

# DPLR1\1084

## **Development of a National Trust for the Cayman Islands App**

Undisturbed natural areas are quickly being lost to residential and commercial development driven by exponential population growth, especially on Grand Cayman but rapidly moving to the Sister Islands as well. Expanding our outreach and conservation awareness programs has the potential to reduce threats to these areas by increasing the public's understanding of their significance. To achieve sustainable conservation, it is important to increase the local communities' appreciation of the value of our natural heritage so that they make wise decisions about protecting and preserving resources. The National Trust has successfully engaged in outreach and conservation initiatives including tree planting campaigns, celebrating globally recognized biodiversity days, organizing conservation awareness educational programs in schools, and writing and publishing stories on our social media channels and local news outlets. However, it is time that the Trust engage people with a purpose-built app to better inform and engage our population.

To meet the National Trust and the Cayman government's goals for ecosystem protection (30 x 30), it is important to work with our local community to raise awareness of biodiversity issues and to ensure that local people are at the forefront of conservation. Heritage conservation education is important as it increases the local communities' awareness and appreciation of the value of natural heritage and thus helps to achieve sustainable conservation. An app will engage a diversity of stakeholders in jointly improving the understanding of the importance of biodiversity, develop positive attitudes for conservation and initiate action towards sustainable solutions for biodiversity conservation.

The National Trust envisions a free app similar to the National Trust app used in the UK and the National Park Service app in the US. Basic information and photos about each of our sites will be featured. There will be in-app purchase options available for some of our sites including our historic heritage footpath, the Mastic Trail. Currently, hikers must go independently with little access to interpretative signage or hire a guide with limited availability for a substantial fee. This app will offer an option to users at a much-reduced cost that is available whenever they need it. We anticipate an increased understanding of the significance of our protected areas and local buy-in for increased conservation. The app will also increase safety for our visitors, tracking the user's position along the trail using the phone's GPS and educating hikers on how to recognise toxic plants. Interpretive information will remind the community of our cultural heritage around the natural world such as pointing out plants that were used for natural remedies or for creating useful everyday objects.

This outreach and education tool will involve, build capacity and buy-in for conservation, and raise awareness among local people. Successful implementation will be measured by the number of downloads and in-app purchases (guided tours). Reviews will also function as a metric of whether the app is meeting the public's expectations. Basic analytic functions will be integrated to give a detailed analysis of how the app is used including how often each page in the app is visited, how long they are visited for, where the users are located, etc. allowing the National Trust to modify the app if necessary to increase its performance and outreach success.

## CONTACT DETAILS

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**Title** Ms  
**Name** Catherine  
**Surname** Childs

**Tel (Work)** [REDACTED]  
**Email (Work)** [REDACTED]

**Address** [REDACTED]  
[REDACTED]  
[REDACTED]  
[REDACTED]  
[REDACTED]  
[REDACTED]  
[REDACTED]

# DPLR1\1084

Development of a National Trust for the Cayman Islands App

## Section 1 - Project Title & Contact Details

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### Q1. Project Title

Development of a National Trust for the Cayman Islands App

### Q2. Please select whether you are applying as an organisation or as an individual (**Guidance section 3 and Guidance Glossary**)

Organisation

#### CONTACT DETAILS

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<b>Title</b>	Ms
<b>Name</b>	Catherine
<b>Surname</b>	Childs
<b>Tel (Work)</b>	[REDACTED]
<b>Email (Work)</b>	[REDACTED]
<b>Address</b>	[REDACTED]

#### GMS ORGANISATION

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Type	Organisation
Name	National Trust for the Cayman Islands
Phone (Work)	[REDACTED]
Email (Work)	[REDACTED]
Website	[REDACTED]
Address	[REDACTED]

## Section 2 - Overseas Territory(ies)

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### Q3. Overseas Territory (Guidance section 1.3):

Which UK Overseas Territory(ies) will your project be working in? Please note that in case of a non-permanent resident population you need to demonstrate a clear, meaningful, long-term link to the territory.

