



COUNTY GOVERNMENT OF KIAMBU

CULTURE, ARTS, AND HERITAGE POLICY

DEPARTMENT OF EDUCATION, GENDER, CULTURE & SOCIAL SERVICES

2025

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FOREWORD

The arts, culture, and heritage of a people are not merely a reflection of their history—they are the very essence of their identity, dignity, and shared values. In Kiambu County, we recognize that these elements are critical pillars of our collective development, offering not only a sense of belonging and pride but also immense potential for socio-economic growth, innovation, and community empowerment.

The Constitution of Kenya (2010) and the Protection of Traditional Knowledge and Cultural Expressions Act (2016) provide a strong legal foundation for the promotion and preservation of cultural and creative expressions. They also assign a key role to County Governments in ensuring that our heritage is safeguarded and our creative industries nurtured. As such, this Kiambu County Arts, Culture and Heritage Policy is a timely and strategic instrument, developed to steer the County towards a vibrant cultural renaissance.

This policy is the outcome of an extensive consultative and participatory process that brought together government departments, cultural practitioners, community leaders, and key stakeholders. It reflects the diversity and richness of Kiambu's cultural heritage—from its tangible assets such as historical sites and artefacts, to its intangible elements such as language, music, dance, theatre, storytelling, and indigenous knowledge systems. It also takes into account the evolving realities of our time: the growing demand for creative spaces, digital inclusion, market access, and capacity development.

The County is aware of the pressing challenges facing the arts, culture and heritage sector, including inadequate infrastructure, underutilization of creative talent, lack of formalized cultural education, weak cooperatives and associations, and limited preservation of traditional knowledge. The erosion of identity, especially among the youth, is also a concern. This policy seeks to redress these challenges by setting out a clear roadmap for sustainable cultural development—one that empowers communities, fosters inclusivity, promotes innovation, and strengthens partnerships.

Among the key interventions outlined in this policy are the establishment of a County public museum, development of community creative centres, digitization and documentation of cultural expressions, creation of market linkages, and enhancement of budgetary support for the sector. Special emphasis has also been placed on preserving the Agikuyu language and promoting local content development in various art forms. Additionally, the policy aims to leverage emerging technologies and foster strategic partnerships to ensure that Kiambu's cultural and

creative industries thrive in both domestic and international arenas.

Culture is not static; it evolves. As such, this policy will remain a living document—responsive to changing needs, emerging trends, and global best practices. Regular reviews will ensure that we remain relevant and that our interventions are evidence-based, inclusive, and forward-looking.

I wish to thank all the stakeholders, institutions, and cultural workers who contributed to the formulation of this policy. Your voices and contributions have made this document richer and more grounded in the lived experiences and aspirations of our people. I call upon all residents of Kiambu, especially our youth, to embrace and actively participate in the implementation of this policy. Let us take pride in our heritage, invest in our creative potential, and collectively shape a culturally rich, economically vibrant, and socially cohesive County.

Let this policy be a beacon for the renaissance of the arts, culture, and heritage in Kiambu County.

DR MERCY M NJAGI
COUNTY EXECUTIVE COMMITTEE MEMBER EDUCATION, GENDER,
CULTURE & SOCIAL SERVICES

ACKNOWLEDGEMENT

The formulation of this policy document was as a result of intensive consultative process between the County Government of Kiambu and relevant stakeholders from the National Government, private sector, civil society organization, community and development partners all of whom need to be acknowledged for their invaluable contribution to the development of this policy.

We wish to acknowledge the tremendous support from the office of the Governor, the County Executive Committee Members and Chief Officers in granting the officers an opportunity to serve in the taskforce. In particular, we thank H.E. the Governor and the CECM and Chief Officer Education, gender and social services for the full support accorded during the preparation of the Policy.

Much gratitude to the Sector working groups who were involved in the undertaking of situational analysis of how the County's ECDE's are run.

I am equally, on behalf of the department, indebted to His Excellency, the Governor Dr. WAMATANGI for the political leadership and support accorded to the department. The department of EDUCATION, GENDER, CULTURE & SOCIAL SERVICES shall take a lead role in ensuring that the policy measures enshrined in this document will be mainstreamed in all the county sector. In that regard, I call upon all the stakeholders to partner with the county in the implementation of this policy document.

CHIEF OFFICER

Directorate of Culture, Arts and Library Services

DEFINITION OF TERMS

According to the National Museums and Heritage Act, 2006, antiquity means: any movable object rather than a book or document made in or imported into Kenya before the year 1895, or any human, faunal or floral remains of similar minimum age which may exist in Kenya.

Monuments

Architectural works, works of monumental sculpture and painting, elements or structures of an archaeological nature, inscriptions, cave dwellings and combinations of features which are of outstanding universal value from the point of view of history, art or science;

Groups of buildings

Groups of separate or connected buildings which, because of their architecture, their homogeneity or their place in the landscape, are of outstanding universal value from the point of view of history, art and science;

Sites

Works of man or the combined works of nature and of man and areas including archaeological sites which are of outstanding universal value from the historical, aesthetic, ethnological or anthropological points of view. According to the National Museums and Heritage Act, 2006, cultural heritage includes objects of archaeological or paleontological interest, objects of historical interest and protected objects.

Cultural Tourism

The International Scientific Committee on Cultural Tourism defines cultural tourism as: 'that activity which enables people to experience the different ways of life of other people, thereby gaining at first hand an understanding of their customs, traditions, the physical environment, the intellectual ideas and those places of architectural, historic, archaeological or other cultural significance, which remain from earlier times'. Crafts: Crafts include carvings, beadwork, weaving, pottery, basketry and glasswork. The production of traditional crafts captures activities inherited from individual and collective traditional creativity.

Cultural and Creative Industries

The United Nations Conference on Trade and Development (UNCTAD) defines the creative industries as 'the cycles of creation, production and distribution of goods and services that use creativity and intellectual capital as primary inputs; (constituting)

a set of knowledge-based activities, focused on but not limited to arts, potentially generating revenues from trade and intellectual property rights; (and comprising) tangible products and intangible intellectual or artistic services with creative content, economic value and market objectives.

