* and *kenyansociety.com* are particularly popular with newly arrived Kenyan refugees and immigrants.

⁶ For example, God 2, God Channel, Revelation, Inspiration, Dove Vision, Vision Channel, Love World and Gospel Channel are all religious channels available on cable.

⁷ OBE and Ben TV reach a primary target audience from the African and Caribbean communities in the UK. For example, there are churches in Luton, Canning Town, Harrow, Seven Sisters, Hackney and Woolwich; and mosques in Whitechapel, Regents Park, Southall, Streatham and Brixton.

Figure 4: Popular Websites



Recommendations

- IOM is advised to consider advertising in *Metro* and in the Kenyan *Daily Nation* or *East African Standard*. Community representatives also suggested that IOM should advertise on websites such as *misterseed.com* and *kenyansociety.com* as well as in the *East African Magazine* and *SACOMA* - a quarterly newsletter produced by Saharan Communities Abroad.
- IOM should consider advertising on either *Premier Christian Radio* or either *Choice FM* or *Kiss FM*.
- IOM should consider advertising on either *OBE* or *BEN TV*. Community representatives suggested that these channels were popular with Kenyans in the UK.

2.3 OTHER SOURCES OF INFORMATION

Apart from the mass media, there are a range of activities, such as community businesses, social events and religious centres, which contribute enormously to the ways in which Kenyans obtain and exchange information.

Religious Centres

Religious centres have an extremely important role to play in reaching out to the Kenyan community in the UK. The role of religion was emphasised by representatives of both the Kenyan and Ugandan communities. Religious centres act as information resource centres and often run language classes for the younger generation. Churches in London were put forward by many community representatives and individual respondents as ideal places for accessing both Kenyan and Ugandan communities⁸.

Some community representatives felt that it might be difficult to gain the permission of church or mosque committees to conduct outreach activities or to advertise on religious premises. IOM should consult those running these centres to ensure they have the necessary permissions.

Community Events and Festivals

Both the Kenyan and Ugandan communities in the UK organise their own events, either with local partners or with the local authorities themselves. Many of these events take place throughout the year but the majority take place in the summer months. They are an ideal vehicle for engaging with the community. Events such as the Kenyan Tourism Fair, Madaraka Day, Miss Kenya UK, Kenyan Independence Day, Refugee Week and Out of Africa can attract up to 40,000 people, depending on the location. The dates for many community events are not always available in advance but once published can be found on the websites of community organisations. Refugee Week is celebrated across the country and is extremely popular with refugee communities in the UK. IOM is advised to consult relevant organisation in the contact list and enquire about IOM having a presence at these events.