Cayman Islands

\* if you have indicated a territory group with an asterisk, please give detail on which territories you are working on here:

*No Response*

In addition to the UKOT(s) you have indicated, will your project directly benefit any other UK OT(s) or country(ies)?

No

## Section 3 - Project Partners

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### Q4. Project partners (Guidance section 3.2)

In this section, please give details of all the partners involved (including the Lead Partner) and provide a summary of their roles.

**Project Leader name (Guidance section 3.1):** Catherine Childs

**Lead Partner name (if applying as an organisation; Guidance section 3.1):** National Trust for the Cayman Islands

**Lead Partner Website (if applicable):** <https://nationaltrust.org.ky/>

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**Is the Lead Partner based in a UKOT where the project is working (Guidance section 3.1)?**  Yes

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**List other partners involved and where are they based (Guidance section 3.2):** none

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**Summary of roles and responsibilities of each partner in the project:** The National Trust for the Cayman Islands will develop an app for use by the general public including both residents and visitors so that they have the opportunity to better engage with our protected sites.





Catherine Childs, our Environmental Programmes Manager, will be the lead on this project. She will oversee the development of the app which will be outsourced to a local skilled individual who set up an app for a sister organisation named CBrac (<https://www.cbrac.ky/>). Mr William Verhoeven is very knowledgeable in the needs of conservation organisations in the Caribbean.

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**I confirm that all listed partners are aware of this application and have indicated support:** Checked

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**Attach a Cover Letter for your application (Guidance section 4.2).**

-  [Darwin Grant - NTCI App](#)
-  14/02/2023
-  22:01:21
-  pdf 104.88 KB

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## Section 4 - Project Summary & Description

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### Q5. Project Summary (Guidance section 3.8)

**Please provide a brief summary of your project. This may be used in communication activities and/or published online, if your application is successful.**

The National Trust for the Cayman Islands (NTCI) has been protecting the future of Cayman's heritage since 1987. Improved education and outreach through the development of an app will engage the public in a new way, increasing the local communities' appreciation of our natural heritage. It will facilitate opportunities for the public to fall in love with the biodiversity and wild spaces of the Cayman Islands, increasing the likelihood that they will want to protect them for future generations.

## Q6. Description (Guidance section 2.1)

**Please provide a description of your project, including:**

- the overall objective
- the current situation and the problem the project is trying to address
- what success will look like and how you will measure it

**Please be as specific as possible when describing the project, using quantified data and evidence where available. You may wish to consider: what are the specific threats to the environment that the project will attempt to address, and what should we know about these threats? What does your successful project look like? And how will you demonstrate whether and how your project has been successful?**

Undisturbed natural areas are quickly being lost to residential and commercial development driven by exponential population growth, especially on Grand Cayman but rapidly moving to the Sister Islands as well. Expanding our outreach and conservation awareness programs has the potential to reduce threats to these areas by increasing the public's understanding of their significance. To achieve sustainable conservation, it is important to increase the local communities' appreciation of the value of our natural heritage so that they make wise decisions about protecting and preserving resources. The National Trust has successfully engaged in outreach and conservation initiatives including tree planting campaigns, celebrating globally recognized biodiversity days, organizing conservation awareness educational programs in schools, and writing and publishing stories on our social media channels and local news outlets. However, it is time that the Trust engage people with a purpose-built app to better inform and engage our population.

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performance and outreach success.

