



IOM International Organization for Migration



UGANDA

MAPPING EXERCISE
LONDON, JULY 2006

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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.



1 INTRODUCTION

1.1 AIM, TARGET 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 Uganda mapping exercise was conducted alongside the Kenya mapping exercise. The fieldwork for both undertakings 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 and advice 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. Organisations 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 multipliers 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 Ugandan community in the UK. Thus the Ugandan mapping exercise interviewed only four multipliers and eight Ugandan individuals (refugees, asylum seekers and immigrants).

At the end of the fieldwork, the consultant was able to create an extensive list of contacts that 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 IOM's voluntary return programmes to Ugandans in Britain. The list, which is a confidential document internal to IOM, constitutes a real action plan, which contains details of organisations and agencies with which IOM should liaise in order to increase awareness of the voluntary return programmes among the Ugandan community in the UK.

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

1.2 LIMITATIONS

Overall, the Uganda mapping exercise was well received by the respondents who were interviewed, particularly community representatives. However, during the course of the research the following potential barriers were identified.

- IOM was unable to obtain official data about the overall number and distribution of the Ugandan community in the UK. This placed serious constraints on locating members of the group.
- Respondents said that the questionnaires covered too many questions.
- Community representatives were concerned that information provided in this research setting might be forwarded to the Home Office and jeopardise relations with their clients.
- Fear of officialdom — of which the IOM survey was thought to be 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 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 format and structure of the questionnaire to accommodate feedback from respondents.

2 MAPPING EXERCISE OUTCOMES

INFORMATION CHANNELS

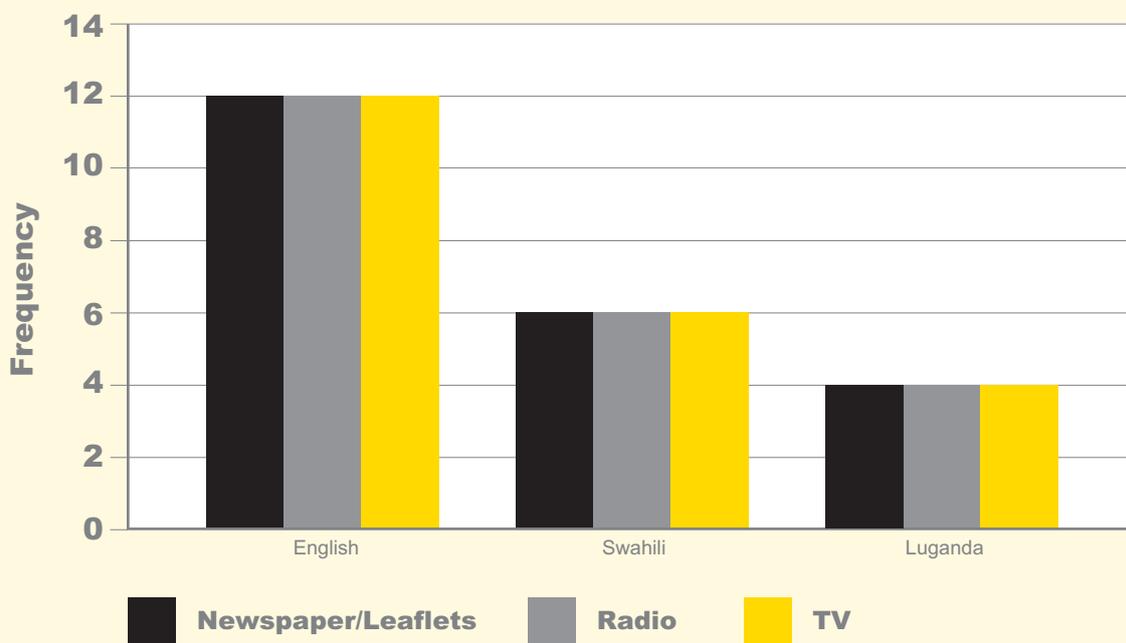
2.1 INTRODUCTION

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

2.2 MEDIA

English is the main language used by the majority of Ugandans. Respondents showed a high level of literacy in English, as well as a good command of Swahili. They understand information in both languages.² However, some respondents asked that leaflets be produced in both English and Luganda, one of the local languages in Uganda. The drawback is that, if IOM translates its material into Luganda, there may be requests to translate IOM material into fifty other local Ugandan languages. Moreover, the issue of language can be political one and is, if possible, better avoided.

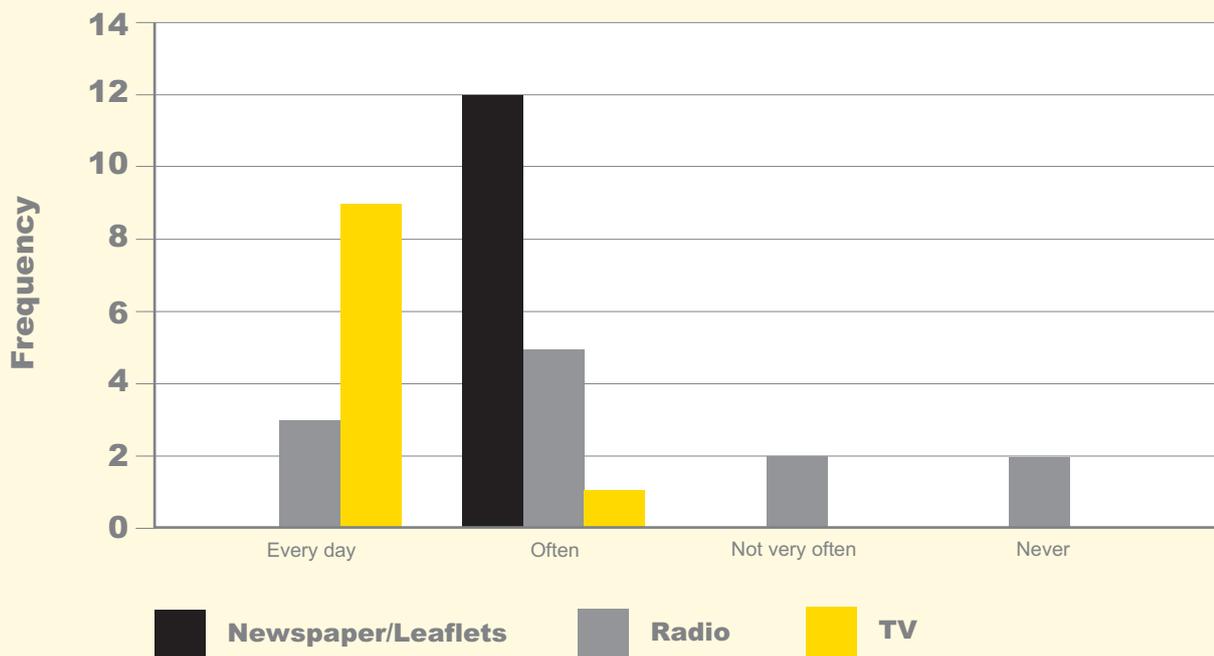
Figure 1³: Preferred Language



² Swahili is understood by the majority of Ugandans but it is not used frequently by this community.