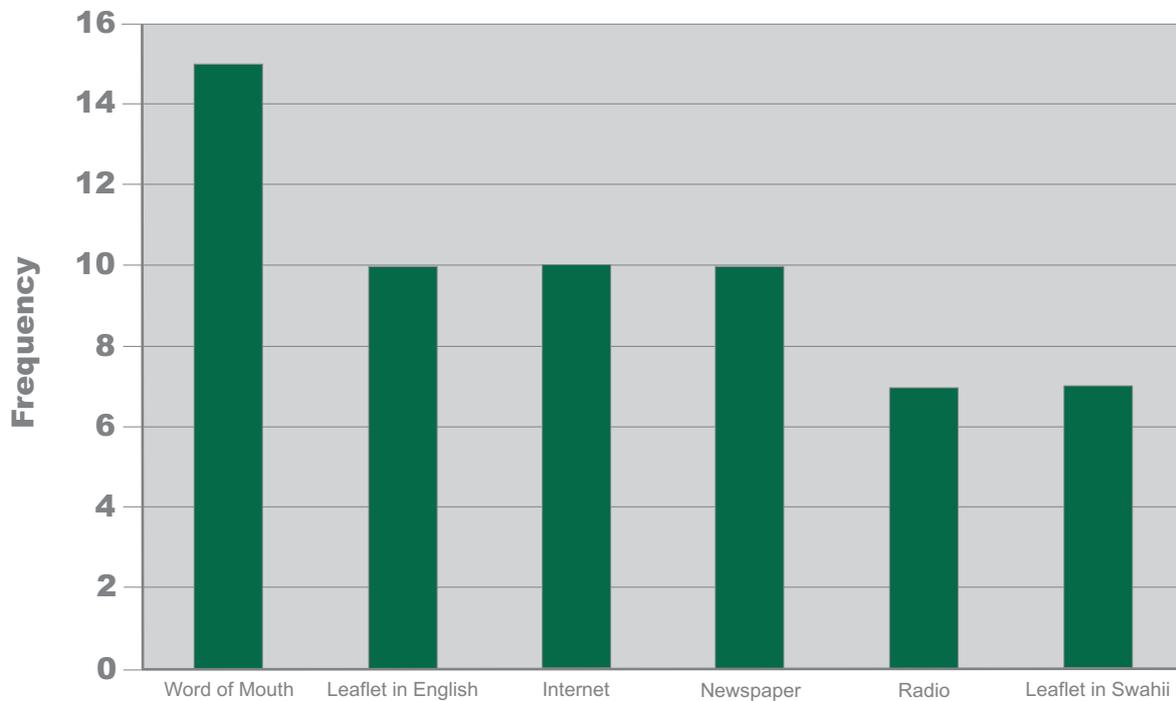
⁸ For example, there are churches in Luton, Canning Town, Harrow, Seven Sisters, Hackney and Woolwich; and mosques in Whitechapel, Regents Park, Southall, Streatham and Brixton.



2.4 PREFERRED CHANNELS OF COMMUNICATION

Figure 5 shows that word of mouth is the most common way for the majority of respondents to obtain information. It is followed by leaflets in English, newspapers and the Internet.