**(Optional) Please upload any additional and supporting materials or files (such as maps of project sites, etc) below. Maximum of 5 pages:**

*No Response*

## Section 5 - Project Outcome(s)

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### Q7. Project Outcome(s) (Guidance section 1.2)

**Successful Darwin Plus Local projects must demonstrate measurable outcomes in at least one of the themes of Darwin Plus, either by the end of the project or soon after through a credible plan.**

**Please tick which theme(s) of Darwin Plus your project underpins:**

Checked	<b>Biodiversity: improving and conserving biodiversity, and slowing or reversing biodiversity loss and degradation;</b>
Unchecked	<b>Climate change: responding to, mitigating and adapting to climate change and its effects on the natural environment and local communities;</b>
Checked	<b>Environmental quality: improving the condition and protection of the natural environment</b>
Checked	<b>Capability and capacity building: enhancing the capacity within OTs, including through community engagement and awareness, to support the environment in the short- and long-term.</b>

**Please justify your selection.**

Expanding the National Trust's outreach and conservation awareness programs has the potential to reduce threats to biodiversity by increasing the public's understanding of their significance. The Trust's protected natural areas will be better managed through increased interpretive information facilitated by an app, increasing community engagement and awareness. Apps have the potential to transform how humans interact with nature, causing a step-change in the quality of how people appreciate biodiversity, democratizing access to environmental knowledge, and reinvigorating ways of enjoying nature leading to increased interest in protecting key areas.

## Section 6 - Project Timeline

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### Q8. Project timeline (Guidance section 2.2)

**Please provide anticipated dates for the start and end of your planned project here. Please use the Darwin Plus Local Project Implementation Timetable Template (which can be downloaded below) to provide a list of the individual activities you have planned for this project, a brief description of what**

each activity entails, and the months in which the activities will be carried out. If the project involves only one activity (e.g. a purchase), please still provide project start and end dates (noting estimated times for procurement). Please note that your project will need to be completed by 31 March 2024.

Start date:	End date:	Duration (e.g. 3 months):
03 April 2023	29 March 2024	12 months

Please upload the completed Darwin Plus Local Project Implementation Timetable template with your proposed project activities below.

-  [DPlus Local Implementation Timetable Template NTCI](#)
-  14/02/2023
-  22:42:59
-  pdf 133.3 KB

## Section 7 - Costs

### Q9. Costs (Guidance section 2.2 and please read the Finance Guidance)

Please provide a breakdown of costs to be funded through Darwin Plus Local (in GBP).

Are you seeking any matched funding for this project? (Please note that this is optional and there is no requirement to seek matched funding for Darwin Plus Local projects).

No

Budget line	Explanation	Cost in GBP
<b>Staff costs:</b>	0	████
<b>Overhead costs:</b>	0	████
<b>Travel &amp; subsistence costs:</b>	0	████
<b>Operating costs:</b>	Social Media, Boost each post £ 200 Print Ads, ½ page spread 2 at £ 780 = £ 1560 Digital News Ads 2 at £ 1200 = £2400	████████
<b>Capital equipment:</b>	0	████



	App Developer Costs:	
	Feature - Effort Estimate (hrs)	
	Basic App Setup - 40	
	NT Site List - 30	
	NT Map - 30	
	NT Site Page - 40	
	App Guided Tours (QR, audio, map) - 100	
	In-app Purchases - 40	
	News/Blog Page - 30	
	Resources - 30	
<b>Consultancy costs:</b>	Membership - 60	
	Donation Form - 20	██████████
	Administration Module - 120	
	Push Notifications - 30	
	iOS and Play Store Submission Process - 60	
	1 Year maintenance & bug fixes - 100	
	Total hours: 730	
	Total weeks: 18.25	
	Hourly rate: ██████████	
	Total Cost: ██████████	
Non-profit discount: 50%		
Discounted Total: ██████████		

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**Total:** ██████████

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**This section provides more information on the budget to help evaluators understand how you will use the funds you are requesting. You do not need to list all costs, but please list and detail costs of more than £1,000 per item below, under the appropriate budget line.**

**Details of staff costs over £1,000 (if relevant)**

*No Response*

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**Details of overhead costs over £1,000 (if relevant):**

*No Response*

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**Details of travel and subsistence costs over £1,000 (if relevant):**

*No Response*

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**Details of operating costs over £1,000 (if relevant):**

Promotion of the app will be key to its success. These are costs pulled from the web pages of local providers.