³ Frequency: this term, which is used throughout the report, is often used in statistical analysis. E.g., Respondent A says, "Ugandans live in London, Cardiff and Birmingham." Respondent B says, "Ugandans live in London, Manchester, and Northern Ireland." This will be noted as 6 frequencies.

Figure 2: Media Consultation



Newspapers

The Ugandan media in the UK is limited. Many of the Ugandan newspapers currently available in the UK, whether in English, Luganda or Swahili, are published in Uganda and have little or no UK community news. Nonetheless, those newspapers which are available in print or online are very popular with Ugandans in the UK.⁴

A further 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 Ugandans in the UK. This third list complements the Kenya and Uganda contact lists.

⁴ The print versions of these papers are available in the two Ugandan shops in the contact list.

Figure 3: Newspapers

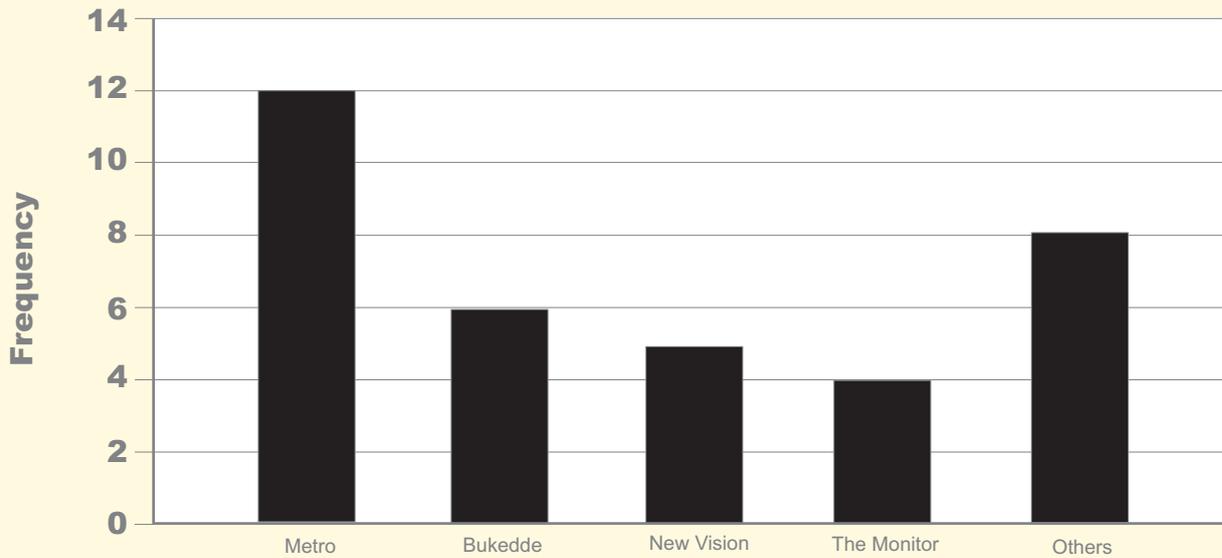


Figure 3 indicates that the majority of respondents read the online versions of Ugandan newspapers like *New Vision*, the *Monitor* and *Bukedde*. The majority of respondents also said that they read *Metro*. Other newspapers include the mainstream British tabloids and newspapers (*The Sun*, the *Mirror*, the *Evening Standard*, the *Financial Times*, the *Guardian* and *The Times*), as well as local papers.⁵ In the absence of a Ugandan community newspaper published in the UK, IOM is advised to place an advert in *Metro*, since the majority of respondents indicated that they often read this free paper.

Magazines

The mapping exercise identified only four magazines read by Ugandans in the UK. They include *African Eye*, the *Promota* and the *East African Magazine*. *African Eye* is published in cooperation with the African Community Involvement Association (ACIA). Community representatives from ACIA welcomed the possibility of IOM advertising through them. IOM is also advised to advertise in *EyeCon Magazine* or the *East African Standard*.⁶

Radio

Community representatives and individuals said that they tune in to the following radio stations: the *BBC World Service*; *Choice FM*; *Kiss FM*; *Premier Christian Radio*; and online London-based radio stations, such as *Radio Simba*, *Voice of Africa* and *Radio Uganda*. IOM should consider advertising through the London-based *Voice of Africa* (online) and *Premier Christian Radio*. Both stations have websites on which IOM's voluntary return material could be posted.

⁵ Local papers that were mentioned include: *Camden New Journal*; *Islington Tribune*; *Ealing Gazette*; Redbridge community paper and other local papers where there are pockets of the Ugandan community.

⁶ The *East African Standard* is read by both Ugandan and Kenyan communities and was recommended by the Manager of Saharan Communities Abroad. *EyeCon Magazine* is a Ugandan community/entertainment magazine recommended by a Ugandan shop owner in Forest Gate.

