

# DPLR4\1056

Darwin Plus Local - Final Report (1)

Officer: Linzi Ogden

## Section 1 - Darwin Plus Local Project Information (Essential)

---

### Project Reference Number

DPL00105

### Q1. Project Title

*No Response*

### Overseas Territory(ies)

☒ St Helena, Ascension, and Tristan de Cunha

### Lead Organisation or Individual

Ascension Island Government Conservation and Fisheries Directorate (AIGCFD)

### Partner Organisation(s)

Ascension Island Government

### Value of Darwin Plus Local Grant Award

£27,000.00

### Project Start Date

01 October 2024

### Project End Date

31 March 2025

### Project Leader Name

Tiffany Simpson

### Project Website/Twitter/Blog etc.

[www.ascension.gov.ac](http://www.ascension.gov.ac)

### Report Author(s)

Report Date

23 April 2025

Project Summary

No Response

Project Outcomes

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>
Unchecked	<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>

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


This project successfully met its objectives as planned:


- A new and diverse range of merchandise has arrived which will replenish the shop at the Conservation Office. The merchandise includes a selection of organic and sustainable custom-branded t-shirts, caps, buffs, tote bags, and water bottles (both helping to reduce single-use plastic consumption). Each item was thoughtfully designed to celebrate and foster a deeper connection with our unique land and marine wildlife that call Ascension home.
- The newly improved and updated informative literature and signage have enhanced public awareness and engagement amongst the community and visitors.
- A competition invited local creatives to submit designs with the winning designs printed on tote bags and sold in the shop. The launch of new stock was effectively promoted through social media, articles in the local newspaper (The Islander), and Public Notices.
- This project ensures sustainable finance. The new merchandise has already started to generate an income through sales. This income will be reinvested into procuring new stock as well as raising funds for future conservation initiatives in Green Mountain National Park including the upcoming festival on 20 July 2025. The


festival celebrates the 20th anniversary of the designation of Green Mountain National Park. We hope that the festival will engage community members and visitors and showcase the unique biodiversity as well as the recreational facilities the National Park has to offer. The increased promotion through merchandise and community engagement will attract income which will contribute towards funds for future conservation initiatives.

Supporting Evidence - file(s) upload

 [Supporting evidence DPL00105 - Mountain Merch Final Report](#)

 22/04/2025

 13:01:58

 pdf 4.97 MB

Supporting Evidence - links to published document/online materials

‘Supporting evidence\_DPL00105 Mountain Merch’ document.  
Photos: Anna Weir & Alice Fry

Project Challenges

While delays in the shipment of merchandise presented some challenges, it did not significantly impact the overall success of the project.  
The majority of the purchased items arrived with the final ship of the previous financial year (March 2025), allowing the shop to be restocked as planned. The informative booklets are expected to arrive with the next scheduled ship in May 2025.

Lessons Learned

While the project was ultimately successful, aiming to design and deliver a full suite of products within a six-month timeline may have been a bit ambitious, especially considering the dependence on third-party suppliers and the logistical challenges of shipping to a remote island.  
It may have been more effective to start with a smaller range of products and then to gradually expand the product range in a later stage which would offer a more manageable and flexible approach.

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			
<b>Total</b>	27,000.00	25,778.53	-4.5

## Please provide a short narrative summary on project finances.

It is very difficult to accurately estimate the costs of shipping, particularly for large items such as the National Park entrance sign. The costs above only reflect the freight from the ship that arrived in Feb 2025. For any additional items arriving at the end of April, the freight costs will only be known following the receipt of goods and reconciliation of costs with Richard James International.

The final budget will be confirmed in the Financial Report and Actual Claim forms as soon as possible.

## 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	<b>DPLUS-A01: Number of people from key national and local stakeholder groups completing structured and relevant training.</b>
Unchecked	<b>DPLUS-A02: Number of secondments or placements completed by individuals of key local and national stakeholders.</b>
Checked	<b>DPLUS-A03: Number of local/national organisations with improved capability and capacity as a result of project.</b>

Unchecked	<b>DPLUS-A04: Number of people reporting that they are applying new capabilities (skills and knowledge) 6 (or more) months after training.</b>
Unchecked	<b>DPLUS-A05: Number of trainers trained reporting to have delivered further training by the end of the project.</b>

## Group A Indicator Results

The project raises awareness through eco-friendly merchandise featuring Ascension's wildlife which promotes conservation efforts locally and internationally. Improved signage and informative material enhance access and safety within Green Mountain NP. Sustainable finance ensures that income from sales replenish stock and secure funds for future conservation efforts within the Park.