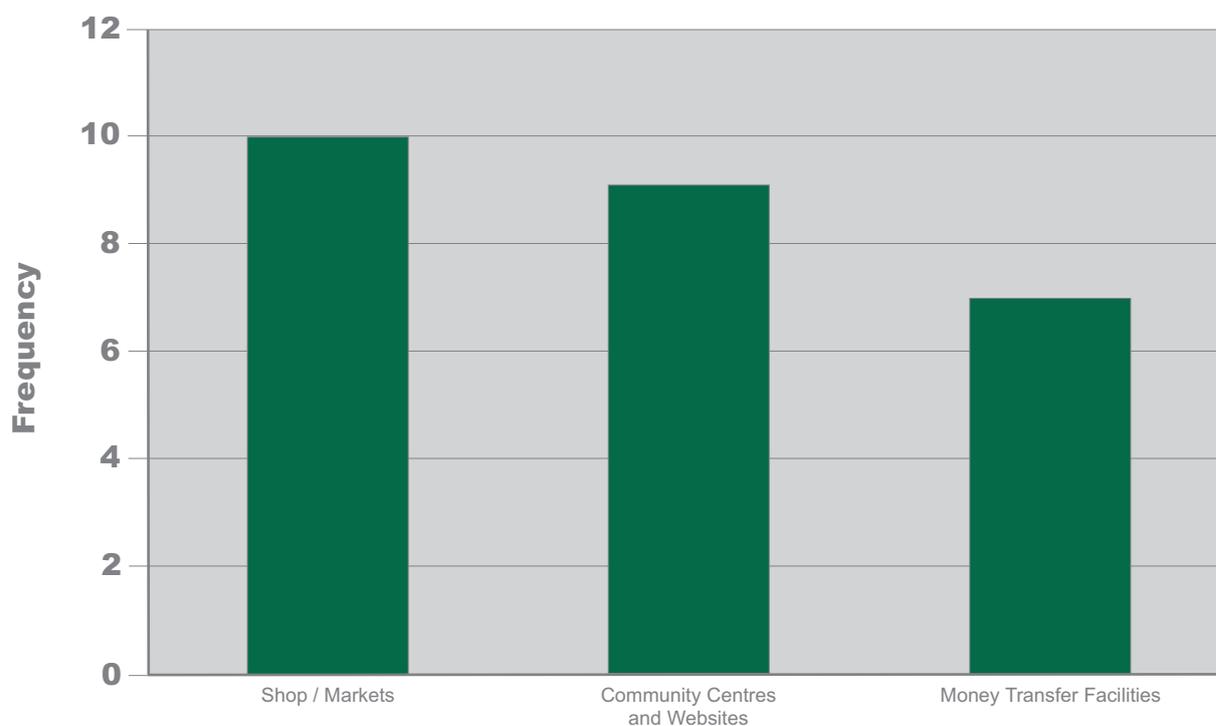
Figure 5: Common Source of Information



2.5 PREFERRED LOCATIONS FOR IOM TO PUBLICISE ITS SERVICES

When asked where else information should be publicised, most respondents suggested shops and markets. This would include call centres (Somali-owned), Internet shops (Somali-owned) and groceries; followed by community organisations and money transfer facilities.

Figure 6: Preferred Locations for IOM to Publicise its Services





Everyday

At

Businesses

Shops and markets were mentioned as important locations for raising awareness of IOM activities. Other suggestions included potential places of employment, such as mini-cab companies, international call centres (particularly those run by Somalis), hairdressers and East African shipping and travel firms⁹.

Kenyan Community Organisations

There are relatively few Kenyan community organisations: a critical distinction from older-established organisations, such as those run for the Somali and Pakistani communities. Even so, Kenyan and Pan-African community organisations were highlighted as playing an important role in information dissemination and awareness raising. They are also in a position to provide IOM with information on useful events, for example, Independence Day celebrations.

It is important to include a wide range of different groups since community organisations tend to work with particular segments of the population, or focus on one particular issue. For example, the majority of Kenyan organisations consulted by the consultant were health-centred or represented a particular ethnic group within the community¹⁰. Moreover, not all Kenyans in the UK are involved with community organisations. For example, community organisations do not appear to play an important role for young or professional Kenyans. These groups made little reference to personal involvement in them.

IOM should therefore tailor its communication strategy to accommodate the diversity within the Kenyan community. IOM should also, whenever necessary, consult organisations that represent both Kenyan and Ugandan communities, i.e. Pan-African organisations, as these were viewed as neutral by most community respondents.

Money Transfer Facilities

Informal money transfer systems such as Mr Seed, Starlight Enterprises, SKY Forex and others provide vital services for Kenyans across the UK. Western Union is also popular but considered very expensive by most respondents.

Recommendations

- IOM should consider placing posters in areas with a high concentration of Kenyans, such as shopping malls in Leytonstone and Ilford, public libraries, and places of worship.
- IOM is advised to continue advertising through Somali businesses (Internet shops and call centres). The majority of respondents said that they visit these premises frequently.
- IOM should look into the possibility of placing an advert on one of the more popular discounted calling cards to Kenya.
- Publicising IOM activities at religious and other centres for the community would be effective, given the strong emphasis placed upon such organisations by respondents.
- IOM should consider advertising in money transfer facilities.

⁹ Potential gathering places also included markets, for example Brixton, Grange Road, Wood Grange, East Ham, Deptford, and Peckham. These places are not necessarily where the Kenyan or Ugandan communities are located but where they go for shopping and other social activities. For example, Kenyans in Mitchum might go to the Brixton market for cheap foodstuffs and other goods.

¹⁰ Community representatives in Pan-African organisations said that some Kenyans only engage with organisations representing people of their own ethnic origin.

2.6 SIZE AND GEOGRAPHICAL DISTRIBUTION OF KENYANS IN THE UK

Community Profile

Kenyan immigrants have a long history of residence in the UK that began well before the more recent periods of migration in the 1980s. Different waves of Kenyan people have settled across the UK throughout recent history, and especially in London. Many Kenyan immigrants came to the UK as part of a general African migration in search of a better education. However, there has also been an influx of Kenyan refugees since the 1980s because of political unrest in their home country.