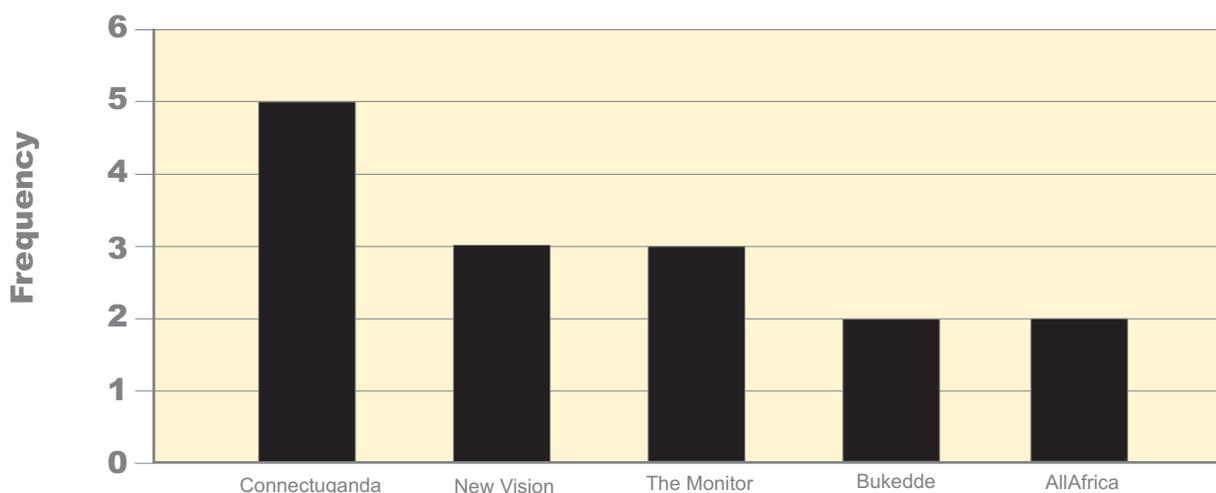
Television

Interviews with community representatives indicated that the most popular television stations included: the religious Channels;⁷ *OBE*; and *BEN TV*. UK-based news channels such as *Sky News* and *BBC 24* are also popular among Ugandans in the UK. IOM should look into the possibility of advertising through *OBE*, *BEN* or *Gospel/God* channels: the potential for reaching out to the Ugandan as well as the Kenyan community is vast.

Websites

Most Ugandan websites are designed to target Ugandan immigrants in the UK with a plethora of community news and information. Websites such as *Connectuganda.com*, *The New Vision*, *AllAfrica.com/Uganda*, *pieronightspot.com* and *ugandannetwork.com* were named by respondents and community representatives as some of the popular websites for Ugandans in the UK. IOM should consider placing an advert in *Ugandannetwork.com* and *pieronightspot.com*.

Figure 4: Websites



⁷ For example, *God 2*, *God Channel*, *Revelation*, and *Gospel Channel* are all religious channels available on cable.

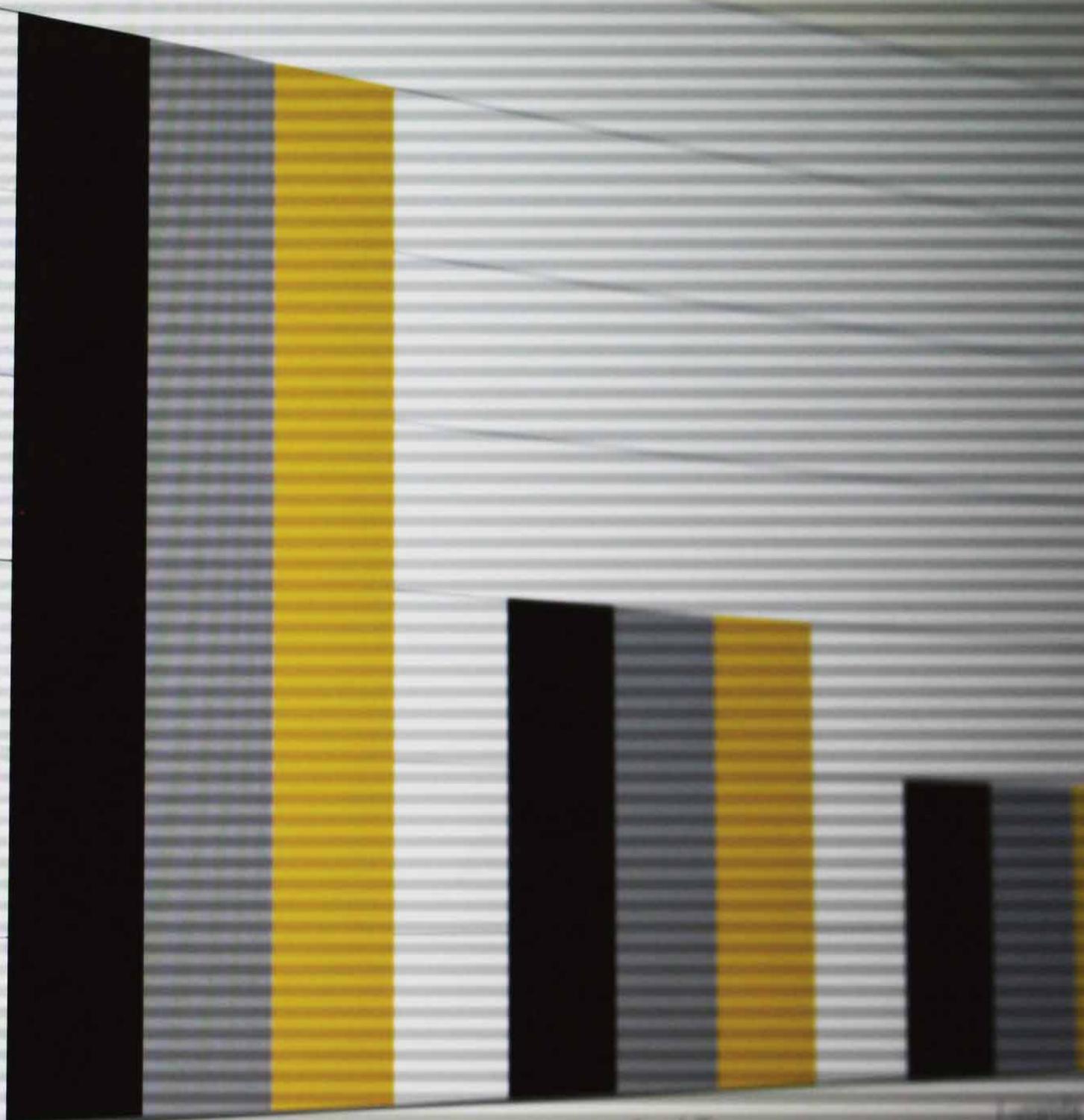
Recommendations

- There were some mixed views regarding language issues in both the Ugandan and Kenyan mapping exercises but translated questionnaires are unlikely to be necessary for these groups. On the other hand, translation of the *leaflets* into Swahili would be helpful.⁸
- IOM is advised to advertise in the *African Eye*, the *EyeCon* or the *East African Standard*.⁹
- IOM is advised to place an advert in *Metro* since the majority of respondents indicated that they often read this paper. IOM is also advised to consider advertising through one of the Ugandan newspapers given their popular with Ugandans (the *Monitor* or *New Vision* are both available in the UK).
- IOM should consider placing an advert in *ugandanetwork.com* and *pieronenightspot.com*.
- IOM should consider advertising through the London-based *Voice of Africa* (online) and *Premier Christian Radio*. Both stations have websites on which IOM's voluntary return message could be posted.
- IOM is advised to consider advertising on *OBE*, *BEN TV* or the *Gospel Channel* as the potential for reaching out not only to Ugandans but also to the Kenyan community in the UK is vast.