Film

Film refers to a cinematographic film, recorded video cassette film, recorded video discs, any recorded audiovisual medium and includes any commentary (whether spoken and when the spoken/speaking appears in the film or not) and any music or other sound effect associated with the film and any part of a film.

Intangible Cultural Heritage

The UNESCO Convention for the Safeguarding of the Intangible Cultural Heritage, 2003 defines intangible culture as ‘the practices, representations, expressions, knowledge, skills as well as the instruments, objects, artefacts and cultural spaces associated therewith that communities, groups and, in, some cases, individuals recognize as part of their cultural heritage’.

Monument

According to the National Museums and Heritage Act, 2006, monument means: A place or immovable structure of any age which, being of historical, cultural, scientific, architectural, technological or other human interest has been and remains declared by the Cabinet Secretary to be a monument;

A rock painting, carving or inscription made on an immovable object;

An ancient earthwork or other immovable object attributable to human activity; A structure, which is of public interest by reason of the historic, architectural, traditional, artistic or archaeological interest attached to it and has been and remains declared by the Cabinet Secretary to be a monument;

A shipwreck more than fifty years old; and such adjoining land as may be required for maintenance thereof.

Museum

According to UNESCO, a museum is a nonprofit permanent institution in the service of society and its development, open to the public which acquires, conserves, researches, communicates and exhibits the tangible and intangible heritage of humanity and its environment for the purposes of education, study and enjoyment. (International Council of Museums (ICOM) Article 3, Statutes, 2007).

Natural Heritage

According to the United Nations Educational, Scientific and Cultural Organization (UNESCO) Convention for the Protection of the World Cultural and Natural Heritage, 1972 and the National Museums and Heritage Act, 2006, the following is considered as natural heritage:

Natural features consisting of physical and biological formations or groups of such formations which are of outstanding universal value from the aesthetic or scientific point of view;

Geological features and landscapes or physiographical formations of special significance, rarity and beauty; Precisely delineated areas which constitute the habitat of threatened species of animals and plants of outstanding universal value from the point of view of science, conservation or natural beauty;

Natural sites or precisely delineated natural areas of outstanding universal value from the point of view of science, conservation or natural beauty; and
Areas which are or have been of religious significance, use or veneration and which include but are not limited to Kayas.

Performing Arts

Performing arts are creative expressions by individuals or groups and include genres such as theatre, music, dance, storytelling, poetry, puppetry and spoken word.

Object of Archaeological or Palaeontological Interest

According to the National Museums and Heritage Act, 2006, this means: an antiquity which was in existence before the year 1800.

Object of Historical, Cultural or Scientific Interest

According to the National Museums and Heritage Act, 2006, this means: an object which came into existence in or after the year 1800.

Tangible Cultural Heritage

Tangible cultural heritage refers to physical artefacts, movable and immovable, that are inherited from past generations, maintained in the present and bestowed for the benefit of future generations. It includes cultural artefacts, archaeological findings, buildings, historic monuments, underwater cultural heritage and contemporary architecture among others which are considered worthy for preservation.

The Arts

Cultural expressions that are enriched by a people's cultural and natural heritage and include: visual arts (painting, sculpture, photography and others); performing arts (dance, music, theatre, musical theatre and film); literature; and architecture and design (including graphics and digital media arts).

Traditional Knowledge

According to the the Protection of Traditional Knowledge and Cultural Expressions Act, 2016, traditional knowledge means any knowledge originating from an individual, local or traditional community that is the result of intellectual activity and insight in a traditional context, including know-how, skills, innovations, practices and learning embodied in the traditional lifestyle of a community or contained in the codified knowledge systems passed on from one generation to another including agricultural, environmental or medicine knowledge, knowledge associated with genetic resources or other components of biological diversity and know-how of traditional architecture, construction technologies, designs, marks and indications.

Visual Arts

Visual arts expressed through wood carvings, pottery, fine art, rock paintings, photography, sculptures, jewelry, ornaments, ceramics, hand textiles and woven products, basketry products, bead work, body art, graffiti, household gifts and batiks, among others. These art forms reflect a community's way of life, identity, values and norms and bring out the beauty in a society.

EXECUTIVE SUMMARY

The Kiambu County Arts, Culture and Heritage policy aims to guide the development of a dynamic, vibrant and transformed arts, culture and heritage sector in the County through the strengthening of community participation and stakeholder engagement, promotion of creativity, innovation and authenticity in the cultural and creative industries and efficient stewardship, preservation and protection of the County's cultural and natural heritage for posterity.

The various elements of the policy are outlined in chapters. Chapter one is the introduction that presents the place of the arts, culture and heritage sector in sustainable development, sets out the rationale for the policy by making reference to the constitutional and legal imperative for the promotion and protection of traditional knowledge and cultural expressions, the potential of the cultural and creative industries in Kiambu County and the distinct cultural and artistic vitality in the County. The guiding principles drawn from the national values and principles of governance and bill of rights in the Constitution of Kenya (2010) are also presented. The inherent value and the instrumental social and economic value of the arts, culture and heritage sector is underscored. The chapter then presents the objectives, scope and outline of the policy development process.

Chapter two is the situational analysis. The chapter outlines the legal and policy framework within which the policy is premised starting with the international cultural instruments developed by the United Nations Educational, Scientific and Cultural Organization (UNESCO), the Convention on Biological Diversity, full citation the Nagoya Protocol and the International Treaty on Plant Genetic Resources for Food and Agriculture. The aspiration in the African Union Agenda 2063 on the place heritage and culture and the African Charter on Human and Peoples' Rights' linking of development and culture are outlined. Key provisions of the Constitution of Kenya (2010) on culture and heritage, development of indigenous languages, freedom of expression and association and the protection of intellectual property rights are outlined. Relevant national and county government legislative and policy frameworks on the arts, culture and heritage sector are cited. A description of the arts, culture and heritage sector in Kiambu County is presented emphasizing the immense potential in the County's cultural and natural heritage and in its cultural and creative industries practitioners and entrepreneurs. The chapter ends by presenting the challenges and issues to be addressed by the policy.

