

Applicant: **Simpson, Tiffany**
Organisation: **Ascension Island Government Conservation and Fisheries Directorate**
Funding Sought: **£27,000.00**

DPLR4\1056

Mountain Merch

This project aims to replenish conservation merchandise in the HQ shop, produce informative literature and add signage to improve engagement with local community members and island visitors. All end profits from the shop will contribute to essential ongoing conservation work on Green Mountain NP, protecting endemic flora and endangered species.

DPLR4\1056

Mountain Merch

Section 1 - Project Title & Contact Details

Q1. Project Title

Mountain Merch

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

Organisation

PRIMARY APPLICANT DETAILS

Title Dr
Name Tiffany
Surname Simpson
Tel (Work) + [REDACTED]
Email (Work) [REDACTED]
Address [REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]

CONTACT DETAILS

Title Ms
Name Sunitha
Surname Amos
Tel (Work) [REDACTED]
Email [REDACTED]
Address [REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]

GMS ORGANISATION

Type	Organisation
Name	Ascension Island Government Conservation and Fisheries Directorate
Phone (Work)	[REDACTED]
Email	[REDACTED]
Address	[REDACTED] [REDACTED] [REDACTED] [REDACTED] [REDACTED] [REDACTED]

Section 2 - Overseas Territory(ies)

Q3. Please state whether the same (or similar) project proposal has previously been submitted to the UK Government for funding, including through Darwin Plus Local, Defra's other Darwin Plus grant schemes or other UK Government funding mechanisms. Failure to do so may result in the application being ineligible.

No

Q4. 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.

St Helena, Ascension and Tristan da Cunha*

*** 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

Q5. Project partners (Guidance section 3.2)

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

Project Leader name (Guidance section 3.1):	Tiffany Simpson
Lead Organisation name (if applying as an organisation; Guidance section 3.1):	Ascension Island Government Conservation and Fisheries Directorate
Lead Organisation Website (if applicable):	No Response
Is the Lead Organisation based in a UKOT where the project is working (Guidance section 3.1)?	<input checked="" type="radio"/> Yes
List other partners involved and where are they based:	No other partners
Summary of roles and responsibilities of each partner in the project:	AIGCFD staff members will be responsible for: overall project management including reporting, budgeting and procurement; financial and narrative reporting; procurement and installation of signage and procurement and sales of merchandise
I confirm that all listed partners are aware of this application and have indicated support:	Checked

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

-  [DPLUS_app_Mountain_Merch - Cover Letter](#)
-  21/06/2024
-  09:52:42
-  pdf 119.19 KB

Section 4 - Project Summary & Description

Q6. 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.

This project aims to replenish conservation merchandise in the HQ shop, produce informative literature and add signage to improve engagement with local community members and island visitors. All end profits from the shop will contribute to essential ongoing conservation work on Green Mountain NP, protecting endemic flora and endangered species.

Q7a. Description (Guidance section 2.1 and 6)

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?

The overall objective: Connect residents and visitors with Green Mountain National Park to emphasise its importance in the protection of biodiversity, preservation of ecosystem services and cultural/recreational value. To diversify sustainable finance options for continued funding of National Park commitments and future research.

Specific actions to facilitate this objective:

- To provide signage and informative literature around Green Mountain NP making it easy to navigate. This would include signage to the National Park, parking signage around the park and producing an informative booklet with natural and historical information about Ascension Island with maps of the walks on Green Mountain. The booklet would be available to all at no cost.
- To replenish Green Mountain and conservation-based merchandise at the HQ shop which engages with the local community and island tourism. This would include organic and sustainable custom branded t-shirts, tote bags, caps, water bottles (reducing the purchase of single use plastic bottles) and buffs, to name a few. A competition will be held for local community members allowing the winning design to be printed onto a tote bag and sold in the shop.
- To raise funds from shop merchandise to assist with future conservation projects on Green Mountain NP to help in the protection of endangered land crabs, critically endangered endemic plants and habitat management of paths and public areas.