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**Details of capital equipment costs over £1,000 (if relevant):**

*No Response*

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**Details of consultancy costs over £1,000 (if relevant):**

An app developer will be hired to design and create the National Trust app. He is a local specialist that created the app for CBRAC, a sister conservation organisation in the Cayman Islands. 100% of the funds will remain in the Cayman Islands supporting local businesses and organisations. He is extending a 50% discount to the National Trust because of his dedication to environmental causes and his belief in the value of this project. This initiative therefore represents great value for money.

**Details of other costs over £1,000 (if relevant)**

*No Response*

**If your project budget was prepared in another currency and converted to GBP, please provide the exchange rate, its source, and the date it was accessed:**

Other currency:	Exchange rate:	Source of this exchange rate:	Date exchange rate accessed:
KYD	1	Currencyconverter.com	14 February 2023

**Darwin Plus Local has been created to build capacity and contribute to local economies in-territory.**

What % of the total will be spent in the OTs?

**If less than 80% of the total project spend is to be spent within the OT(s), please explain why.**

*No Response*

**Section 8 - Local and National Priorities**

**Q10. Local and national priorities**

**Please explain how this project aligns with local and national priorities? You may wish to consider the project in the context of national environmental laws, objectives, strategies, territory specific agreements, action plans or policies.**

The National Trust and the government of the Cayman Islands are working together to preserve natural sites containing significant biodiversity. There is a stated ambition to match the international goal of 30x30, protecting 30% of our natural areas by 2030. However, undisturbed natural areas are quickly being lost to residential and commercial development driven by exponential population growth, especially on Grand Cayman but rapidly moving to the Sister Islands as well. Expanding our outreach and conservation awareness programs has the potential to reduce threats to these areas by increasing the public's understanding of their significance. To achieve sustainable conservation, it is important to increase the local communities' appreciation of the value of our natural heritage so that they make wise decisions about protecting and preserving resources. The National Trust has successfully engaged in outreach and conservation initiatives but it is time that the Trust engage people with a purpose-built app to better inform and engage our population.

**Will the project take place on Government owned land or water?**

No

## Section 9 - Project Risks

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### Q11. Project Risks

Please demonstrate your consideration of any risks involved in this project and how you intend to manage them. Depending on your project, you may wish to consider:

- Biosecurity risks – particularly for projects involving external equipment.
- Safeguarding risks – particularly for projects involving vulnerable groups such as children, older people or people with disabilities.

Risk	Mitigation
Collection of personal information	We will ask permission before collecting data from app users.
More people taking part in outdoor activities carries an inherent risk of increased injury.	The app will outline toxic plants to ensure that people avoid them, GPS will allow users to know where they are on our trails at all times, and a contact feature will be included so that users can let the National Trust know if they are injured or lost. Currently, none of these safety precautions exist.
<i>No Response</i>	<i>No Response</i>

Do you require more fields?

No

## Section 10 - Terms & Conditions

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### Q12. Terms and conditions (Guidance section 3.10)

By applying for Darwin Plus Local you are adhering in full to the grant Terms and Conditions in full (available at: <https://dplus.darwininitiative.org.uk/apply> and as referenced in the Guidance at section 3.10). For information, the Terms and Conditions include requirements for all applicants to (amongst other requirements as per the full Terms and Conditions):

- Uphold a zero tolerance for inaction approach to tackling sexual exploitation, abuse, and harassment.
- Where appropriate, make all reasonable and adequate efforts to address gender inequality and other power imbalances.
- Notify all cases of fraud and theft (whether proven or suspected) relating to the project to the Grant Administrator as soon as they identified.

