

# DPLR1\1027

## A wild welcome to Ascension

### Overall objective

This project will build a sense of pride and identity within the island community linked to Ascension's unique biodiversity that is strongly held and projected to all visitors. All new arrivals and visitors to Ascension will be encouraged to explore its natural wonders in a way that avoids disturbance or damage.

### Current situation/problem trying to address

Many people living on Ascension are disconnected from the natural world and are unaware of how special their surroundings are. Lack of knowledge is often a barrier to exploration and can be a threat to biodiversity if people do not realise their potential to damage or disturb wildlife and habitats.

It can be difficult to engage people living on Ascension and visitors to the island. There are limited means of communication and the expensive internet access reduces the effectiveness of social media and other online channels.

### How this project will address the problem

This project will target engagement material in the single best opportunity to reach the maximum number of people on Ascension. Almost everyone (civilian and military) arriving on Ascension comes through the Air Terminal, the only exception being the small number of visitors who arrive on yachts. Over the course of a year, nearly everyone on Ascension will visit the arrivals hall at least once, typically spending around 40 minutes there as baggage is processed. Existing displays at the Air Terminal are tired, outdated and inaccurate, squandering the opportunity to reach all sections of the community.

Through this project new display material celebrating Ascension's biodiversity will be installed at the Air Terminal. This will include:

- 54 panels printed on aluminium backing for durability
- Two 2x3m freestanding displays
- Ten 30 second video clips to be shown on a loop on monitors in the Arrivals Hall

The displays will be designed to convey two key messages from the public engagement section of the Ascension Biodiversity Strategy and Action Plan (BSAP):

- Ascension is home to unique and internationally-important biodiversity that is a source of pride for the island.
- Everyone on Ascension is responsible for protecting the island's biodiversity and can share in the benefits it creates.

The content of the displays will be created by AIGCFD and members of the community using their existing media library and specially produced photographs and videos. As well as stunning nature photography, the displays will also include photographs and quotes from people living on Ascension highlighting their connection with nature.

The imagery will be accompanied by easily digestible summaries of the legislation protecting biodiversity on the island and guidance for how to enjoy it without causing disturbance.

Information will be designed to address the most common breaches of conservation legislation encountered by AIGCFD and include:

- Watching turtles without causing disturbance
- Biosecurity controls to prevent new introductions
- The prohibition on the removal of plants from protected areas

#### Recognising and measuring success

This project will be successful if it results in a measurable increase in knowledge about biodiversity and the value placed on it within the Ascension Island community and a decrease in noncompliance with conservation legislation.

This type of behaviour change will be difficult to measure within the project duration and on that timescale we will only be gauge people's awareness and enjoyment of the displays through surveys at the Air Terminal.

In the longer-term we will measure success by:

- The number of people reporting a good understanding of Ascension's biodiversity and considering it important in questionnaires increases from 2023 baselines and exceeds 80%.
- The number of recorded incidents of noncompliance decreases by 50% compared to 2023 baselines.

## PRIMARY APPLICANT DETAILS

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**Title** Dr

**Name** Diane

**Surname** Baum

**Organisation** Ascension Island Government

**Website (Work)** [REDACTED]

**Tel (Work)** [REDACTED]

**Email (Work)** [REDACTED]

**Address** [REDACTED]

[REDACTED]

# DPLR1\1027

A wild welcome to Ascension

## Section 1 - Project Title & Contact Details

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### Q1. Project Title

A wild welcome to Ascension

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

Organisation

#### PRIMARY APPLICANT DETAILS

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<b>Title</b>	Dr
<b>Name</b>	Diane
<b>Surname</b>	Baum
<b>Organisation</b>	Ascension Island Government
<b>Website (Work)</b>	[REDACTED]
<b>Tel (Work)</b>	[REDACTED]
<b>Email (Work)</b>	[REDACTED]
<b>Address</b>	[REDACTED]

#### GMS ORGANISATION

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Type	Organisation
<b>Name</b>	Ascension Island Government Conservation and Fisheries Directorate
<b>Phone (Work)</b>	[REDACTED]
<b>Email (Work)</b>	[REDACTED]
<b>Website (Work)</b>	[REDACTED]
<b>Address</b>	[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.