Current situation:

- Very limited merchandise and informative literature at the conservation shop prohibiting engagement with the local community and visiting tourists.
- Lack of signage on Green Mountain NP causing confusion on allocated parking areas often resulting in vehicles parked in dangerous or destructive areas of the protected National Park.
- Lack of available funds for ongoing conservation work on Green Mountain, prohibiting essential studies and habitat management of the protected area.

Success will look like:

Success will be measured by installing signage at the start of the National Park, replacing existing damaged informative signage and adding parking signage around the protected area ensuring dedicated safe areas for vehicles, ensuring a safe habitat for endangered species.

Merchandise and informative literature will be available at the shop, allowing improved engagement with local community members and island visitors.

Funds from the sale of merchandise will be made available for essential, ongoing conservation work.

Q7b. Long-term sustainability (Guidance section 2.1 and 6)

Please describe the long-term benefits of the project and the change it will bring about. How will the outcomes of the project be sustained after the funding is finished?

With added signage and informative literature, Green Mountain NP will be easier to navigate for all stakeholders and areas will be designated for vehicles ensuring the safety of visitors and the species that call the mountain home.

Purchased merchandise will engage visitors with the conservation department and allow free advertising when worn or used nationally and globally. Money from merchandise will be utilised long after the funding has finished, ensuring conservation of our unique island for generations to come.

(Optional) Please upload any additional and supporting materials or files (such as maps of project sites, etc) below. Maximum of 5 sides of A4, and is combined as a single PDF:

No Response

Section 5 - Project Outcome(s)

Q8. 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 with a clear focus on biodiversity and the natural environment, either by the end of the project or soon after through a credible plan.

Please note: Any proposals including research or monitoring are required to demonstrate a clear link to tangible outcomes for conservation of biodiversity and the natural environment. Please explain how any new research will be applied to drive environmental outcomes on the ground.

Please confirm that your project has a clear focus on biodiversity and the natural environment.

Checked **Biodiversity: improving and conserving biodiversity, and slowing or reversing biodiversity loss and degradation;**

Please tick which additional theme(s) of Darwin Plus your project contributes to (if relevant):

Unchecked **Climate change: responding to, mitigating and adapting to climate change and its effects on the natural environment and local communities;**

Unchecked **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.**

Please justify your selection. Please use quantitative information where possible here.

This project will enhance capability and capacity building through community engagement and awareness by providing informative literature and conservation merchandise available to all who visit the HQ shop. The sale of this merchandise will fund future conservation projects to improve and conserve rare island biodiversity.

The installation of signage around the NP will enhance visitor experiences and also protect vulnerable habitats and endangered species.





Section 6 - Workplan

Q9. Workplan (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 Workplan (available at: <https://darwinplus.org.uk/apply/local-applications/>) 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 must start after 1 October 2024 and be completed by 31 March 2025.

Start date:	End date:	Duration (e.g. 3 months):
01 October 2024	31 March 2025	6 months

Please upload the completed Darwin Plus Local Project Workplan with your proposed project activities here

-  [R4 DPlus Local Implementation Timetable Maintain Merch](#)
-  21/06/2024
-  09:39:56
-  pdf 113.05 KB

Section 7 - Costs

Q10. 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?

No

Budget line	Explanation	Cost in GBP
Staff costs:	Contributed in-kind by AIGCFD	£0.00

Consultancy costs:	None	£0.00
Overhead costs:	Contributed in-kind by AIGCFD	£0.00
Travel & subsistence costs:	Contributed in-kind by AIGCFD	£0.00
Operating costs:	Shipping from the UK to Ascension	£ [REDACTED]
Capital equipment:	Merchandise, signage and informative literature	£ [REDACTED]
Other Costs	None	£0.00
Total:		27,000.00

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

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

No Response

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

No Response

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

£ [REDACTED] for shipping of new stock and various signage from the UK to Ascension Island

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

£ [REDACTED] for new stock for the conservation shop and signage for Green Mountain National Park

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

No Response


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:
<i>No Response</i>	<i>No Response</i>	<i>No Response</i>	<i>No Response</i>

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

Q11. 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.