**Please indicate you have read, and understood, and will adhere to the Terms and Conditions.**

Checked

**If your application is successful:** If your project application is successful, the Fund Administrator (NIRAS) will ask you to provide some financial evidence for due diligence checks before you receive your project grant. (Please see section 3.3 of the Darwin Plus Local Finance Guidance). Please be ready to provide this evidence promptly.

**Financial evidence for organisations:** Year-end financial statements, the latest management accounts or audited accounts (if you have these).

**Financial evidence for individuals:** Proof of identity such as a passport, ID card or driving licence and solvency (such as bank statements) and a police check.

## Section 11 - Certification

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### Certification

**I certify that, to the best of my knowledge and belief, the statements made in this application are true and the information provided is correct.**

Checked

**I have the authority to submit an application on behalf of my organisation.**

Checked

**Name:** Catherine Childs

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**Position in the organisation:  
(if applicable)** National Trust for the Cayman Islands

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**Signature (please upload e-signature)**

-  [signature](#)
-  14/02/2023
-  23:23:45
-  jpg 66.68 KB

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**Date:** 14 February 2023

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## Section 12 - Submission Checklist

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### Checklist for submission

**Check**

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<b>I have read the Guidance documents, including the “Darwin Plus Local Guidance” and the “Darwin Plus Local Finance Guidance”.</b>	Checked
<b>If my proposed project takes place on public lands or water, I have uploaded a Letter of Support from Government.</b>	Unchecked
<b>I have uploaded a cover letter that details the information requested in the guidance (Guidance section 4.2 has information on what this cover letter should include).</b>	Checked
<b>I have read, and can meet, the current Terms and Conditions for this fund.</b>	Checked
<b>I have provided actual start and end dates for the project.</b>	Checked
<b>I have provided my summary budget based on UK government financial years i.e. 1 April – 31 March and in GBP in the application form.</b>	Checked
<b>I have uploaded my project implementation timetable using the specific template provided.</b>	Checked
<b>(If copying and pasting into Flexi-Grant) I have checked that all my responses have been successfully copied into the online application form.</b>	Checked
<b>The application has been signed by a suitably authorised individual (clear electronic or scanned signatures are acceptable).</b>	Checked
<b>I have checked the Darwin Plus website immediately prior to submission to ensure there are no late updates.</b>	Checked
<b>I have read and understood the Privacy Notice on the Darwin Plus website.</b>	Checked

**We would like to keep in touch!**

**Please check this box if you would be happy for the lead applicant (Flexi-Grant Account Holder) and project leader (if different) to be added to our mailing list. Through our mailing list we share updates on upcoming and current application rounds under Darwin Plus. We also provide occasional updates on other UK Government activities related to biodiversity conservation and share project news. You are free to unsubscribe at any time.**

Checked

### **Data protection and use of personal data**

Information supplied in the application form, including personal data, will be used by Defra as set out in the **Privacy Notice**, available from the [Forms and Guidance Portal](#).

This **Privacy Notice must be provided to all individuals** whose personal data is supplied in the application form. Some information may be used when publicising Darwin Plus including project details (usually title, lead partner, project leader, location, and total grant value).

Project Title: Development of a National Trust for the Cayman Islands App

### Darwin Plus Local

Provide a **Project Implementation Timetable** that shows the key milestones in project activities. Complete the following table as appropriate to describe the intended workplan for your project. Projects are based on UK Financial Years (**1 April – 31 March** - therefore starts April 2023).

Please add/remove columns to reflect the length of your project. For each activity (add/remove rows as appropriate) indicate the number of months it will last, and shade only the months in which an activity will be carried out. The workplan can span multiple pages if necessary.

Activity #	Description (max 25 words)	No. of months	UK Financial Year 2023/24												
			Calendar Year 2023									Calendar Year 2024			
			Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	
1	Design and planning	5	x												
2	Alpha version released; adjustments made	3						x							
3	Beta version released; adjustments made	2									x				
4	Release to app stores	1											x		
5	Fix bugs found in app store release	1													x