⁸ Swahili is recommended here as a neutral language for both countries. Since the language is often referred to as 'the African language', it eliminates the need on the part of IOM to translate material into more than 50 local languages spoken in both countries.

⁹ The *East African Standard* is read by both Kenyan and Uganda communities and was recommended by the Manager of Saharan Communities Abroad.

Preferred Language



English

Swahili

Luganda



Radio



TV

2.3 OTHER SOURCES OF INFORMATION

Apart from the mass media, various communication systems such as community businesses, social events, and religious venues contribute enormously to the ways in which many Ugandans obtain and exchange information.

Religious Venues

Ugandans belong to a variety of churches. Two, in particular, which have a large Ugandan population, are the Gilbert Deya Ministries and the KICC churches and chapels across the UK. In addition, community representatives said that the Ugandan community also goes to churches and religious venues used by the Kenyan community in the UK. For example, they attend churches in Luton, Canning Town, Harrow, Seven Sisters, Hackney and Woolwich. They attend mosques in Whitechapel, Regents Park, Southall, Streatham and Brixton. Many community representatives and individual respondents suggested that these were ideal places for gaining access to both the Kenyan and Ugandan communities.¹⁰

Community Events and Festivals

Both Ugandan and Kenyan communities in the UK organise their own events, either with local partners or with local authorities. Many of these events take place throughout the year but the majority take place in the summer months. They are ideal vehicles for engaging with the community. Events such as the Uganda Independence Day, Refugee Week and Black History Month 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. Some of the most popular local events are Refugee Week, Ugandan Royal Family Day and Independence Day.

Recommendations

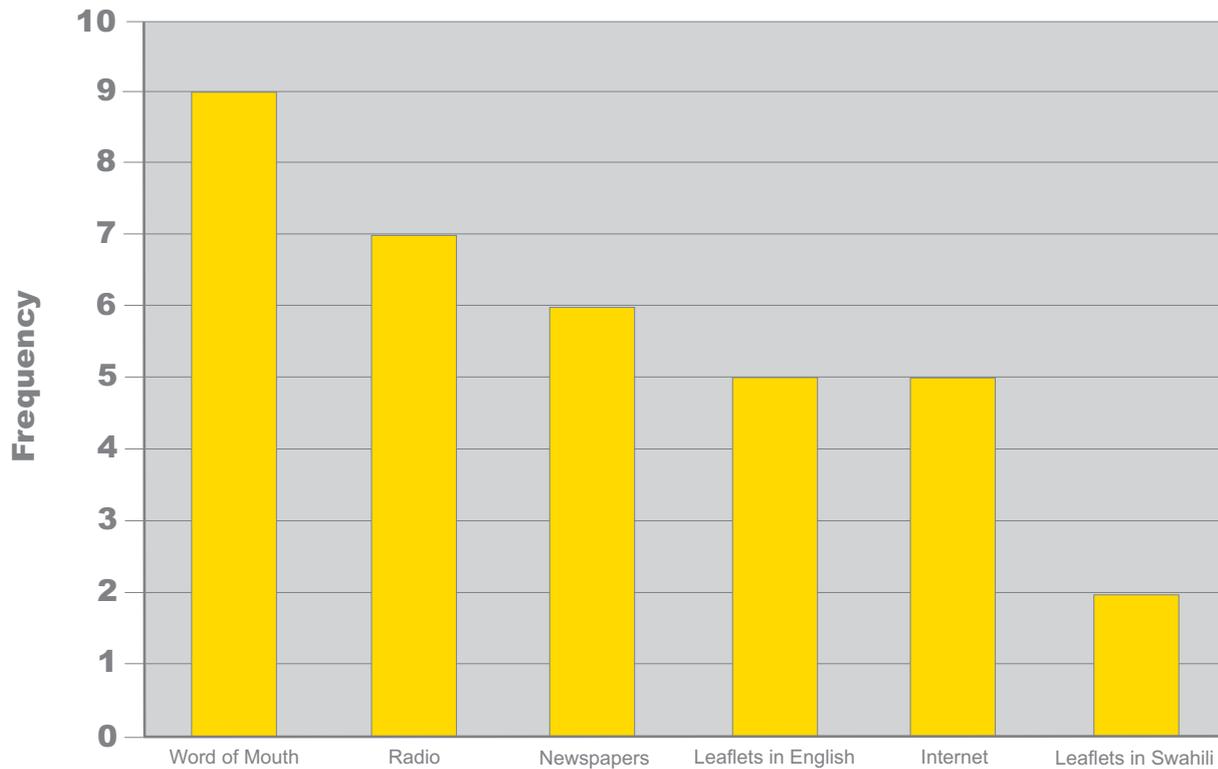
- Religious venues can play a significant role in disseminating information to the community. IOM is advised to work with them and seek permission to advertise and to conduct outreach activities at religious venues. Religious leaders would be able to advise IOM on forthcoming religious events and the opportunity for IOM to have a presence there.
- IOM is strongly recommended to attend or have a stand at community events and festivals. For Refugee Week, the official website has a database of events taking place throughout the UK. For other events, IOM should consult community organisations in the contact list.

¹⁰ These are places where churches and mosques are located and, according to community representatives, where pockets of the Kenyan and Ugandan communities can be found.