Chapter three presents the strategic interventions. For each strategy the policy statements are outlined. The strategies cover cultural heritage including tangible

and intangible cultural heritage; cultural and creative industries, Agikuyu language and literature development and cultural tourism. County Public Museums, County Public Libraries; County Archives and Documentation Service, County Symbols, Protection of Indigenous/Traditional Knowledge, Agikuyu Gastronomic Heritage, Heritage Sites, Monuments and Antiquities and Kiambu Heroes and Heroines are outlined as elements under tangible cultural heritage and key policy interventions by the County government proffered. Traditional games and recreation are outlined under intangible cultural heritage that also includes the cultural and creative industries,. Key policy interventions for the following components of the cultural and creative industries are outlined: crafts; publishing industry, design and architecture; visual arts, fine arts, performing arts, the literary arts, the cinema and the audio-visual industry.

Chapter four sets out the implementation framework for the policy. The institutional and administrative framework, human resource and capacity building, funding, monitoring and evaluation and the timelines for the review of the policy are outlined.

CHAPTER 1: BACKGROUND

1.1 Introduction

The arts, culture and heritage give a community its unique identity. It is an expression of the ways of living developed by a community and passed on from generation to generation, including customs, practices, places, objects, artistic expressions and values. It has a critical bearing on a community's development as there can be no sustainable development without a strong cultural component.

The United Nations Educational, Scientific and Cultural Organisation (UNESCO) acknowledges that no society can flourish without culture nor can any development be sustainable without it. The intrinsic relationship between culture and development underscores not only the critical role of culture in development, but also its centrality in shaping human understanding and world view. Culture is critical for the achievement of socially acceptable, economically efficient, and inclusive sustainable development, which ensures gender and inter-generational equity. Through culture, people take control of their lives and resources and are equipped to participate fully in decision-making processes, harnessing and preserving the environment and building a just and fair society.

Kenya has a diverse manifestation of the arts, culture and heritage that enrich the lives of its various communities in countless ways and fosters national cohesion. However, globalization poses a threat of eroding the cultural identity of the country, which calls for creative ways of fostering vibrancy, innovativeness and prosperous knowledge in societies.

Kiambu County recognizes the arts, culture and heritage as important policy assets and prosperity generator. In addition to their inherent value to society, the arts offer a distinctive blend of benefits and make the County vibrant, welcoming and desirable. Cultural places, events and opportunities are magnetic, attracting not only artists and arts entrepreneurs but also families, travelers and businesses. It creates jobs, stimulates commercial foot traffic and locally re-circulates income, all of which leverage community revitalization, attracts diverse populations and strengthens communities. Capitalizing on these effects of the creative space requires strong public sector support in order to impact positively on the County's economy and boost the quality of life of Kiambu residents.

However, the County is plagued by several difficulties, which risk diminishing its arts, culture and heritage potential. For instance, there is limited data on the arts, culture and heritage in the County. This is countered by a bulge in the number of

individuals and groups who want to venture into the arts, culture and heritage sector and who often must travel to Nairobi to access privately owned creative centres. Talents continue to be dimmed every day since it is impossible for many individuals to afford the privately-owned creative spaces. It is therefore imperative for the County government to establish these creative centres.

Therefore, it is important to put in place a policy framework to guide Kiambu County arts, culture and heritage sector while ensuring that those in the cultural and creative industries and consumers of their products and services are not exploited. The policy also addresses the regulation of the infrastructure for the arts, culture and heritage, that is, public amenities and the public entertainment sector and proffers key County government interventions in order to sustain the role of the arts, culture, heritage in contributing to socio-economic development of the County. This policy seeks to protect, preserve, and promote the unique identity of the people of Kiambu County and use it for their well-being and development.

1.2 Rationale for the Policy

Article 11 of the Constitution of Kenya (2010) recognizes culture as the foundation of the nation and as the cumulative civilization of the Kenyan people and nation. Article 11 (2) provides that the state shall promote all forms of national and cultural expression through literature, the arts, traditional celebrations, science, communication, information, mass media, publications, libraries, and other cultural heritage; recognize the role of science and indigenous technologies in the development of the nation; and promote the intellectual property rights of the people of Kenya.

The Protection of Traditional Knowledge and Cultural Expressions Act, CAP.218A gives County governments key mandate in the establishment and maintenance of a register of information relating to traditional knowledge and cultural expressions of the communities within a County and the preservation, protection, conservation and promotion of the traditional knowledge and cultural expressions. There is a great deal of opportunity in this regard in the Kiambu culture and arts industry and all that the practitioners need is a conducive and enabling environment to help them create extra ordinary, quality content and attain skills, which will enable them in branding, selling and managing their work effectively. This would in turn promote the County's social economic development through employment creation and poverty alleviation. However, lack of proper preservation of cultural activities, items/artefacts and practices has eroded Kiambu's traditions. This has made the current generation to lack the necessary information about their roots and further created knowledge gaps on cultural issues like the traditional sacred places, the Kikuyu language itself among others. These have severely hindered the growth of this sector and as such denied the County the opportunities to use it to drive growth and improve the living

standards of the residents.

Therefore, it is necessary finding ways of strengthening the sector's capacity in order to fulfil the development objectives enumerated above. To this end, the culture, heritage and arts policy aims to translate the broad social and economic development ideals portended by this sector by addressing the challenges and creating a favourable atmosphere for the exploitation of its potential. The policy will guide the revival, preservation, promotion and the overall development of cultural heritage sector. It is alive to the diverse nature of the County and hence will ensure the mainstreaming of culture and heritage into all the Kiambu County Government departments as a tool for public participation.

1.3 Guiding Principles

The following principles will underpin this policy:

- (i) Community participation;
- (ii) Innovation and novelty;
- (iii) Freedom of expression;
- (iv) Access to information;
- (v) Respect for diversity;
- (vi) Protection of indigeneity;
- (vii) Preservation;
- (viii) Sustainability; and
- (ix) Empowerment.

1.4 Policy Statement

This policy endeavours to provide the governance framework for reviving, preserving and promoting the overall development of the arts, culture and heritage sector in Kiambu County. This is with a view to tackling the identified challenges and fostering good working relations with the concerned institutions and other stakeholders to effectively achieve our set objectives. As a result, there will be economic empowerment, culture will be safeguarded leading to benefits accrued from the creative economy.