This project aligns with the following local objectives of the Ascension Biodiversity Strategy and Action Plan:

- Everyone living on Ascension is aware of the island's biodiversity and has opportunities to input into decision making and take practical action to protect it.
- The knowledge and value of Ascension's biodiversity are shared with the Ascension and global community.

And also, national objectives of The Convention of Biodiversity (CBD):

- Target 3: Conserve 30% of Land, Waters and Seas.
- Target 21: Ensure knowledge is available and accessible to guide biodiversity action.
- Target 22: Ensure participation in decision making and access to justice and information related to biodiversity for all.

And UKOTs Biodiversity Strategy:


- Goal 5: Reconnect people with nature.


Will the project take place on Government owned land or water or involve biocontrol, invasive alien species control or eradication?


Yes

Please attach evidence that you have Government support for this project i.e. a Letter of Support. Applications which indicate that they do not take place on Government land or water, but which propose work that appears to the reviewers would be difficult/impossible to carry out without working on government land or waters may be ineligible if no Letter of Support is provided.

 [AIG Letter of support - Darwin Local R4 - Mounta in Merch](#)

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Section 9 - Project Risks

Q12. Project Risks

Please demonstrate your consideration of any risks involved in this project and how you intend to manage them. Please note the importance of health and safety and environmental risk assessment in the design of your project. If there is any possibility that your project may have negative impacts on the environment or human health, it is important that you provide a comprehensive analysis of potential environmental and human health risks, and the prevention measures you will take to ensure the work does not cause harm.

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
Signage causing harm to biodiversity	Carry out an environmental impact assessment prior to construction
Injury to persons working on signage construction	Full safety briefing prior to the use of any equipment. Adhere to all risk assessments.
<i>No Response</i>	<i>No Response</i>

Do you require more fields?

No

Section 10 - Terms & Conditions

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: [Darwin Plus website](#) 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

Supporting documents list (please have these ready to attach with application)

- Cover Letter of no more than two A4 pages. (Guidance section: 4.2 has information on what this cover letter should include).
- If the project takes place on public land or water or is addressing invasive alien species, a Letter of support from OT Government.
- Project Workplan in the template provided for Darwin Plus Local (available at: <https://darwinplus.org.uk/apply/local-applications/>).
- Map and additional information (optional) maximum five additional pages.

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

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: Sunitha Amos

**Position in the organisation:
(if applicable)** National Park Warden

Signature (please upload e-signature)  [Signature.jpg](#)
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Date: 21 June 2024

Section 12 - Submission Checklist

Checklist for submission

	Check
I have read the Guidance documents, including the “Darwin Plus Local Guidance” and the “Darwin Plus Local Finance Guidance”.	Checked
If my proposed project takes place on public lands or water or is addressing alien invasive species, I have uploaded a Letter of Support from Government.	Checked
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).	Checked

I have read, and can meet, the current Terms and Conditions for this fund (found at: https://darwinplus.org.uk/apply/local-applications/) for this fund.	Checked
I have provided actual start and end dates for my project that fit this Round.	Checked
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.	Checked
I have uploaded my project workplan using the specific template provided (available at: https://darwinplus.org.uk/apply/local-applications/).	Checked
I have uploaded all supplementary documents if I have any.	Unchecked
(If copying and pasting into Flexi-Grant) I have checked that all my responses have been successfully copied into the online application form.	Checked
The application has been signed by a suitably authorised individual (clear electronic or scanned signatures are acceptable).	Checked
I have checked the Darwin Plus website immediately prior to submission to ensure there are no late updates.	Checked
I have read and understood the Privacy Notice on the Darwin Plus website.	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:

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. Round 4 is for a **maximum of 6 months** with activities starting from 1 October 2024. All activities must be completed by 31 March 2025.

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 2024/25					
			Calendar Year 2024			Calendar Year 2025		
			Oct	Nov	Dec	Jan	Feb	Mar
1	Sourcing & costing of merchandise and signs	1	x					
2	Design of merchandise and signs	3		x	x	x		
3	Order and delivery of merchandise and signs	2				x	x	
4	Placing of signs on roads and selling merchandise in conservation shop	1						x