2.4 PREFERRED CHANNELS OF COMMUNICATION

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

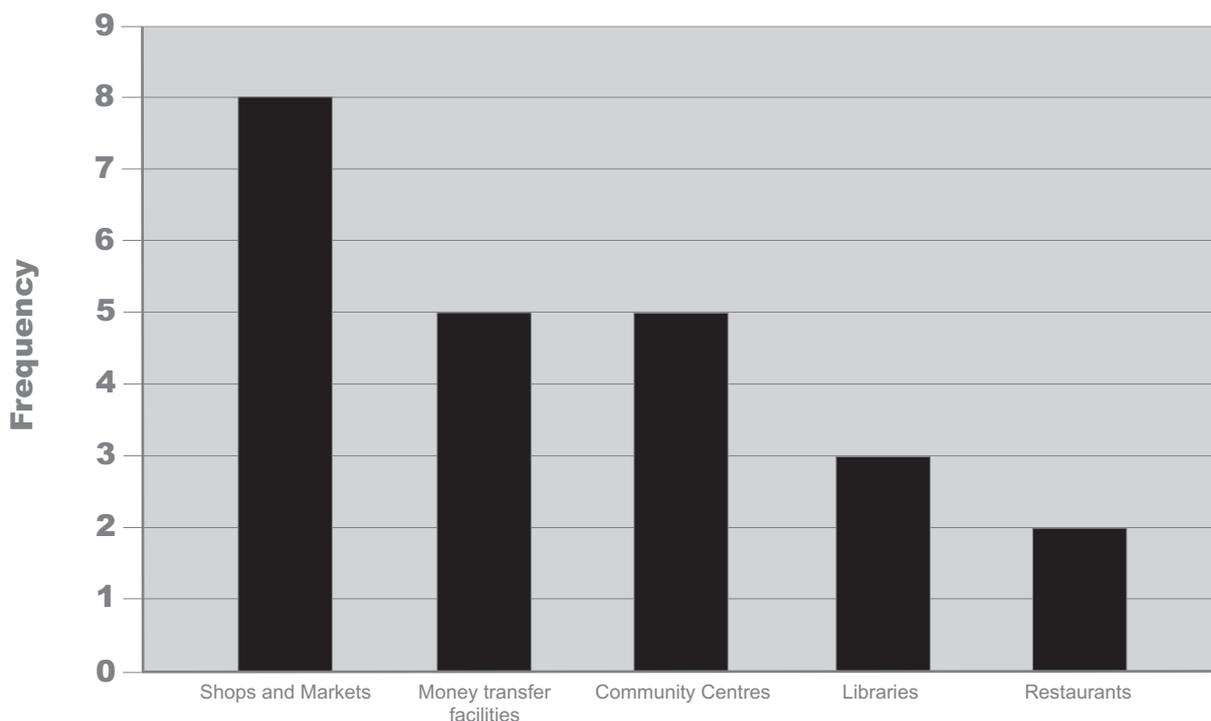
Figure 5: Common Source of Information



2.5 PREFERRED LOCATIONS FOR IOM TO PUBLICISE ITS SERVICES

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

Figure 6: Preferred Locations for Publicity Material



Ugandan Businesses

As well as Somali call centres, Ugandan businesses were mentioned as important locations for raising awareness of IOM activities. The Ugandan mapping exercise was able to identify two grocery/convenience stores, a night club, two restaurants and a beauty shop owned by Ugandans in London. IOM is advised to display leaflets and posters in businesses which are included in the contact list and are frequently visited by Ugandans.

Community Organisations

During the mapping exercise, the consultant met representatives of a number of Ugandan and Pan-African Community organisations in London. Community representatives highlighted the important role these organisations play in disseminating information and raising awareness in the community. Community organisations can also provide information on events with which IOM may wish to be involved, for example, Independence Day celebrations and other community events. IOM is recommended to advertise through the community organisations in the list of contacts, particularly the Uganda Community Relief Association, African Community Partnership (ACP), African Community Involvement Association (ACIA) and SACOMA.