1.5 Scope of the Policy

The policy aims to guide the development of a dynamic, vibrant and transformed arts, culture and heritage sector in the County through strengthening of community participation and stakeholder engagement, promotion of creativity, innovation and authenticity in the cultural and creative industries and efficient stewardship, preservation and protection of the County's cultural and natural heritage for posterity.

1.6 Policy Development Process

This policy was developed through a consultative process involving various departments of the County Government of Kiambu including the Department of Education, Gender, Culture and Social Services, the Office of the County Attorney, cultural and creative industry practitioners, cultural entrepreneurs and the public. The Policy has been subjected to extensive stakeholder consultations and confirmed to reflect their views at the various meetings held to discuss it.

CHAPTER 2: SITUATIONAL ANALYSIS

2.1 Introduction

Kiambu County is home to distinct cultural, heritage and artistic vitality. Its creative sector includes the following: performing arts- theatre production groups, film production groups and individuals, comedy/comedians, spoken word artists and other emerging art forms, traditional, secular, gospel and contemporary music and dance groups and individual artists; visual arts , crafts and design; fashion and design; Agikuyu indigenous food entrepreneurs; and various traditional medicine entrepreneurs/herbalists among others.

2.1.1 The Arts Sector in Kiambu County

i) Cultural and Creative Industries Crafts

Crafts include carvings, beadwork, weaving, pottery, basketry and glasswork. There are several organized groups and cooperatives specializing in carvings. These include: Kiambu Handicraft Association among others. The groups are not digitally linked to the market. The Directorate of Culture and Arts has recently conducted a capacity building workshop for the creatives to showcase their talents and also identify gaps and challenges and how best they can perfect their trade. The workshop was held at the Community Social Hall in Kiambu Town.

There are plans to create a weekly market for the creatives which will be dubbed 'Mathaga Market' akin to the famous Maasai Market.

The Kiambu County Annual Cultural Festival and Exhibition will also provide a platform to showcase their talents and also as a ready market for their trade.

Various groups in Kiambu County are involved in beadwork, weaving and basketry. However, small scale entrepreneurs involved in beadwork, weaving and basketry are exploited by middlemen and women. The main challenge is access to markets.

The Directorate of Culture and Arts will come up with the official Kiambu County Cultural Attire. This will provide an opportunity to the creatives to contribute in the cultural heritage of their county.

ii) Performing Arts

The County Government of Kiambu, through the Directorate of Culture, is proposing the establishment of a Recording Studio, an Amphitheatre as well as the Mr. and Mrs. Kiambu Festival. There will be theatres across the county.

Music

The County has a vibrant music sector made up of traditional, contemporary, secular, gospel music groups and individual artists.

Secular Music Bands

Secular music bands face the challenge of inadequate skills in the management of the bands as profitable entities and also inadequate modern equipment to entertain an audience that is slowly becoming choosy in the quality of music they listen to.

Gospel Music Artists and Groups

Upcoming secular and gospel artists are often unaware of the existing Collective Management Organizations (CMOs) licensed by the Kenya Copyright Board (KECOBO) that are important in protecting their intellectual property rights and ensuring that they earn royalties from the performance of their works. There is need to sensitize secular and gospel artists on the available CMOs and other service providers who produce content for Skiza Tunes, You Tube Channel and other digital marketing platforms.

Dance

The dance groups face the challenge of costumes and props and space for their rehearsals. The groups are often misunderstood as the society is yet to be accustomed to the eclectic choreography in contemporary dance and abstract dance that is not easy to interpret the message.

The mwomboko, gicandi and gicukia dance requires urgent preservation and protection so that it is not lost/become extinct. There is need to deliberately make traditional dance attractive to the youth to ensure its continued survival.

Theatre

Theatre includes plays and other dramatic performances. The County has many active theatre groups such as: Itaara Art Studio, Kiambu filmmakers and Kiamwood group.

The underdevelopment of this sector is due to inadequate spaces for rehearsals and incentives and opportunities for the groups to showcase their work in Kiambu and other actors' events and projects. Theatre for development is a powerful tool that the

County government should nurture and support.

Poetry

The County has many oral poets' artists who are active during society events. However, majority of the artists have not been able to record and protect their work and disseminate their works through digital platforms. It is important to prioritize the recording and marketing of oral poetry that also serves as social commentary and critique of the ills in society.

The available published poetry work is Nongorio Cia Maritwa ma Agikuyu, Marebeta, Thimo Cia Agikuyu among others.

The Spoken Word is an emerging art form that has been popularized by the school drama and film festivals and the Kenya Music and Cultural Festival (KMCF). Theatre spaces in urban centres of the country have also given space to spoken word artists to showcase their art. It is important for the County to popularize this art and provide the necessary capacity building to prospective enthusiasts and artists.

Storytelling

The oral narrative genre is practiced in the school drama and film festivals and the Kenya Music and Cultural Festival (KMCF). This genre that featured every evening in the Kikuyu Homestead is slowly diminishing. There is need to document and archive the oral narrative heritage of the Kiambu people. It could be popularized through the local FM radio stations, animation and in County government events.

Puppetry

Over the years puppetry has become unpopular. However, it is re-emerging as a new art form for behaviour change communication among the youth and children. It is currently being popularized by the Kenya Music and Cultural Festival (KMCF). There are few groups using puppetry in the County for civic education and in advocacy.

Disk Jockeys (DJs)

Kiambu County is home to a growing number of Disk Jockeys owing to the booming entertainment and events sector across the County. DJs are predominantly located in the urban centres. The main challenge they face is the lack of a county association to advance their interests and safeguard their welfare. A lot of youth interested in developing their talent in this sector are also faced with the challenge of lack of a training platform and subsequent certification.

iii) Cinema, Audio-Visual and Film Industry

There is need to build the capacity of players in this industry to ensure the consumption of cultural products that can be consumed through cinema and audio-visual and film

platforms.. Audiences will be entertained and exposed to other cultural experiences through these mediums There is diversity of talent in the cinema, audio-visual and film industry in the County as well as experienced directors in film production but has limited script writers for film.

