

DPLR1\1084

Darwin Plus Local - Final Report (1)

Officer: Jessica Magnus

Section 1 - Darwin Plus Local Project Information (Essential)

Project Reference Number

DPL00018

Q1. Project Title

No Response

Overseas Territory(ies)

Cayman Islands

Lead Organisation or Individual

National Trust for the Cayman Islands

Partner Organisation(s)

none

Value of Darwin Plus Local Grant Award

£26,060.00

Project Start Date

03 April 2023

Project End Date

29 March 2024

Project Leader Name

Catherine Childs

Project Website/Twitter/Blog etc.

No Response

Report Author(s)

Report Date

29 April 2024

Project Summary

No Response

Project Outcomes

Checked	Biodiversity: improving and conserving biodiversity, and slowing or reversing biodiversity loss and degradation;
Unchecked	Climate Change: responding to, mitigating and adapting to climate change and its effects on the natural environment and local communities;
Checked	Environmental quality: improving the condition and protection of the natural environment;
Checked	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.

Section 2 - Project Outcomes (Essential)

On a scale of 1 (high – outcome substantially exceeded) to 5 (low – outcome substantially did not meet expectation), how successful do you think your project has been?

3 - Outcome met expectation

Project outcomes and justification for rating above

The outcome has met our expectation and will likely exceed expectations in time. The app was built and audio tours created but its impact has not had time to be realised, although we have received extremely positive initial feedback. The app is attractive, user-friendly, full of useful information, and includes directions to each site through Google or Apple Maps. Audio tours have been created for two sites - the Mastic nature trail and George Town historic area. The app and the audio tours will increase 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. 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. These metrics will be collected over time.

Supporting Evidence - file(s) upload

[NTCI App - Mastic Audio Tour](#)

30/04/2024

00:28:59

docx 33.73 KB

[George Town Walking Tour - Script - final](#)

30/04/2024

00:25:32

doc 215.5 KB

[NTCI App DPL00018, photo of app,, Cayman Islands, photo AJ McGovern](#)

30/04/2024

00:23:15

png 1.45 MB

Supporting Evidence - links to published document/online materials

The National Trust app has been launched and two audio tours have been created. Please find a photo of the app and the scripts of the audio tours. Also please feel free to visit an app store to see and test the app on your own phone.

Project Challenges

The audio tours took longer to build than expected. We had high expectations as to quality and accuracy and so completed extensive research. We also engaged well-known local people to voice the tours, and their contributions took longer than expected. However, we are confident that our finished product is extremely high quality.

Lessons Learned

Our project was very well-received and supported by the local community. Our app developer did a wonderful job creating the finished product. In the future, we will allow more time for outside contributors as responses took longer than expected.

Section 3 - Project Finance (Essential)

Project Expenditure

Project Spend (indicative) since last Annual Report	2023/24 Grant (£)	2023/24 Total actual Darwin Plus Costs (£)	Variance %	Comments (please explain significant variances)
Staff Costs				
Consultancy Costs				
Overhead Costs				

Travel and Subsistence			
Operating Costs			
Capital Items			
Others			
Total	26,060.00	25,974.21	0.33%

Please provide a short narrative summary on project finances.

We were able to stay on budget throughout the grant period. The only unexpected charge was \$99 USD (\$107.17 with tax) by Apple for an App Developer Charge. This service is usually free for non-profit organizations but because we included in-app purchase options in our app, Apple charged for the service.

Section 4 - Contribution of Project to Darwin Plus Programme Objectives

Please select up to **one** indicator that applies within **each group/indicator list (A, B, C, D)** and report your results for that indicator in the text box underneath. If you do not have relevant results to report for any of the indicators in a particular group, you can leave them blank.

Please also submit some form of evidence (above) to demonstrate any results you list below, where possible.

Group A: Capability and Capacity - Core Darwin Plus Standard Indicators (select one)

Unchecked	DPLUS-A01: Number of people from key national and local stakeholder groups completing structured and relevant training.
Unchecked	DPLUS-A02: Number of secondments or placements completed by individuals of key local and national stakeholders.
Checked	DPLUS-A03: Number of local/national organisations with improved capability and capacity as a result of project.
Unchecked	DPLUS-A04: Number of people reporting that they are applying new capabilities (skills and knowledge) 6 (or more) months after training.
Unchecked	DPLUS-A05: Number of trainers trained reporting to have delivered further training by the end of the project.

Group A Indicator Results

One national organisation now has improved capability and capacity as a result of the project. The app will provide improved education and outreach opportunities for the National Trust for the Cayman Islands to engage the community in their work of protecting the natural and historic heritage of the islands.