The Size and Geographical Distribution of the Kenyan Population

Unfortunately, estimating the size of the Kenyan population in the UK (or finding people from this community) was difficult because of the absence of reliable official data. Migrant communities are also extremely mobile. However, this study has been able to gather some evidence about where these groups live in London and, to an extent, in the rest of the UK.

According to community representatives, there are between 150,000 and 300,000¹¹ Kenyans in the UK. Again, according to community representatives, around 80% of the Kenyan community live in London. There are sizeable pockets in east and south London and the remainder are broadly scattered throughout the rest of the city¹². Leytonstone was said to have a significant concentration of Kenyans. The mapping exercise also identified a few Kenyan businesses in this area. Community representatives mentioned a number of areas outside London where Kenyans could be found. These included Liverpool, Surrey, Milton Keynes, Sheffield, Manchester, Birmingham, Bristol, Luton, Bradford, and Leeds.

¹¹ These figures are purely estimates from community representatives.

¹² Peckham, Lewisham, Lambeth, Dalston, Ilford, Harrow, Hackney, Leytonstone, Lewisham, New Cross, Kilburn, Camden, Islington, Manor House, Seven Sisters, Newham, Wood Green and Tottenham.

Geographical Spread of the Kenyan Community in the UK, 2006



The above figures are based on estimates supplied by Community Leaders. 80% of the Kenyan community are located in Greater London, with the remaining 20% spread across the UK in nine cities outside London. It was not possible to gather indicative figures for the size of the Kenyan community in each of the above nine cities.

3 MAPPING EXERCISE OUTCOMES

CHARACTERISTICS OF RESPONDENTS

The second section of the questionnaires was designed to gather baseline data from each respondent about age, gender, and length of residence. The final section of the questionnaire gathered general information on respondents' use of transport, phones and local services in order to improve IOM's information strategies.

3.1 GENDER

Out of seventeen respondents, five were women and 10 were men (two did not reply). Due to time constraints, it was impossible to locate more female respondents because the majority of community representatives were men.

3.2 AGE

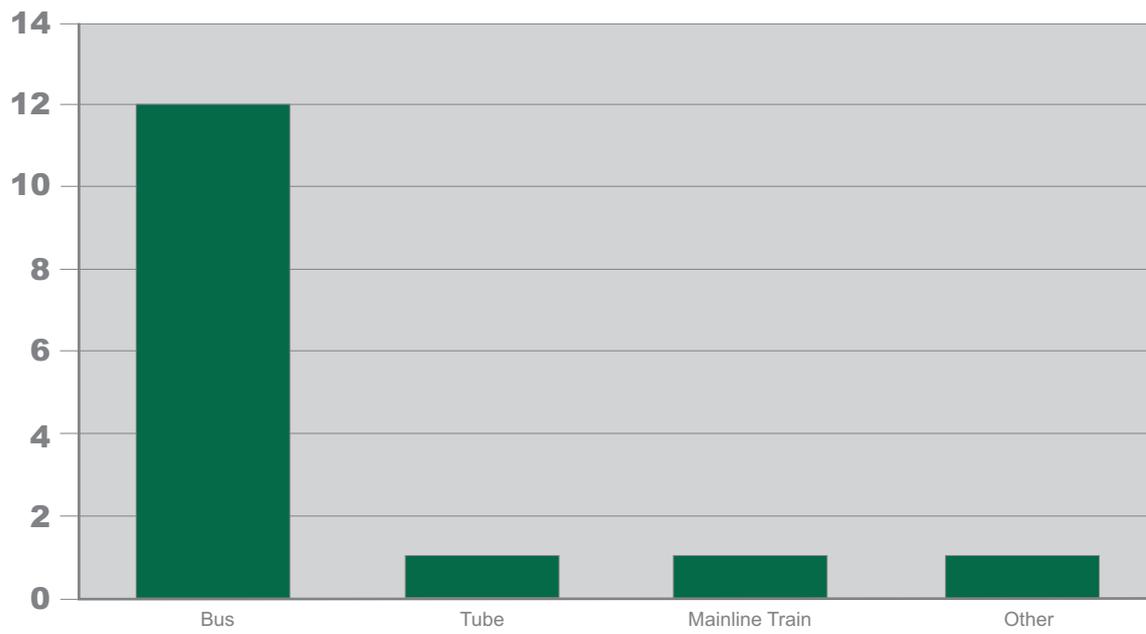
The Kenyan community has a fairly young profile, with the majority aged between twenty and forty. This younger profile is largely a result of migration patterns. According to community representatives, 80% of Kenyan youths are students with student visas.