2.1.2 The Culture and Heritage Sector in Kiambu County

Kiambu County is richly endowed with cultural and natural heritage.

2.1.3 Heritage

Kiambu County has various cultural and natural heritage sites. These include: cultural and natural heritage sites, religious and sacred sites. The table below shows some of the sites:

Table 1: Kiambu County Cultural and Natural Heritage Sites

NUMBER	HERITAGE SITE	LOCATION/ MUNICIPALITY
1	Church of the Torch	Kikuyu
2	Manse	Kikuyu
3	Watson Scott Memorial	Kikuyu
4	Ngecha Art Centre	Limuru
5	Paradise Lost Sanctuary and Mau Mau Caves	Kiambu
6	Mau Mau Caves	Thika
7	Banana Hill Art Gallery	Limuru
8	Ondiri Swamp	Kikuyu
9	Fort Smith	Kikuyu
10	Old Italian Church	Lari
11	Italian Prisoners of War Pillars	Ndarugo
12	Mugumo Gardens	Thika
13	Manguo Swamp	Limuru
14	Mwanya wa Ruhuhu	Kikuyu
15	Aramati Thingira Centre	Kiambu
16	Ngegu Cow Horns Community Program	Kiambu
17	Idelyc Resting Sanctuary Place, Resting and Meeting Place	Kiambu
18	Kereita Forest	Lari
19	Ragia Falls	Lari
20	Githungrui Gallows	Githunguri
21	Githunguri Girls Dormitory	Githunguri
22	Jomo Kenyatta College Residence	Githunguri
23	Mbiyu Koinange College Residence	Githunguri
24	Thika War Memorial Cemetery	Thika
25	Karuri Mugumo Ciano	Gatundu North

The policy underscores the urgency to utilize a memorandum of understanding (MOU) signed with the National Museums of Kenya (NMK) in March, 2020 to ensure that: the heritage sites that have been in the tentative list of UNESCO World Heritage Sites are admitted into the prestigious global recognition of world heritage sites and the mapping, gazettelement and protection of other heritage sites in the County.

The places of natural beauty and panoramic landscapes of international geological significance are also proposed for nomination into the UNESCO Global Geoparks recognition. It is anticipated that this process will stimulate increased interest and tourism flows for educational, entertainment and enjoyment purposes to the sites and this will contribute to earnings by the cultural and creative industries located along the tourism circuits that will emerge in the County.

Tangible Cultural Heritage

The County government will identify, collect, accession and preserve cultural artefacts. The artefacts are not well preserved and are susceptible to attacks by ants and other insects.

There is therefore an urgent need to identify, collect, accession, preserve, protect and promote them. This will reduce their acquisition by foreign cultural art collectors.

County Public Museums

The County does not have a public museum but has made a provision in the County Integrated Development Plan (CIDP) for 2022 to 2027. A memorandum of understanding has been signed between the County and the National Museums of Kenya (NMK) that covers the development of heritage infrastructure among other heritage development interventions. In addition, the County will support the establishment and maintenance of the Kiambu Cultural Centre and Museum which will be a community museum that will augment the efforts of the government.

County Public Libraries

Through Legal Notice No. 142 of 4th June 2019 on the transfer of the library function to the national and county governments, the Thika public library was transferred to the County Government of Kiambu. The County government is responsible for the staff emoluments with effect from 1st July 2020. The County Library in Thika has been renovated and an ICT Hub established.

The Governor has also signed a Memoranda of Understanding, on behalf of the County Government of Kiambu and the Nation Media Foundation as well as the Kenya National Library Services for the establishment of a County Library in Githunguri, Ngewa Ward. The county will seek to establish and maintain county libraries in all municipalities.

County Archives and Documentation Service

The County does not have a fully-fledged archive and documentation service as contemplated under the Public Archives and Documentation Service Act, CAP 19 . The county will come up with relevant measures and programmes in line with best local and international practices to archive and document information.

County Symbols

County symbols (represent the identity elements and distinctive characteristics of the County and tell its story while building pride and a sense of belonging among its people. They are chosen wisely and should depict the culture, heritage and nature of the County.

The Kiambu County Flag, Emblems and Names Protection Act, 2019 provides for the County Flag, County Public Seal and the County Coat of Arms. However, the Act does not designate the following symbols that are important for a government: the County Song; the County Pledge; the County Dress; the County River; the County Flower; the County Tree; the County Fruit; the County Animal; the County Bird.

The County symbols are important symbols that need to be identified and used in various ways such as for conservation purposes, in the setting up of herbariums, botanical gardens and sanctuaries and in the designation of the various orders used in honouring heroes and heroines from the County. The Directorate of Culture, and the Arts is the custodian of all County symbols and is tasked to educate all citizens and residents of Kiambu County in their meaning and history.

Agikuyu Language and Literature Development

Language is an indispensable tool used to describe, classify and catalogue experience, concepts and objects and serves as a cultural repository. Language is learnt culturally and culture is largely acquired and expressed through language. It is important for the County to promote key publications in the language such as dictionaries and grammar books. There is also scarcity of literature in the language. The county will promote the development of literature and development of the language and support the establishment of the Agikuyu Language Academy.

2.2 Legal and Institutional Framework

The Constitution of Kenya (2010)

The Constitution of Kenya (2010) recognizes culture as the foundation of the nation and as the cumulative civilization of the Kenyan people and nation. It provides that the state shall promote all forms of national and cultural expression through literature, the arts, traditional celebrations, science, communication, information, mass media, publications, libraries and other cultural heritage; recognize the role of science and indigenous technologies in the development of the nation; and promote the intellectual property rights of the people of Kenya.

Language and culture are given prominence in the Bill of Rights as Article 44 of the Constitution provides that: every person has the right to use the language, and to participate in the cultural life, of the person's choice.

Schedule Four Part 2 of the constitution outlines cultural activities, public entertainment and public amenities, including: betting, casinos and other forms of gambling; racing; liquor licensing; cinemas; video shows and hiring; libraries; museums; sports and cultural activities and facilities; and County parks, beaches and recreation facilities as functions of County governments.