Group B: Policies, Practices and Management- Core Darwin Plus Standard Indicators (select one)

Unchecked **DPLUS-B01: Number of new/improved habitat management plans available and endorsed.**

Unchecked **DPLUS-B02: Number of new/improved species management plans available and endorsed.**

Unchecked **DPLUS-B03: Number of new/improved community management plans available and endorsed.**

Unchecked **DPLUS-B04: Number of new/improved sustainable enterprises/ community benefits management plans available and endorsed.**

Unchecked **DPLUS-B05: Number of people with increased participation in local communities / local management organisations (i.e., participation in Governance/citizen engagement).**

Unchecked **DPLUS-B06: Number of Local Stakeholders and Local Communities (people) with strengthened (recognised/clarified) tenure and/or rights.**

Group B Indicator Results

n/a

Group C: Evidence and Best Practices - Core Darwin Plus Standard Indicators (select one)

Checked **DPLUS-C01: Number of best practice guides and knowledge products published and endorsed.**

Unchecked **DPLUS-C02: Number of new conservation or species stock assessments published.**

Unchecked **DPLUS-C03: New assessments of habitat conservation action needs published.**

Unchecked **DPLUS-C04: New assessments of community use of biodiversity resources published.**

Unchecked **DPLUS-C05: Number of projects contributing data, insights, and case studies to national Multilateral Environmental Agreements (MEAs) related reporting processes and calls for evidence.**

Group C Indicator Results

One new knowledge-sharing tool has been delivered that includes two new knowledge products. The app is a tool that includes two audio tours so that the public can easily use to engage with the organisation's protected areas in a more informed way.

Group D: Sustainable Benefits to People, Biodiversity and Climate - Core Darwin Plus Standard Indicators (select one)

Unchecked **DPLUS-D01 Hectares of habitat under sustainable management practices.**

Unchecked **DPLUS-D02: Number of people whose disaster/climate resilience has been improved.**

Unchecked **DPLUS-D03: Number of policies with biodiversity provisions that have been enacted or amended.**

Group D Indicator Results

n/a

Section 5 - Project Partnerships, Wider Impacts and Contributions

Project Partnerships

This project did not involve partners.

Wider Impacts and Decision Making

n/a

Sustainability and Legacy

The new app for the National Trust for the Cayman Islands includes several in-app purchase options for self-guided tours. The income generated through this feature will be used to fund ongoing costs for the app. In fact, it is projected that funds generated by the app will be in excess of running expenses due to the ease of donating and becoming a member of the organization directly through the app. These funds will then be used for the National Trust's important work of preserving the natural heritage of the Cayman Islands. Although an app developer was hired to build the app, existing National Trust staff members are able to maintain app content. We expect that this app will be useful to the public indefinitely into the future, continuing to improve appreciation for Cayman's nature and heritage.

Section 6 - Communications & Publicity


Exceptional Outcomes and Achievements


The National Trust has created an engaging and interactive free app to better highlight their protected natural areas and engage both locals and visitors in their conservation efforts. As an added feature, they have also included in-app purchase options for audio tours including for the Mastic Trail nature hike and historic George


Town. These audio tours are narrated by well-known local voices that bring the tours to life. It is expected that these tours will be very popular with tourists because they fill a need for self-guided tours that is not currently being supplied. The tours are also projected to be used by locals as much of the information included in the audio tours is not readily known, even by people who have resided in the islands for their entire lives. The audio tours are also affordable, meaning that more people will have the opportunity to learn about Cayman's natural heritage, increasing awareness and appreciation of the natural world. The National Trust is therefore preserving local knowledge about subjects as diverse as traditional uses of native plants, local biodiversity and its critical ecosystem services to island communities, and the importance of healthy natural areas to the Cayman Islands' cultural heritage, increasing understanding of the significance of protected areas and local buy-in for increased conservation.


Photo, video or graphic to be used for publicity and communications.

Please upload at least one relevant and engaging image, video or graphic that you consent to be used alongside the above text in Defra, JNCC or NIRAS communications material.

 [NTCI App DPL00018, photo of app,, Cayman Islands, photo AJ McGovern](#)

 30/04/2024

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Photo, video, and/or graphic captions and credits.

National Trust for the Cayman Islands has a new app thanks to a Darwin Plus Local grant! This app features key information about every protected area on all three islands, making it easier for both residents and tourists to visit and interact with natural areas. By embracing new popular technology, the National Trust will better engage a more diverse range of stakeholders to improve their understanding of the importance of biodiversity, develop positive attitudes for conservation and initiate action towards sustainable solutions for biodiversity conservation.

I agree for the Biodiversity Challenge Funds Secretariat, Administrator, and/or JNCC to publish the content of this section.

Yes, I agree for the BCFs Secretariat and/or JNCC to publish the content of this section.

Please list any accounts that you would like tagged in online posts here. This can include project pages, partners' pages or individuals' accounts for any of the following platforms: LinkedIn, Facebook, Twitter, or Instagram.

Facebook – National Trust for the Cayman Islands

Instagram – nationaltrustcayman

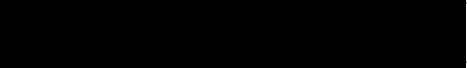

LinkedIn – National Trust for the Cayman Islands

Section 7 - Darwin Plus Contacts

Please tick here to confirm that you have read and acknowledge the BCF's Privacy Notice on how contact details will be used and stored and that you have sought agreement from anyone that you are sharing personal details with us on their behalf.

I confirm I have read the Privacy Notice and have consent to share the following contact details

Project Contact Details

Project Contact Name	Catherine Childs
Role within Darwin Plus Project	Project Leader
Email	
Phone	
Do you need further sections to provide additional contact details?	<input checked="" type="radio"/> No