3.3 GENERAL INFORMATION

Transport

Respondents were asked which means of transport they used most often. The majority of respondents used buses. Some said they used the Underground, tram or their own transport.

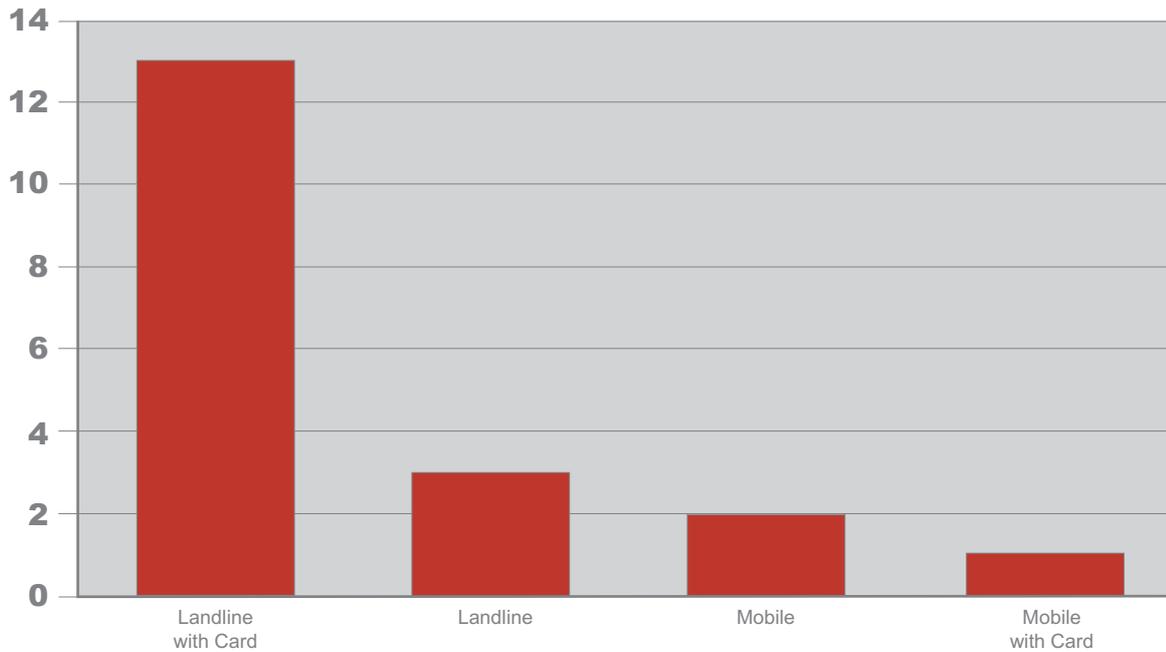
Figure 7: Transport



Telephone

The majority of respondents preferred to use a landline with a phone card for talking to relatives in Kenya or other countries. Most respondents said that they went to Somali businesses to purchase discounted international phone cards. IOM is advised to continue advertising through them, since most respondents said they go there frequently.