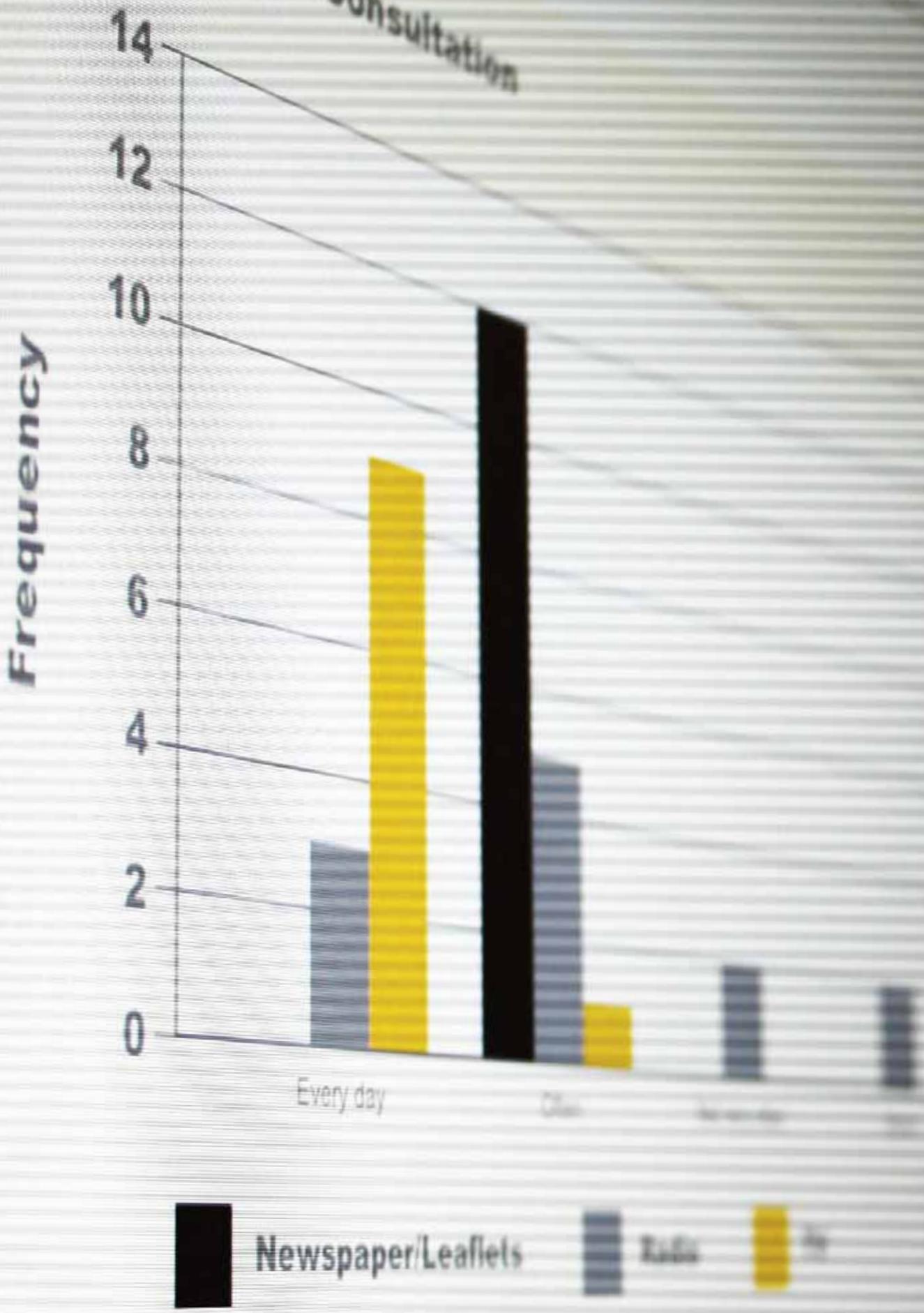
Money Transfer Facilities

Informal money transfer systems such as Continental Forex Bureau, Quick Dash Money Transfer, Selabed International, Westlink Euro Continental Company Ltd, PM Forex Bureau, Sky Forex LTD and others provide vital services for Ugandans across the UK. Selabed International, which provides money transfer facilities and shipping services to East African countries (Uganda, Kenya and Tanzania), is by far the most popular money transfer company among Ugandans.

Recommendations

- IOM is advised to display leaflets and posters in businesses frequently visited by Ugandans.
- IOM should consider advertising in money transfer facilities, particularly Selabed International. This company is better established than others and has many branches across the UK.
- It is recommended that IOM advertise through the community organisations identified in the contact list, particularly the Uganda Community Relief Association, African Community Partnership (ACP), African Community Involvement Association (ACIA) and SACOMA. These organisations cater for both the Ugandan and Kenyan communities in the UK. The list of intermediary organisations can be expanded once IOM begins its outreach activities, but ACP, ACIA and SACOMA are reasonably large organisations, staffed with Kenyan, Ugandan and Sudanese nationals. They are among the best Pan-African organisations in London and their combined geographical coverage is vast.
- IOM is advised to continue advertise through Somali businesses (Internet shops and call centres). The majority of respondents indicated that they visit these businesses frequently.
- IOM should also look into the possibility of having an advert placed with one of the most popular discounted phone cards for Uganda.

Figure 2: Media Consultation



2.6 GEOGRAPHICAL LOCATION AND SIZE OF THE UGANDAN COMMUNITY IN THE UK

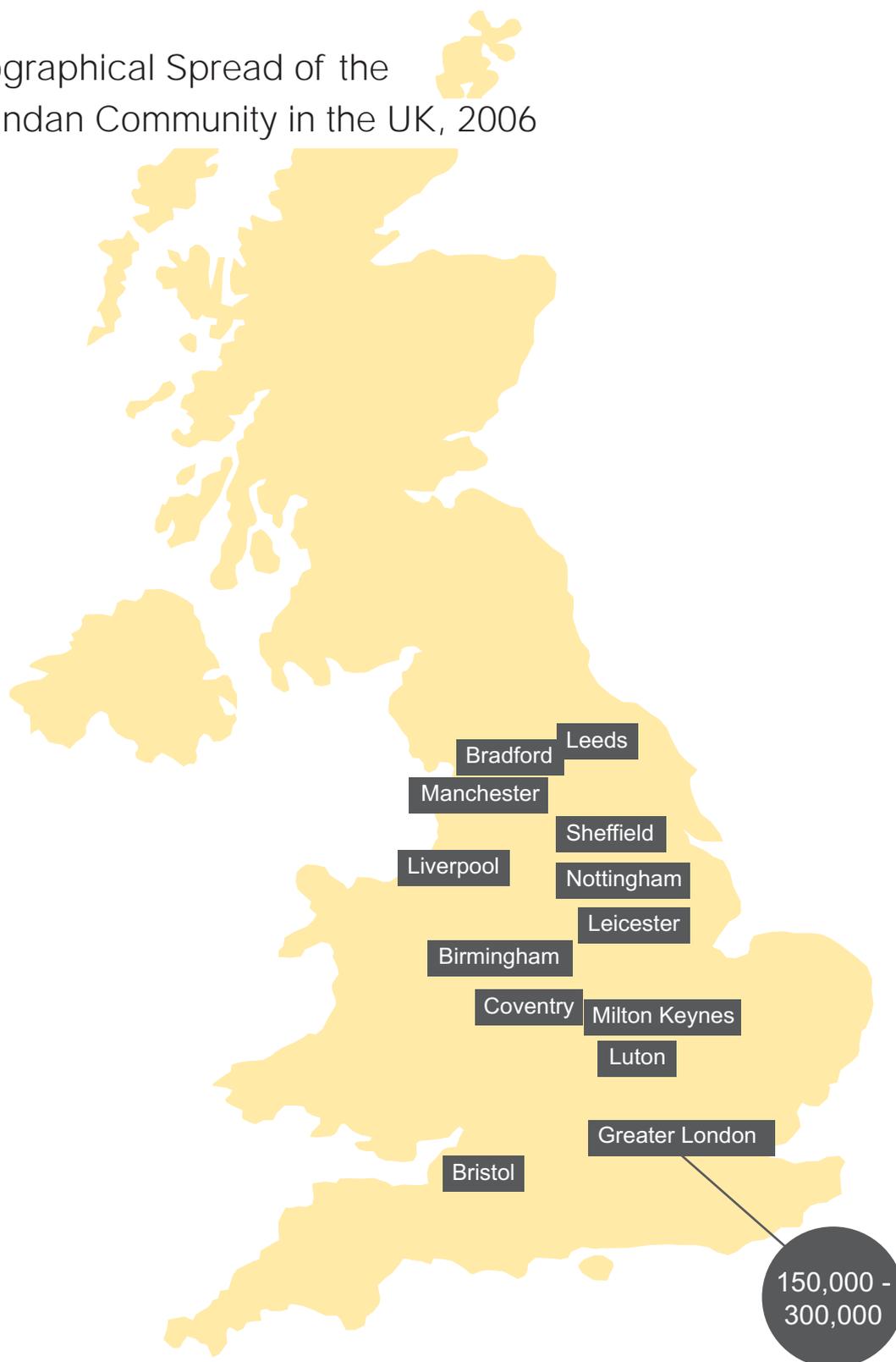
Due to the limited information available on Ugandan immigrants in the UK, the consultant was unable to access any official data¹¹ on the size and distribution of the community. The estimated figures from community representatives were that there are between 300,000 and 750,000 Ugandans in the UK. This includes Asian-Ugandans who came to Britain after they were expelled from Uganda by the dictator, Idi Amin. However, estimates from a key informant put the black-Ugandan Community in the UK at between 180,000 and 350,000. These figures include people who came to the UK as students or as refugees or asylum seekers, and others that have come to the UK for varied reasons and ended up staying legally or illegally.

