

1922

KENYA

63513

REF  
R 27 DEC 22

FROM  
GOV'S DEPUTY  
BOWRING 1582

DATE  
18TH NOVEMBER 1922

FOR CIRCULATION :--  
Mr.  
Mr.  
Mr.  
Mr. Grindle  
Sir H. Lambert  
Sir H. Read 29/11/22  
Sir J. Masterton Smith  
Mr. Wood  
Mr. Churchill

SUBJECT  
272  
PUBLICITY OFFICE IN LONDON

Encloses Report of Committee advising establishment of Trusts to receive early telegraphic approval when necessary appts can be proceeded with. Asks to be allowed to make recommendations.

Previous Paper

M.  
61955

MINUTES (Also 63502 - advisory C -  
suggested by lower committee)  
Sir H. Read.

It is unfortunate we have had no fuller expression of the Governor's opinion on this important proposal than is contained in Sir C. Bowring's despatch asking for approval to the expenditure <sup>per. m. 20</sup> paragraph 3.

With regard to the objects of the Publicity Office, as explained in the enclosure, there can be no doubt that the main object is, as stated, to attract population and capital. The Colony generally wants the capital, and the "Diehards" are, according to all accounts, anxious to increase the European element in order to strengthen their hands in the Indian controversy. In addition, there

Subsequent Paper

M. 9.  
1206  
- 73

And M. 30 Dec 22.  
See para 30 - 9 Jan 23.

is the suspicion bound to attach to the Land Settlement Committee Scheme. <sup>6352</sup> (see below) that those who most desire to attract population are those with land which they wish to unload on to new settlers.

From the point of view of giving information regarding Kenya to enquirers, I suppose we must admit that the present arrangements are too divided to be altogether satisfactory. The Colonial Office deals with such enquiries as it can. The Crown Agents also answer enquiries <sup>and have</sup> ~~with reference to subjects on view~~ for sale; the Oversea Settlement Office deals with enquiries as to the prospects of settlers, and the Department of Overseas Trade answers commercial enquiries, from the information given to them either by us or by the Trade Commissioner's office in East Africa. This multiplication of effort might possibly be improved on by the establishment of one central bureau, but it at all events has the advantage that none of the agencies concerned can be suspected of any ulterior motive.

I am afraid that the Kenya Office, under a Chief, imbued with local influence and <sup>having</sup> ~~and~~ the plausibility which one expects of a propagandist lecturer, would not command for long

long any reputation for impartial advice. The phrase "to assist in popularising the products of Kenya", and the idea of a headquarters in a big thoroughfare, in which Kenya produce would be displayed, show that the intention of the office is distinctly in the direction of a shop window. I am completely sceptical as to the usefulness of a shop window, which could not possibly rival the displays of the big self-governing Dominions, and I think it is to be regretted that, if Kenya must have an agency, they do not rather go for a modest office, where, in addition to answering enquiries, contact would be established with the big consuming houses in this country, whom it is far more important to attract to the use of Kenya products than any number of street loungers.

57763/22

In minuting on the Land Settlement Advisory Committee papers, Mr. Ormsby Gore has expressed the view that encouragement of further immigration should not be allowed until the Indian <sup>problem</sup> ~~programme~~ is settled; and it seems to me impossible that we should, in the circumstances, accept immediately this proposal, which has for its main intention, the attraction of new settlers. Further, it is not desirable until (in about three weeks)

we receive the Kenya Estimates for 1923, and know more of the financial position, that we should sign away light-heartedly £8,000 of the Colony's revenue after we have agreed throughout 1922, with a steadily increasing reluctance, to the retrenchment of valuable offices in the service of the Colony.

I think we should telegraph that the Secretary of State must suspend judgment until we receive the estimates, ~~but~~ that in any case he is doubtful whether an office, the main object of which would be to advertise the attractions of Kenya at a time when the position of settlers already there is at its worst, would be justified, and whether a display of Kenya products in close proximity to the more imposing displays of self-governing Dominions would not be likely to defeat its own object.

*(and that dept. dept. follow. Ans confirm by despatch, say up)*

*W. G. A.*  
We should add that the question of a Trade Commissioner's Office in London for East & Africa generally was discussed with Col. Franklin in the summer of 1921. The late S. G. decided that the results of such an office were such as to be proposed with a view to

*Presently on 35173/21.*

27/1923.

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TELEGRAM from the Secretary of State for the Colonies to the Governor of Kenya.

(Sent 11.5 a.m. 7th February, 1923).

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7th February.

Your telegram of January 10th No.12.