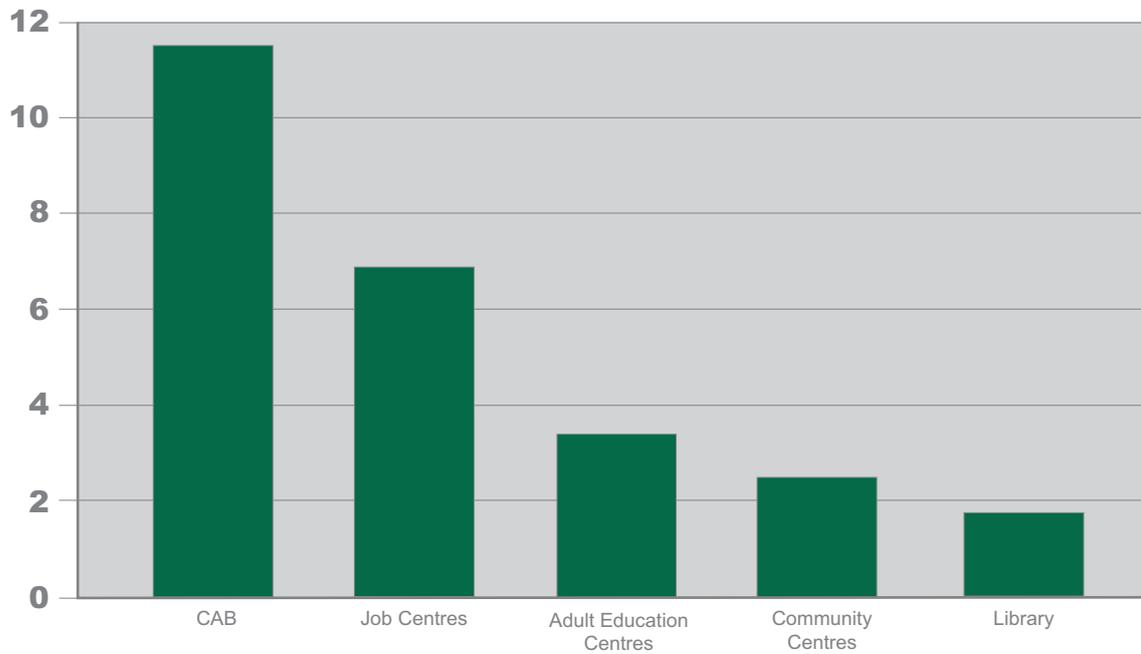
Figure 8: Telephone

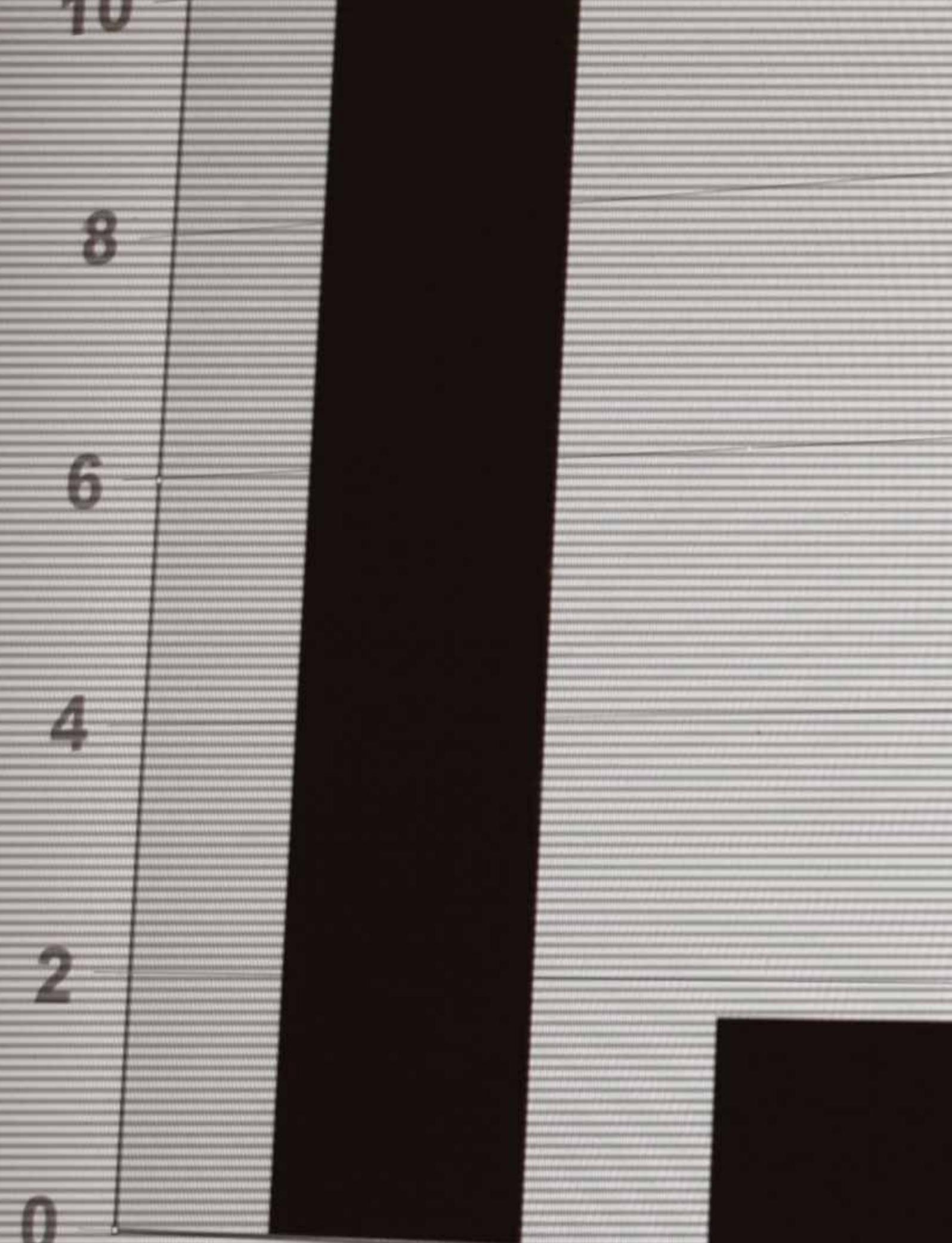


Local Services

Most respondents said they frequently visited community centres; followed by Job Centres, libraries, CABx and adult education centres. This emphasis by respondents and key informants on using community organisations suggests it would be worth concentrating on them to publicise IOM activities.