Legislations

This policy is responsive to the following laws enacted by the national assembly among others: The National Museums and Heritage Act, 2006; the National Honours Act, 2013, the Industrial Property Act, 2001 and the Protection of Traditional Knowledge and Cultural Expressions Act, 2016.

The Protection of Traditional Knowledge and Cultural Expressions Act, 2016 sets out specific responsibilities of County governments in the protection of traditional knowledge and cultural expressions.

The Copyright Act, 2001 (Revised 2019) is central in the protection of the intellectual property rights of artists and practitioners in the cultural and creative industries. The Films and Stage Plays Act, 1998 (Revised 2012) provides for controlling the making and exhibition of cinematographic films and for the licensing of stage plays, theatres and cinemas.

The Kenya Information and Communications Act, 2015 and Kenya Programming Code for Free- to-air Radio and Television, 2015 are central in the control of the content from the cultural and creative industries that is aired through the radio, television and various digital media platforms.

International Agreements

The policy is responsive to the various international cultural instruments which Kenya has ratified and form part of our laws pursuant to Article 2 (6) of the Constitution of Kenya (2010).

Kenya has ratified various international instruments on culture that include: the International Covenant on Economic, Social and Cultural Rights (ICESCR), 1966; the UNESCO Convention on the Protection of the World Cultural and Natural Heritage, 1972; the UNESCO Convention on the Safeguarding of Intangible Cultural Heritage, 2003; and the UNESCO Convention on the Protection; Sustainable Development Goals and Promotion of the Diversity of Cultural Expressions, 2005. The Convention on Biological Diversity, 1993 the Nagoya Protocol and the International Treaty on Plant Genetic Resources for Food and Agriculture are also relevant especially in optimizing benefits realized from utilization of genetic resources associated to traditional knowledge. The African Union Agenda 2063 sets out the aspirations of the African people. This policy contributes to the following aspiration: 'Africa is self-confident in its identity, heritage, culture and shared values and is a strong, united and influential partner on the global stage making its contribution to peace, human progress, peaceful co-existence and welfare'.

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Policy Frameworks

The Kenya Vision 2030, the National Policy on Culture and Heritage, 2009 and the County Integrated Development Plans are emphatic on the relevance of the arts, culture and heritage as a tool for spurring social economic development and ensuring inclusive growth of the County. It is therefore imperative to have a policy framework for this sector in place.

2.3 Challenges

Based on the foregoing, the key challenges facing this sector are:

- (i) Inadequate policy, legal and regulatory framework;
- (ii) Inadequate documentation of tangible and intangible cultural heritage;
- (iii) Lack of an operational county public museum;
- (iv) Inadequate arts, culture and heritage physical spaces for the performing arts;

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- (v) Lack of co-creating spaces such as incubators and/or eco-workshops for craftsmen and women;
 - (vi) High cost of materials and marketing for the cultural and creative industries practitioners;
 - (vii) Inadequate market access for the arts and cultural goods and services;
 - (viii) High fees and commissions taken by art galleries and craft markets;
 - (ix) Weak cooperatives and associations of artists;
 - (x) Inadequate resources to enhance the capacity of the arts, culture and heritage sector;
 - (xi) Insufficient exhibition, display and marketing opportunities;
 - (xii) Lack of value addition to indigenous food and nutrition, genetic and other resources associated with Agikuyu indigenous/traditional knowledge; Inadequate exploitation of indigenous knowledge on food and nutrition and other genetic resources;
 - (xiii) The persistent perception of arts, culture and heritage as marginal luxuries and disregard of their economic potential and contributions;
 - (xiv) Limited opportunities for formal education, training and development of critical technicians in the arts, culture and heritage sector;
 - (xv) Low adoption of technology to enhance creativity and innovativeness of cultural expressions, products and services; and
 - (xvi) Under-exploitation of the opportunities in the private sector to fund and develop the arts, culture and heritage sector.

CHAPTER 3: POLICY OBJECTIVES AND STRATEGIES

3.1 Introduction

This chapter outlines the policy objectives, directions and strategies for addressing the issues identified in the first two Chapters in relation to the goal of enhancing the productivity of the arts, culture and heritage sector in the County. These objectives, directions and strategies provide more specific guidance on how the overall goals and statements of this policy will be attained.

3.2 Policy Objectives and Strategies

3.2.1 Policy Objective 1: To strengthen the policy, legal and regulatory framework on the arts, culture and heritage sector.

This policy recognizes that the establishment of a policy, legal and regulatory framework to guide the arts, culture and heritage sector is foundational in enhancing its development. The framework should address challenges such as inadequacy of resources, lack of awareness, inadequate documentation of both the tangible and intangible cultural heritage within the County and low adoption of creativity and innovative ways of improving the cultural and creative industries, among others. The framework will also ensure that the industry is properly managed to strengthen its socio-economic potential.

Policy Direction

The County Government of Kiambu shall establish a robust policy, legislative and regulatory framework to facilitate the development of the Kiambu County arts, culture and heritage sector.

Strategies:

- (i) Develop the Kiambu County Culture and Heritage Act to conform with the policy;
- (ii) Enact relevant regulations and guidelines; and

3.2.2 Policy Objective 2: To document the tangible and intangible cultural heritage of the County

Policy Direction

The County Government of Kiambu shall put in place relevant measures to document both the tangible and intangible cultural heritage of the County.

Strategies:

- (i) Mapping of tangible and intangible cultural heritage;
- (ii) Collect, accession, preserve, protect and promote tangible and intangible cultural heritage;
- (iii) Create an up-to-date central repository including digital databanks; and
- (iv) Create awareness on tangible and intangible cultural heritage.

3.2.3 Policy Objective 3: To establish a County public museum

Policy Direction

The County Government of Kiambu shall establish a County public museum

Strategies:

- (i) Allocation of land;
- (ii) Budgetary allocation;
- (iii) Continuous collection, accessioning, preservation and protection of cultural artefacts; and
- (iv) Implementation of the Memorandum of Understanding (MOU) with the National Museums of Kenya (NMK).

3.2.4 Policy Objective 4: To create stakeholder interlinkages and partnerships for the development of the arts, culture and heritage sector.