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

Unchecked	<b>DPLUS-B01: Number of new/improved habitat management plans available and endorsed.</b>
Unchecked	<b>DPLUS-B02: Number of new/improved species management plans available and endorsed.</b>
Unchecked	<b>DPLUS-B03: Number of new/improved community management plans available and endorsed.</b>
Unchecked	<b>DPLUS-B04: Number of new/improved sustainable enterprises/ community benefits management plans available and endorsed.</b>
Checked	<b>DPLUS-B05: Number of people with increased participation in local communities / local management organisations (i.e., participation in Governance/citizen engagement).</b>
Unchecked	<b>DPLUS-B06: Number of Local Stakeholders and Local Communities (people) with strengthened (recognised/clarified) tenure and/or rights.</b>

## Group B Indicator Results

This project connects community and visitors to Green Mountain NP through engagement whilst protecting biodiversity, preserving ecosystem-services and recognising the Park's cultural and recreational value. Informative material and improved signage strengthen public involvement, while eco-friendly merchandise generates a sustainable income to replenish stock and support ongoing conservation initiatives.

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

Checked	<b>DPLUS-C01: Number of best practice guides and knowledge products published and endorsed.</b>
---------	---

Unchecked	<b>DPLUS-C02: Number of new conservation or species stock assessments published.</b>
Unchecked	<b>DPLUS-C03: New assessments of habitat conservation action needs published.</b>
Unchecked	<b>DPLUS-C04: New assessments of community use of biodiversity resources published.</b>
Unchecked	<b>DPLUS-C05: Number of projects contributing data, insights, and case studies to national Multilateral Environmental Agreements (MEAs) related reporting processes and calls for evidence.</b>

## Group C Indicator Results

An informative booklet was developed and is available free of charge at the Conservation Office shop. In addition, improved signage was installed, including clearly marked designated parking areas, a new entrance sign for Green Mountain NP, and other informative signs within the Park.

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

Unchecked	<b>DPLUS-D01 Hectares of habitat under sustainable management practices.</b>
Unchecked	<b>DPLUS-D02: Number of people whose disaster/climate resilience has been improved.</b>
Checked	<b>DPLUS-D03: Number of policies with biodiversity provisions that have been enacted or amended.</b>

## Group D Indicator Results

Previous outdated brochures were revised and consolidated into a single, improved informative booklet that captures key information relevant to both the community and visitors. Enhanced signage offers greater opportunities for engagement across the Park. Additionally, our eco-friendly merchandise helps spread awareness of our conservation efforts far beyond Ascension Island.

## Section 5 - Project Partnerships, Wider Impacts and Contributions

### Project Partnerships

This project was carried out without formal partnerships. The consolidation of outdated brochures was completed by Conservation staff, while the Project Officer was responsible for designing the layout of the updated informative booklet. The Project Officer also led the design of all merchandise, with some items re-ordered based on historic demand from the community and visitors to Green Mountain NP.

### Wider Impacts and Decision Making

The aim of this project is to implement a sustainable finance approach, using merchandise sales to generate income to replenish the Conservation Office shop as required, while also securing funds for future conservation efforts within Green Mountain NP.

# Sustainability and Legacy

The project has created a lasting legacy, with eco-friendly merchandise and the informative booklet helping to showcase Ascension's conservation work to both local communities and a global audience. It has already enabled the Conservation Office shop to be fully restocked after a period of limited resources while establishing a valuable revenue stream to support future conservation initiatives. This, in turn, enhances community engagement and visitor enjoyment, while protecting the biodiversity that thrives there.

This Darwin funding was crucial, enabling the initial purchase of merchandise as well as the development of improved signage and informative materials. Moving forward, revenue from sales will contribute towards Park management efforts, future initiatives, and continued replenishment of stock as required, developing a self-sustaining approach for conservation and visitor safety.

Even after the project ends, staff will continue to carry out regular Park management activities to ensure its long-term protection and accessibility.





## Section 6 - Communications & Publicity





### Exceptional Outcomes and Achievements

N/A

### 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.

 [Green Mountain sign](#)  
 22/04/2025  
 13:21:10  
 jpg 1.67 MB

 [IMG\\_3084](#)  
 22/04/2025  
 13:21:04  
 jpg 1.01 MB

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

Green Mountain sign - As part of the preparations to celebrate the 20th anniversary of the designation of Green Mountain National Park, a new sign has been installed at the start of the Mountain Road.

IMG\_3084 - New merchandise has arrived in time for the 20th celebration of Green Mountain National Park.

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: <https://www.facebook.com/AscensionIslandConservation>  
Twitter: <https://twitter.com/AIGConservation>  
Website: <https://www.ascension.gov.ac/>

## 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	Dr Tiffany Simpson
Role within Darwin Plus Project	Director of Conservation (Lead applicant)
Email	<div></div>
Phone	
Do you need further sections to provide additional contact details?	<input checked="" type="radio"/> No

---