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:

Ascension

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):**

Diane Baum

**Lead Partner name (if  
applying as an  
organisation; Guidance  
section 3.1):**

Ascension Island Government Conservation and Fisheries Directorate  
(AIGCFD)

**Lead Partner Website (if  
applicable):**

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

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

Yes

**List other partners  
involved and where are  
they based (Guidance  
section 3.2):**

Royal Airforce (RAF), Ascension Island

**Summary of roles and responsibilities of each partner in the project:**

**AIGCFD**

- 📄 Overall project management including stakeholder consultation, budget and reporting
- 📄 Plan the content of the display material to include all biodiversity highlights and key messages for target audiences
- 📄 Design the display panels using its media library and photographs of island 'ambassadors' specifically taken for the project.
- 📄 Consult with RAF and other stakeholders on display content and design
- 📄 Order the display material

**RAF**

- 📄 Provide advice on safety and security requirements for installations at a military Air Terminal
- 📄 Provide feedback on designs
- 📄 Liaise with Airhead architect to ensure displays will fit into overall plans
- 📄 Install displays

**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).**

- 📄 [Darwin local - Air Terminal - Cover Letter](#)
- 📅 13/02/2023
- 🕒 16:33:09
- 📄 pdf 203.94 KB

## Section 4 - Project Summary & Description

### 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.**

First impressions count. This project will create an inspiring display showcasing Ascension's globally-important biodiversity and celebrating its deep connection with the local community at the island's only Air Terminal. 99.9% of people arriving on Ascension come through the Air Terminal, including visitors and people living on Ascension returning from leave. As a result, the whole island population will be exposed to information about the importance of Ascension's biodiversity and how it can be enjoyed without causing damage or disturbance.

### 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?**

Overall objective

This project will build a sense of pride and identity within the island community linked to Ascension's unique biodiversity that is strongly held and projected to all visitors. All new arrivals and visitors to Ascension will be encouraged to explore its natural wonders in a way that avoids disturbance or damage.

Current situation/problem trying to address

Many people living on Ascension are disconnected from the natural world and are unaware of how special their surroundings are. Lack of knowledge is often a barrier to exploration and can be a threat to biodiversity if people do not realise their potential to damage or disturb wildlife and habitats.

It can be difficult to engage people living on Ascension and visitors to the island. There are limited means of communication and the expensive internet access reduces the effectiveness of social media and other online channels.


How this project will address the problem


This project will target engagement material in the single best opportunity to reach the maximum number of people on Ascension. Almost everyone (civilian and military) arriving on Ascension comes through the Air Terminal, the only exception being the small number of visitors who arrive on yachts. Over the course of a year, nearly everyone on Ascension will visit the arrivals hall at least once, typically spending around 40 minutes there as baggage is processed. Existing displays at the Air Terminal are tired, outdated and inaccurate, squandering the opportunity to reach all sections of the community.

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The displays will be designed to convey two key messages from the public engagement section of the Ascension Biodiversity Strategy and Action Plan (BSAP):

 Ascension is home to unique and internationally-important biodiversity that is a source of pride for the island.

 Everyone on Ascension is responsible for protecting the island's biodiversity and can share in the benefits it creates.

The content of the displays will be created by AIGCFD and members of the community using their existing media library and specially produced photographs and videos. As well as stunning nature photography, the displays will also include photographs and quotes from people living on Ascension highlighting their connection with nature.

The imagery will be accompanied by easily digestible summaries of the legislation protecting biodiversity on the island and guidance for how to enjoy it without causing disturbance.

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Recognising and measuring success

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This type of behaviour change will be difficult to measure within the project duration and on that timescale we will only be gauge people's awareness and enjoyment of the displays through surveys at the Air Terminal.

In the longer-term we will measure success by:

- The number of people reporting a good understanding of Ascension's biodiversity and considering it important in questionnaires increases from 2023 baselines and exceeds 80%.
- The number of recorded incidents of noncompliance decreases by 50% compared to 2023 baselines.