Not possible to reply yet as to Publicity Office.

As immediate decision required as to Exhibition guarantee of £10,000 will be assumed.

DEVONSHIRE.

justify the expenditure.

275

to col. 28/14/22

Tot: as proposed + then

5ft. deep: for corner at

Ormsley - fine to see 5ft.

at once.

W. J. R.

29/11/22

KENYA

No. 1582.

276

GOVERNMENT HOUSE.

NAIROBI.

KENYA.

18th November, 1922.

63513  
REC'D 27 DEC 22

My Lord Duke,

280  
36850  
N  
23728  
20

With reference to Sir Robert Gordon's telegram No. 395 of the 13th instant, and in connection with Lord Milner's despatch No. 740 of 28th May, 1920, on the subject of the closing down of the Uganda Railway Advertising Office in London, I have the honour to inform Your Grace that, on the motion of one of the elected members of Legislative Council, which was adopted on the 24th ultimo, a Special Committee of Council was appointed to consider and report on the advisability of establishing a Publicity Office in London for this Colony.

2. The Report of this Committee, a copy of which is enclosed, was duly presented to the Legislative Council on the 5th instant and unanimously adopted.

3. Following the adoption of these proposals, provision was made in the Great Estimates of Expenditure for 1923 of a sum of £2,070 for the purpose, to which I trust Your Grace will agree.

4. In the event of Your Grace's approval to the proposal, which I trust to receive shortly by telegram, the appointments of the Officer in

Charles

-FACE

The Duke of Devonshire, K.G., P.C., C.C., G.C., S.C., &c.,  
Secretary of State for the Colonies,  
Downing Street,  
London, E.C.4.

Charge and his assistant can be proceeded with at once, in which case I urge that this Government be allowed to make recommendations.

I have the honour to be,  
My Lord Duke,  
Your Grace's most devoted  
and most obedient servant,

*Bowring*  
GOVERNOR'S DEPUTY.

31st October 1922

To His Excellency the Governor and  
Honourable Members of the Legislative Council

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I have the honour to submit for consideration the Report of the Committee appointed to "consider and report on the advisability of opening a Government Publicity Office in London on January 1st, 1923, and to make detailed recommendations on any scheme they may advise for adoption".

The Committee consisted of the Rt. Hon. Lord Delanere, the Hon. Mr. E. Powys, the Hon. Capt. J. E. Coney, the Hon. H. F. Ward, the Hon. Manager, Uganda Railway, the Hon. Commissioner of the Hon. Ag. Director of Agriculture (Chairman)

-----oOo-----

The following are the conclusions arrived at:-

Advisability. The Committee was unanimous as to the necessity and advisability of an Office being established.

Its objects were defined as follows:-

- (I) To attract population and capital.
- (II) To render impersonal and general advice to all enquirers desiring information regarding the Colony and Protectorate.
- (III) To assist in popularising the products of the Colony by the means by which it is recommended these objects may be achieved are:-

(I) A Headquarters in London, situated in a central position such as Kingsway, Aldwych, Piccadilly, with opportunities for display.

(II) By the dissemination of information regarding the potentialities and achievements of the Colony as regards Agriculture, Settlement, Development of all areas, and other openings, Native Areas, Development and Industries.

(III) By the explanation of the facilities offered by the Government and the Uganda Railway. Explanation of Customs, Taxation and Land Tenure.

(IV) By the display of the produce of Kenya in an attractive form by exhibitions at suitable opportunities, press propaganda work and advertising, lectures at Schools, Agricultural Colleges and Universities. 279

Organisation Needed. It is recommended that this be a separate Department of Government corresponding direct with Government for the reason that it will deal with so many Departments, viz, Railway, Native Affairs Department, Administration, Forestry, Agriculture and Lands.

It is recommended that a Local Advisory Board should be appointed in Kenya for the purpose of advising the London Office of any changes in the position in Kenya which might have an influence on advice and so forth, also to keep the Office supplied with information and material, it is suggested that this Board should consist of the Heads of different Departments concerned, elected members of Council and two newspaper representatives.

The Committee recommends that a Chief with an Assistant and clerical assistance be appointed to be domiciled in London. The Chief should spend at least one month of each year in Kenya in order that he may refresh his memory and keep in touch with the conditions existing in, and the progress achieved in the Colony.

Financial provision needed.:-

Personal emoluments.

x	Chief	....	...	£1,200.
	Assistant	...	....	600.
	Typist.	...	...	200
				£2,000
				-----

(x The Hon. Member for Plateau North considers £1,000 per annum sufficient).