Figure 9: Local Services





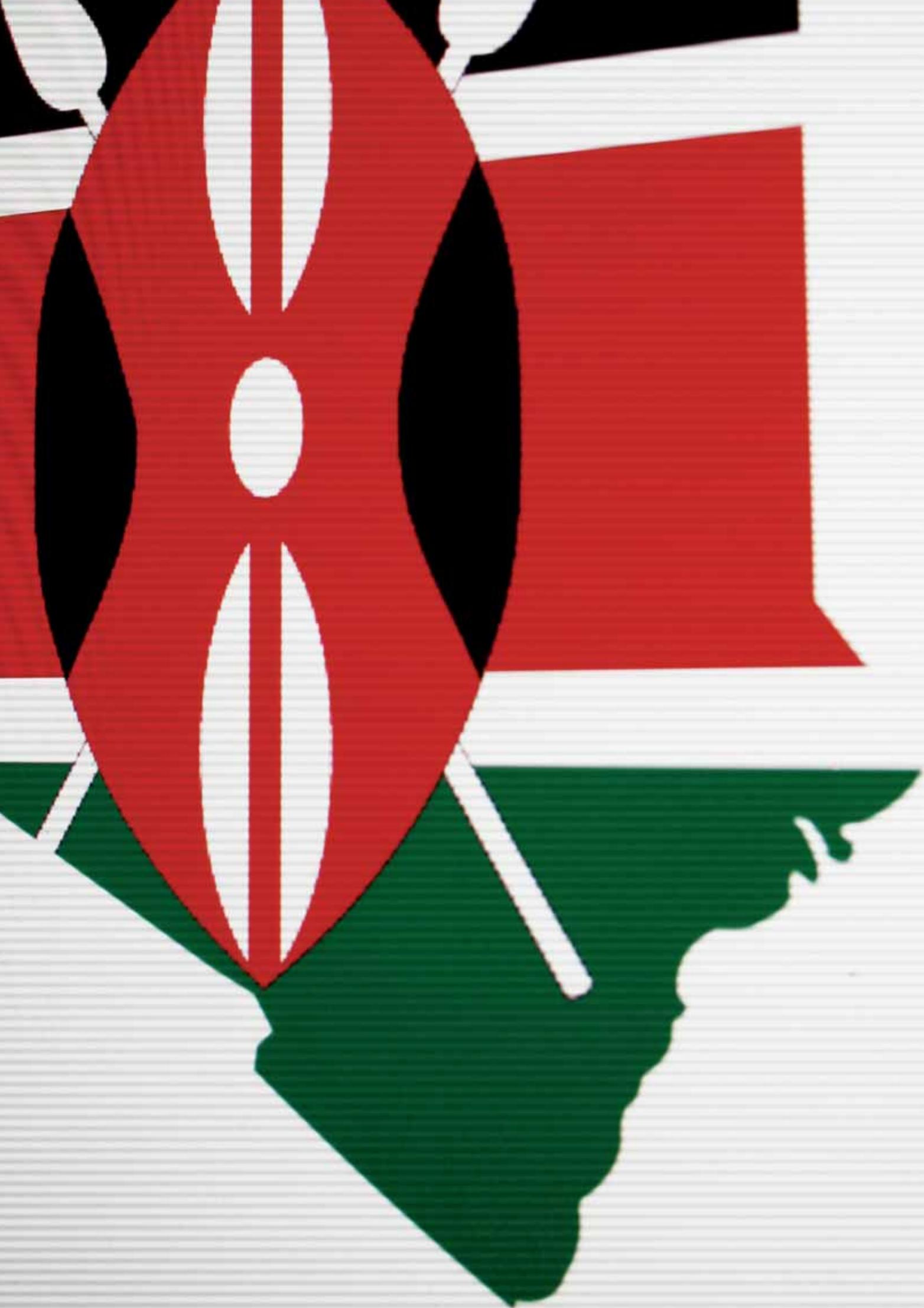
CAB

Library

4 CONCLUSIONS AND RECOMMENDATIONS

Despite the small number of questionnaires, IOM now holds a good list of media outlets which could carry regular information on the voluntary return programmes and reach the Kenyan community in the UK. The mapping exercise achieved its aims by identifying the main channels of information used by the Kenyan community in the UK, and their main locations.

- To minimise suspicions, it is very important to continue emphasising confidentiality strongly in all contacts with community groups and individuals and reassure them that sensitive information, such as addresses of places of worship and social venues, will not be forwarded to the Home Office.
- IOM should consider revising the questionnaires to reflect feedback from respondents.
- IOM is advised to consider advertising in *Metro* and either the *Kenyan Daily Nation* or the *East African Standard*. Community representatives also suggested that IOM advertise on websites such as *misterseed.com* and *kenyansociety.com*, as well as in magazines such as the *East African Magazine* and *SACOMA* (a quarterly newsletter published by Sahara Communities Abroad).
- IOM should consider advertising on *Premier Christian Radio*, *Choice FM* or *Kiss FM*.
- IOM should consider advertising on either *OBE* or *BEN TV*, since community representatives said that these channels are popular with Kenyans in the UK.
- Publicising IOM activities at religious and other centres for the community would be effective, given the strong emphasis placed upon such organisations by respondents.
- IOM should consider advertising at money transfer facilities like Mr Seed.
- IOM should consider placing posters in areas with a high-concentration of Kenyans, e.g. shopping malls in Leytonstone and Ilford as well, generally, as public libraries and places of worship.
- IOM is advised to take part in community events, such as Refugee Week and Kenyan Independence Day, consulting relevant organisations in the contact list to enquire about these events.
- IOM is advised to continue advertising through Somali businesses. Most respondents said that they visit these premises frequently.
- IOM should also look into the possibility of placing an advertisement linked to the most popular discounted calling cards for Kenya.



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