**(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>
Unchecked	<b>Environmental quality: improving the condition and protection of the natural environment</b>



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.**

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**Please justify your selection.**

This project will help to slow Biodiversity loss on Ascension by increasing the value placed on it by the local community and increasing compliance with legislation protecting wildlife and habitats. It will build the Capacity and Capability of AIGCFD to protect biodiversity by engaging people living on Ascension and increasing support and participation in volunteer events.

## **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):
01 April 2023	31 March 2024	1 year

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

-  [R1-DPlus-Local-Implementation-Timetable- Air Terminal](#)
-  12/02/2023
-  17:01:40
-  pdf 132.15 KB

## **Section 7 - Costs**

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### **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).**

Yes

## How much matched funding are you seeking and where from?

AIG are providing match funding of £[REDACTED] as an in-kind contribution of staff time to create the display designs and organise the printing and delivery.

Budget line	Explanation	Cost in GBP
<b>Staff costs:</b>	NA	£0.00
<b>Overhead costs:</b>	NA	£0.00
<b>Travel &amp; subsistence costs:</b>	NA	£0.00
<b>Operating costs:</b>	Shipping Fixtures to hang displays	[REDACTED]
<b>Capital equipment:</b>	Production of display material	[REDACTED]
<b>Consultancy costs:</b>	Videographer to edit videos	[REDACTED]
<b>Total:</b>		[REDACTED]

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):

Shipping of display materials to Ascension - [REDACTED]  
Fixtures for hanging displays at the Air Terminal - [REDACTED]

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

Six 2.5m by 1.2m panels printed on aluminium - 6 @ [REDACTED] = [REDACTED]  
48 A1 panels printed on aluminium - [REDACTED]  
Two 2x3m freestanding displays - 2@ [REDACTED] = [REDACTED]  
Four roll up banners - [REDACTED]

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

3 days of videographers time @ [redacted] per day to create ten 30 second videos from existing footage taken on Ascension.

**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:**

<b>Other currency:</b>	<b>Exchange rate:</b>	<b>Source of this exchange rate:</b>	<b>Date exchange rate accessed:</b>
<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? [redacted]

**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.**

This project will help to deliver two strategic objectives of the Ascension Island BSAP:

- 7. 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.
- 8. The knowledge and value of Ascension’s biodiversity are shared with the Ascension and global community.


It is aligned with the public engagement section of the BSAP and will focus on delivering the two key messages aimed at the Ascension community:

- Ascension is home to unique and internationally-important biodiversity that is a source of pride for the island.
- Everyone on Ascension is responsible for protecting the island’s biodiversity and can share in the benefits it creates.


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


Yes


Please attach evidence that you have Government support i.e. Letter of Support.

 [AIG Letter of support - Darwin Local R1 - Airp](#)

[ort displays](#)

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## 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
The display material does not meet safety requirements for installation at the Air Terminal.	The form of the displays has been discussed with the RAF who operate the Airhead to ensure they are compliant with safety and security requirements and respect the primary purpose of the Airhead.
Images displaying children do not have full informed consent and are inappropriate for the setting.	We will work with the Ascension Island social worker to ensure procedures for obtaining consent for the taking and use of imagery are robust and comply with UK standards.
<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:** Diane Baum

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**Position in the organisation:  
(if applicable)** Director of Conservation and Fisheries

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

 [Dee signature](#)

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**Date:** 12 February 2023

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## Section 12 - Submission Checklist

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### Checklist for submission

	Check
<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>	Checked
<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.**

Unchecked

### 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,

Project Title: A wild welcome to Ascension

## 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	Plan the content of display material. to include all biodiversity highlights and key messages for target audiences	1													
2	Conduct surveys of biodiversity understanding amongst island community	1													
3	Take photographs of island 'ambassadors	3													
4	Finalise design of display materials in consultation with stakeholders and Air Terminal architect	1													
5	Order display material	1													
6	Install display material	1													
7	Conduct surveys of Air Terminal users	1													
8	Project evaluation and reporting	2													