According to community representatives interviewed for the mapping exercise, 85% of the Ugandan community lives in London and the rest is widely dispersed across the UK. In London, the highest concentration of Ugandans is in Forest Gate and Mitcham. The rest are scattered across the whole of London. Community representatives or individuals also mentioned a number of cities outside London where Ugandans can be found. They include Liverpool, Surrey, Sheffield, Manchester, Luton, Bradford, Manchester, Leicester, Milton Keynes, Nottingham, Leeds, Oxford, Birmingham and Coventry.¹²

¹¹ In the 1991 and 2001 censuses, terms such as 'black African' and 'black other' were used. For the purpose of researching a particular African community such information is completely useless.

¹² The locations where Ugandans reside are more or less the same to those where the Kenyan community can be found except for the "high concentration areas".

Geographical Spread of the Ugandan Community in the UK, 2006



The above figures are based on estimates supplied by Community Leaders. 85% of the Ugandan community are located in Greater London with the remaining 15% spread across the UK in twelve cities outside London. It was not possible to gather indicative figures for the size of the Ugandan community in each of the above twelve cities.

3 MAPPING EXERCISE OUTCOMES

CHARACTERISTICS OF RESPONDENTS

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

3.1 GENDER

Out of twelve respondents, seven were women and two men (two did not reply to this question). Due to time constraints, and suspicion among those approached for the mapping exercise, it was impossible to locate more male respondents.

3.2 AGE

The Ugandan community has a fairly young profile, with the majority of respondents aged between twenty and forty. This younger age profile is largely a result of migration patterns.

3.3 LENGTH OF RESIDENCE IN THE UK

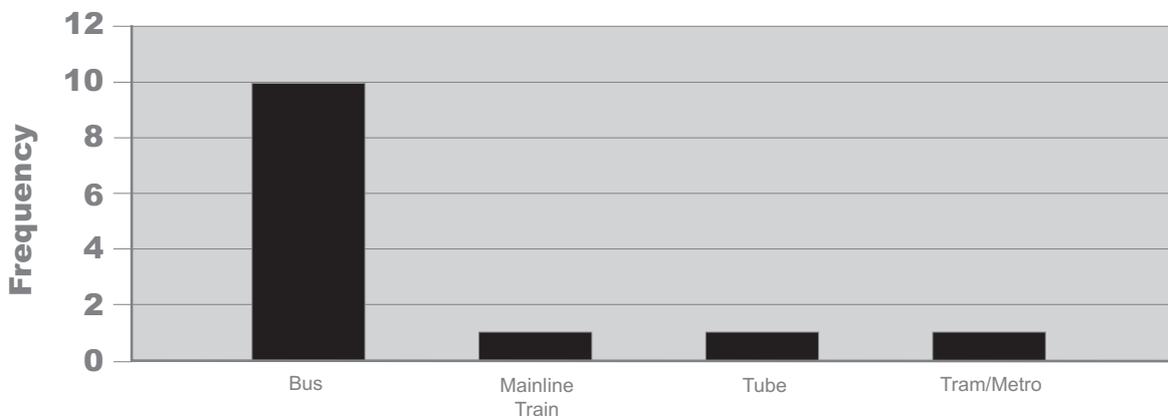
The majority of respondents have been in the UK for more than five and less than ten years.

3.4 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 or tram.

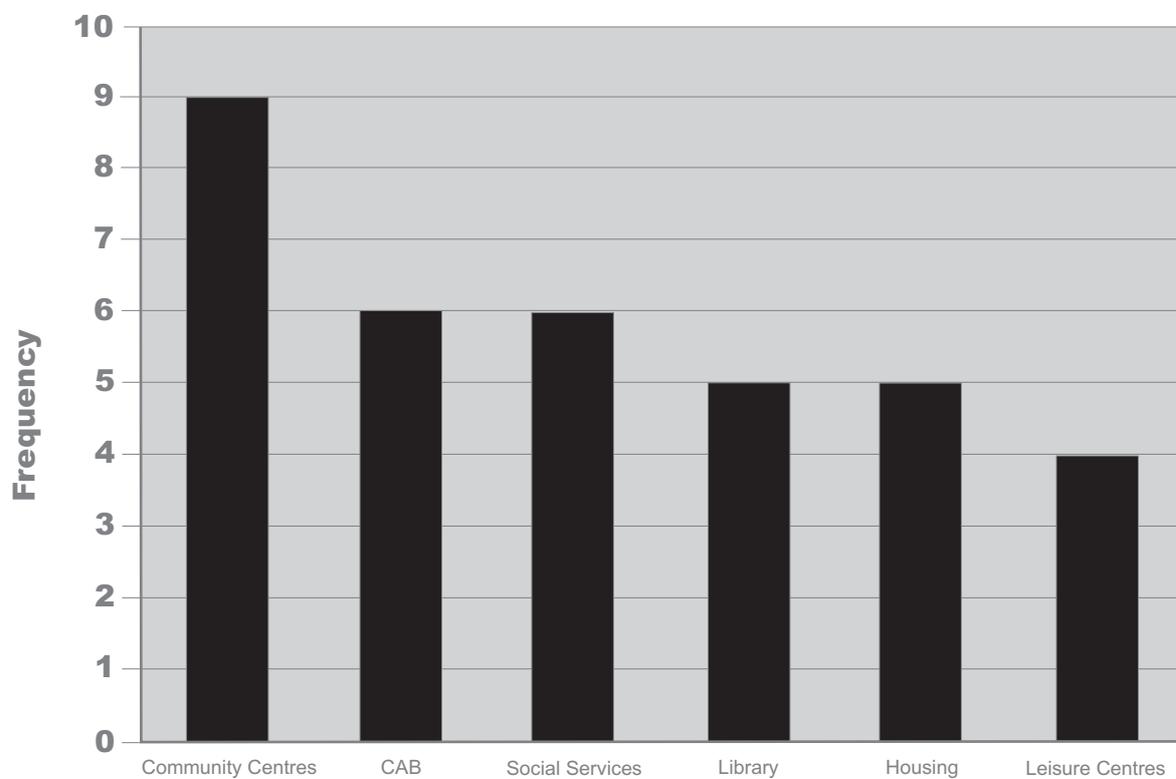
Figure 7: Transport



Local Services

When asked which local services they used most, the majority of respondents said that they frequently visited community organisations, followed by CABx or social services, libraries and housing departments.