Policy Direction

The County Government of Kiambu shall seek strategic partnership with various stakeholders and map out opportunities for improving the arts, culture and heritage sector of the County.

Strategies:

- (i) Stakeholder mapping and identification;
- (ii) Establish partnerships with state actors; and
- (iii) Establish partnerships with non-state actors.

3.2.5 Policy Objective 5: To facilitate knowledge, skills and information capacity in the arts, culture and heritage sector.

Policy Direction

The County Government shall facilitate acquisition of knowledge, skills and information of the arts, culture and heritage sector.

Strategies:

- (i) Continuous research and development;
- (ii) Talent development and training of cultural and creative industries practitioners;
- (iii) Awareness creation on the creative economy; and
- (iv) Awareness creation on Agikuyu governance and social system including the Agikuyu clans, justice system, philosophy and others.

3.2.6. Policy Objective 6: To leverage on technology in the arts, culture and heritage sector.

Policy Direction

The County Government shall leverage on technology

Strategies:

- (i) Digitization of collections of cultural artefacts;
- (ii) Create awareness of digital platforms for marketing arts and cultural goods and services; and
- (iii) Establish a County data management information system for the cultural and creative industries.

3.2.7 Policy Objective 7: To establish physical infrastructure for the cultural and creative industries

Policy Direction

The County Government shall establish physical infrastructure for the cultural and creative industries.

Strategies:

- (i) Establish physical spaces for the performing and non-performing arts;
- (ii) Establish co-creating spaces for the cultural and creative industries; and

- (iii) Engage relevant stakeholders.

3.2.8 Policy Objective 8: To enhance resource capacitation for the arts, culture and heritage sector.

Policy Direction

The County Government shall put in place necessary measures to ensure adequate resource capacitation for the arts, culture and heritage sector.

Strategies:

- (i) Lobby for adequate budget allocation;
- (ii) Optimal staffing;
- (iii) External resource mobilization; and
- (iv) Development of administrative structures.

3.2.9 Policy Objective 9: To facilitate market access for the arts and cultural goods and services.

Policy Direction

The County Government shall facilitate market access for the arts and cultural goods and services.

Strategies:

- (i) Promote the domestic market;
- (ii) Promote the national and international market;
- (iii) Create awareness on the available markets;
- (iv) Promote marketing platforms leveraging on appropriate technology;
- (v) Strengthen the organized groups, cooperatives and associations of artists;
- (vi) Promote the propagation, use and consumption of Agikuyu indigenous food and traditional beverages;
- (vii) Promote value addition; and
- (viii) Organize events, festivals, exhibitions, trade fairs and exchange programmes to promote the arts, culture and heritage sector.

CHAPTER FOUR: IMPLEMENTATION FRAMEWORK

This chapter outlines the framework for actualizing the policy objectives identified herein.

4.1 Monitoring

The monitoring and evaluation framework is intended to measure the progress in the implementation of this Policy. The framework reflects the Policy's overarching objectives as well as objectively verifiable indicators, actors and timelines within which each strategy is to be achieved.

4.2 Evaluation

Evaluation is a critical component in the implementation of the policy to measure progress in the attainment of the policy objectives. Evaluation of the implementation of the policy shall be undertaken in line with the existing County monitoring and evaluation framework. Mid-term evaluation will be undertaken to measure the outcomes and impact of the policy and inform its review.

4.3 Progress Reports

The Department responsible for Arts, Culture and Heritage shall prepare quarterly and annual monitoring and evaluation reports on implementation of the Policy. Monitoring and information studies are to be undertaken jointly with relevant stakeholders.

4.4 Feedback Mechanisms and Stakeholder Consultation

The Department responsible for Arts, Culture and Heritage shall hold a County arts, culture and heritage conference annually in order to monitor progress in implementation of the Policy and receive feedback from the County Government and other stakeholders.

4.5 Policy Funding Mechanism

The County Government will prioritize and set aside a specific annual budgetary allocation for policy implementation. Collaboration with stakeholders and development partners will also be sought to fund and help in the implementation and strengthening of the policy.

4.6 Policy Review

The government shall from time to time in collaboration with all key stakeholders review the policy to ensure that it remains relevant and meets the changing trends at international, national and county level.

4.7 Implementation Matrix

Table 2: Policy Implementation Framework

OBJECTIVES	STRATEGIES	INDICATORS	ACTORS	TIMELINES
<p>Objective 1: To strengthen the policy, legal and regulatory framework on cultural heritage</p>	<p>Enact the <i>Kiambu Culture and Heritage Act</i> to conform with the policy.</p> <p>Enact relevant regulations and guidelines.</p>	<p>No. of enacted regulations and guidelines.</p> <p>No. of institutional structures established.</p>	<p>Department incharge of the Arts, Culture and Heritage</p> <p>Department incharge of legal services.</p> <p>Department incharge of public participation</p> <p>County Assembly.</p>	<p><i>Kiambu County Culture and Heritage Act</i>, to be enacted within one year of the adoption of the policy.</p> <p>Relevant regulations and guidelines to be developed and approved within two years of the adoption of the policy.</p>
<p>Objective 2: To document the tangible and intangible cultural heritage of the County</p>	<p>Mapping of tangible and intangible cultural heritage.</p> <p>Collect, accession, preserve and protect tangible and intangible cultural heritage.</p> <p>Create an upto date central repository including digital data banks.</p> <p>Create awareness on tangible and intangible cultural heritage.</p>	<p>Database of tangible and intangible cultural heritage.</p> <p>Inventory of accessioned and preserved collections</p> <p>Database.</p> <p>Number of awareness forums and attendees.</p>	<p>Department incharge of the Arts, Culture and Heritage.</p>	<p>Appropriate measures to provide adequate budget allocation to achieve this policy objective to be instituted within one year of the adoption of the policy.</p>