Bt. forward £2,000.

Other charges.

Rent	£1,000.
Advertising	2,000.
Stationery & Printing	1,000.
Travelling	300.
Passages	170.
Entertainment	300.
Telephone & Light	200.
Coal and Cleaning l.	
Contingencies	100.
	<u>£ 5,070</u>

Non recurrent expenditure on Furniture,  
Maps, Books, Exhibits £1,000.

Total £6,070

Conditions of Service for Chief and Assistant. If seconded from this Service salary to be paid without cost of living house or medical allowance. Appointment to be pensionable. Should he be retransferred to Kenya service he receives the normal emoluments of the post to which he is transferred, and the conditions of service as existing in Kenya as if the service had not been broken by residence abroad.

If the person appointed is not a Civil Servant then the appointment is to be on Agreement and non pensionable.

Qualifications of Candidates for "Chief".

(a) Some residence in Kenya and an intimate knowledge of the producing activities of the Colony. Ability to explain to enquirers the conditions prevailing to advise them as to general expenditure in ventures, and to assist them in forming a just estimate of the attractiveness and development of the country.

(b) He should be socially and by his knowledge of the economic conditions in Kenya and other Colonies, intellectually able to represent this Colony as a lecturer and in other ways.

Qualifications of candidate for Assistant.

It is considered that he should be a man who has worked as a farmer in Kenya, who is enthusiastic as to its possibilities, well travelled and who understands the requirements of settlement and development.

It is recommended that Government take steps to initiate the work as soon as possible after the close of the year 1922, and also that the immediate collection of material for exhibits be undertaken. It is suggested that the exhibits the property of the Uganda Railway now stored in London be used in the new Office.

Source of Revenue.

Annual recurrent

Uganda Railway	£2,500
Kenya Government	4,570
	<u>£7,070</u>

and in addition Kenya Government to provide the sum of £1,000 non-recurrent for Furniture, Fixings etc.

sd. E. Harrison  
CHAIRMAN

-----Co-----

607/63513/22

*E.A. Dept*

DAZUMAL  
30<sup>th</sup> December

DRAFT *with  
tel*

UNDERRATED

your despatch November 18<sup>th</sup>

*where*

*Number*

170,1582 Publicity office

MINUTE.

Mr. *Lignibing* 30.12.22

Mr. *Butcher* 30.12.22

Mr.

Mr. Davis.

Sir G. Grindley.

Sir H. Read.

Sir J. Masterton Smith.

Mr. Ormsby Gore.

Duke of Devonshire.

JAULILLA  
Must suspend judgment

RANCARAB  
standing receipt of

estimated despatch

DERMULISH  
follows

Devonshire

*Recirculate  
for despatch*

*E.A. Dept*

5

Gov/63513/22 Kenya

9 January 1922

Part  
hi

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DRAFT.

Kenya  
No. 30  
Gov's Consideration.  
MINUTE.

Mr. Linding 2.1.23.  
Mr. Battalbee 3.  
Mr. Bottomley 3.1.23  
Mr. Davis.  
Sir G. Grindle.  
Sir H. Read 3/1/23  
Sir J. Masterton Smith.  
Dr. Ormsby Gore 4.1.23 woy  
at once. /5  
Duke of Devonshire.

I have etc to ack. the receipt of  
Sir Charles Bowring's despatch  
No. 1582 of the 18<sup>th</sup> of November,  
regarding the proposal to  
establish a Kenya Publicity  
Office in London, and to  
confirm my telegram of the  
30<sup>th</sup> of December, which  
reads as follows:-

[ Copy tel. 30 Dec. on  
63513/22 ]

2. Apart from my letter  
to him etc I have not inquired  
me in considering the  
proposal, I am doubtful

whether an office, the main object

of which would be to advertise

the attractions of Kenya, would

be justified at a time when the

position of settlers already in

the colony is at its worst; and

I feel doubt also whether a display

of Kenya products in close proximity

to the more imposing displays of the

self-governing Dominions would

not be likely to defeat its own

object.

I may add that the question

of a Trade Commissioner's Office

in London for East Africa generally

was discussed with Colonel Franklin

in July, and then my predecessor

decided that the results of an

office such as is now proposed

were not likely to justify

the expenditure.

DRAFT.

I have

(Signed) DEVONSHIRE

MINUTE.

Mr.

Mr.

Mr.

Mr. Davis.

Sir G. Gringle.

Sir H. Read.

Sir J. Masterton Smith.

Mr. Ormsby Gore.

Duke of Devonshire.