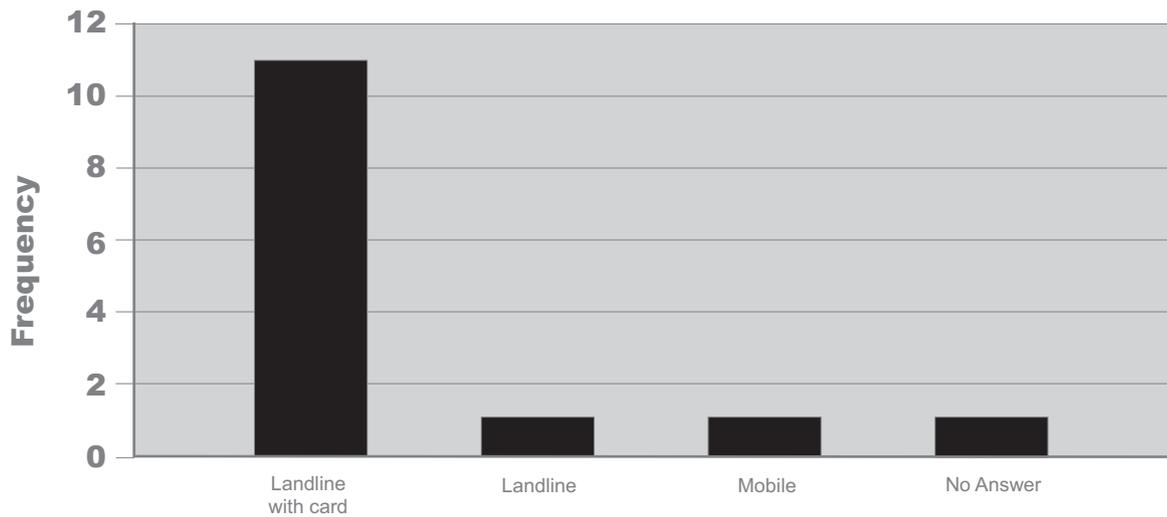
Figure 8: Local Services



Telephone

When asked about their preferred method for making calls abroad, the majority of respondents said that they used landlines with phone cards to call relatives and friends overseas. IOM is advised to continue advertising through Somali businesses, such as Internet shops and call centres because the majority of respondents said that they visited these businesses frequently. IOM should also look into the possibility of advertising with one of the more popular discounted Uganda phone card companies.

Figure 9: Telephone



Newspapers



Category 1

Others

4 CONCLUSIONS AND RECOMMENDATIONS

Despite the low number of questionnaires received, IOM now holds an extensive list of places where information on the voluntary return programmes could be advertised regularly and reach the Ugandan community in the UK. The mapping exercise achieved its aims by identifying the main channels of information used by Ugandans in the UK and their main location.

- 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 format and structure of the questionnaire to accommodate the feedback from respondents.
- There were some mixed views regarding language issues in both the Ugandan and Kenyan mapping exercises but translated questionnaires are unlikely to be necessary for these groups. On the other hand, translation of the leaflets into Swahili would be helpful.
- IOM is advised to advertise in the *African Eye*, *EyeCon Magazine* or the *East African Standard*.
- IOM is advised to place an advert in *Metro*, since the majority of respondents said that they often read this paper. IOM is also advised to consider advertising through one of the Ugandan newspapers, as these are very popular with Ugandans. *The Monitor* or *New Vision* are both available in the UK.
- IOM should consider placing an advert in *ugandannetwork.com* and *pieronenightspot.com*.
- IOM should consider advertising through the London-based *Voice of Africa* (online) and the *Premier Christian Radio*. Both stations have websites on which IOM's voluntary return material could be posted.
- IOM is advised to consider advertising on *OBE*, *BEN TV* or Gospel Channels. The potential for reaching out not only to Ugandans but also to the Kenyan community in the UK is vast.
- Religious venues can play a significant role in disseminating information to the community. IOM is advised to work with them and seek permission to advertise and conduct outreach activities at religious venues. Religious leaders would be able to advise IOM on forthcoming religious events and the opportunity for IOM to have a presence there.
- IOM is strongly recommended to attend or have a stand at community events and festivals. For Refugee Week, the official website has a database of events taking place throughout the UK. For other events, IOM should consult community organisations in the contact list.

- IOM is advised to display leaflets and posters in businesses frequently visited by Ugandans.
- IOM should consider advertising in money transfer facilities, particularly Selabed International. This company is better established than others and has many branches across the UK.
- IOM is advised to continue advertise through Somali businesses, (internet shops, and call centres), as the majority of respondents indicated that they visit these businesses frequently;
- IOM should also look into the possibility of having an advert placed with one of the most popular discounted phone cards for Uganda;
- Feeding back stories of individuals' return to their homeland, in the form of leaflets and booklets for community organisations, would reduce mistrust of IOM's work and is recommended.
- To avoid duplication of effort, IOM is advised to advertise with organisations that cater for both the Ugandan and Kenyan communities in the UK. This approach would help eliminate the task of negotiating access to these communities through country specific organisations.
- It is recommended that IOM advertise through the community organisations identified in the contact list, particularly, the Uganda Community Relief Association, African Community Partnership (ACP), African Community Involvement Association (ACIA) and SACOMA. These organisations cater for both the Ugandan and Kenyan communities in the UK. The list of intermediary organisations can be expanded once IOM begins its outreach activities, but ACP, ACIA and SACOMA are reasonably large organisations, staffed with Kenyan, Ugandan and Sudanese nationals. They are among the best Pan-African organisations in London and their combined geographical coverage is vast.

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