OBJECTIVES	STRATEGIES	INDICATORS	ACTORS	TIMELINES
Objective 3: To establish a County Public Museum.	<p>Allocation of building to be renovated/land allocated.</p> <p>Budgetary allocation.</p> <p>Continous collection, accessioning, preservation and protection of cultural artefacts.</p> <p>Implementation of the MoU with NMK.</p>	<p>No. of designated pieces of land allocated</p> <p>Amount (KSh) allocated</p> <p>inventory of accessioned collections</p> <p>MoU with NMK implemented</p>	<p>Department incharge of the Arts, Culture and Heritage.</p> <p>Department incharge of lands.</p> <p>Department incharge of public donor Liasion and NMK.</p>	<p>Land for the County Public Museum to be allocated within one year of the adoption of the policy.</p> <p>Appropriate measures for the development of the museum to be instituted within two years of the adoption of the policy.</p>
Objective 4: To Create Stakeholder Interlinkages and Partnerships for the Arts, Culture and Heritage Sector.	<p>Stakeholder mapping and identification.</p> <p>Establish partnerships with state actors.</p> <p>Establish partnerships with non-state actors.</p>	<p>Stakeholder database.</p> <p>No. of MoUs established and implemented.</p> <p>No. of proposals and concepts developed and funded.</p>	<p>Department incharge of the Arts, Culture and Heritage.</p> <p>Department incharge of Legal Services.</p> <p>Department incharge of Donor Liasion.</p>	<p>Appropriate measures to be instituted within one year of the adoption of the policy.</p>
Objective 5: Facilitate acquisition of knowledge skills and information in the Arts, Culture and Heritage Sector	<p>Continous research and development.</p> <p>Talent development and training of cultural and creative industries practitioners.</p> <p>Awareness creation on the creative economy.</p> <p>Awareness creation on Agikuyu governance and social system including the Agikuyu clans, justice systems, philosophy and others.</p>	<p>No. of research proposals developed and undertaken.</p> <p>No. of forums conducted and practitioners trained.</p> <p>No. of awareness forums and attendees.</p> <p>No. of publications developed.</p>	<p>Department incharge of the Arts, Culture and Heritage.</p> <p>Department incharge of Public Participation.</p>	<p>Appropriate measures to be instituted within 2 years of the adoption of the policy.</p>

OBJECTIVES	STRATEGIES	INDICATORS	ACTORS	TIMELINES
Objective 6: To leverage on technology in the Arts, Culture and Heritage Sector.	<p>Digitisation of collection of cultural artefacts.</p> <p>Create awareness of digital platforms for marketing arts and digital goods and services.</p> <p>Establish a county data management information systems (IMIS) for the cultural and creative industries.</p>	<p>Digitise cultural artefacts inventory.</p> <p>No. of awareness forums on digital platforms and attendees.</p> <p>Central county data IMIS for the cultural and creative industries information.</p>	<p>Department incharge of the Arts, Culture and Heritage.</p> <p>Department incharge of ICT.</p>	Appropriate measures to be instituted within two years of the adoption of the policy.
Objective 7: To establish physical infrastructure for the cultural and creative industries.	<p>Establish physical spaces for the performing arts.</p> <p>Establish co-creating spaces for the cultural and creative industries.</p> <p>Engage relevant stakeholders.</p>	<p>No. of designated physical spaces.</p> <p>No. and models of co-creating spaces established.</p> <p>No. of MoUs established and implemented.</p> <p>No. of proposals and concepts developed and funded.</p>	<p>Department incharge of the Arts, Culture and Heritage.</p> <p>Department incharge of Lands.</p> <p>Department incharge of Donor Liasion.</p> <p>Department incharge of ICT</p>	Appropriate measures to be instituted within 2 years of the adoption of the policy.
Objective 8: To enhance resource capacitation for the Arts, Culture and Heritage Sector.	<p>Lobby for adequate budget allocation.</p> <p>External resource mobilization.</p> <p>Optimal staffing.</p> <p>Development of administrative structures.</p>	<p>Amount (KSh) allocated.</p> <p>No. of funding proposals developed and funded.</p> <p>No. of staff placed.</p>	<p>Department incharge of the Arts, Culture and Heritage.</p> <p>Department incharge of Finance.</p> <p>Department incharge of Donor Liasion.</p> <p>Department incharge of Public Service</p>	Appropriate measures to be instituted within 1 year of the adoption of the policy.

OBJECTIVES	STRATEGIES	INDICATORS	ACTORS	TIMELINES
<p>Objective 9: To facilitate market access for the Arts and Cultural Goods and Services.</p>	<p>Promote the domestic market.</p> <p>Promote the national and international market.</p> <p>Create awareness of the available markets.</p> <p>Promote marketing platforms leveraging on the appropriate technology.</p> <p>Strengthen the organised groups, cooperatives and associations of artists.</p> <p>Promote the propagation, use and consumption of Agikuyu indigenous food and traditional brew.</p> <p>Promote value addition.</p> <p>Organise events, exhibitions, trade affairs, festivals and exchange programs to promote the Arts, Culture and Heritage Sector.</p>	<p>No. of domestic market promotion fairs and exhibitions held.</p> <p>No. of participants supported to engage in national and international exhibitions.</p> <p>No. of marketing promotion and awareness forums conducted and attendees.</p> <p>No. of digital platforms promoting county Arts, Culture and Heritage.</p> <p>No. of organised groups cooperatives and associations supported.</p> <p>Variety of Agikuyu indigenous food and traditional brew promoted.</p> <p>No. of Agikuyu indigenous food and traditional brew value chains established.</p> <p>No. of Arts, Culture and Heritage Sector Events held.</p>	<p>Department incharge of the Arts, Culture and Heritage.</p> <p>Department incharge of ICT.</p> <p>Department incharge of trade, tourism and cooperatives development.</p> <p>Department incharge of Agriculture.</p>	<p>Appropriate measures to be instituted within 2 years of the adoption of the policy.</p>

CHAPTER FIVE: POLICY REVIEW AND TRANSITION

5.1 Policy Review

This policy will be reviewed as need arises and its implementation monitored systematically due to dynamism. The review shall include emerging issues and trends.

5.2 Transition

Existing agencies and initiatives will remain in force and guidelines will be issued by implementing institutions as and when need arises to operationalize this policy. Such guidelines shall take into consideration the principles of this policy. An appropriate legal framework may be developed for the effective implementation of this policy



CULTURE, ARTS, AND HERITAGE POLICY