

## The Rufford Small Grants Foundation

### Final Report

Congratulations on the completion of your project that was supported by The Rufford Small Grants Foundation.

We ask all grant recipients to complete a Final Report Form that helps us to gauge the success of our grant giving. We understand that projects often do not follow the predicted course but knowledge of your experiences is valuable to us and others who may be undertaking similar work. Please be as honest as you can in answering the questions – remember that negative experiences are just as valuable as positive ones if they help others to learn from them.

Please complete the form in English and be as clear and concise as you can. We will ask for further information if required. If you have any other materials produced by the project, particularly a few relevant photographs, please send these to us separately.

Please submit your final report to [jane@rufford.org](mailto:jane@rufford.org).

Thank you for your help.

**Josh Cole, Grants Director**

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#### Grant Recipient Details

<b>Your name</b>	Catherine Ngarachu
<b>Project title</b>	City Park - bringing nature to Nairobi's residents
<b>RSG reference</b>	12061-1
<b>Reporting period</b>	1st December 2012-1st December 2013
<b>Amount of grant</b>	£6000
<b>Your email address</b>	<a href="mailto:catherine.ngarachu@gmail.com">catherine.ngarachu@gmail.com</a>
<b>Date of this report</b>	6th December 2013

**1. Please indicate the level of achievement of the project's original objectives and include any relevant comments on factors affecting this.**

Objective	Not achieved	Partially achieved	Fully achieved	Comments
Strengthen the communication network of those engaged with the park			Fully achieved	The main tool to strengthen outreach was the setting up of a website and blog. <a href="http://friendsofcitypark.org/">http://friendsofcitypark.org/</a> was designed, built and has been online since May 2013. With a growing body of content, it is now a place for Nairobi residents to find information on nature at City Park, find ways they can get involved, and support the efforts to conserve and protect the park. The website functions with search facilities, a sitemap, and a simple and uncluttered structure to facilitate usability while making the website search engine friendly.
Increase the number of supporters and people who make use of the Park		Partially achieved		There has been much more interest generated about City Park with the activities achieved so far but it is difficult to say if this has directly resulted in a greater number of supporters visiting the park. The production of the flyer, which is pending, will include a poll and encourage feedback. There is also still a great deal of work to be done in generally increasing supporters, who subscribe to our e-news mailing that I've set up 'MailChimp', and which since set up 4 months ago has 40 subscribers.
Create a new park attraction - a butterfly and pollinator garden			Fully achieved	The pollinator garden has been set-up in an area of City Park, called the Boscowen. Running about 1 m wide and 15 m long, a diversity of pollinator-friendly local flowering plants were planted, and is already attracting bees, flies, wasps, and butterflies. Also housed in the same protected space is a small netted walk-in butterfly space, of about 75 m <sup>2</sup> . We've been able to showcase butterflies for educational purposes to coincide with other related activities. The breeding of butterflies has been started, with the aim of having a continuous supply at for the butterfly house. Information display boards have been placed at the garden, and more are being developed.
Enhance the perceived value		Partially achieved		The website has helped us build a community following, who have turned to Facebook

of the park as a natural resource, as a further protective measure				<a href="https://www.facebook.com/CityParkFriends">https://www.facebook.com/CityParkFriends</a> as the place for conversation and engagement. However the posters to help highlight the special features of the park have yet to be printed and put-up.
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**2. Please explain any unforeseen difficulties that arose during the project and how these were tackled (if relevant).**

Getting permission to setup the pollinator and butterfly garden, and getting the park staff to understanding the concept took more time than anticipated. Hence our two phased approach to the planting, in which the first planting was in part also to demonstrate how a pollinator garden was different to others, and what plants and education purpose it serves. That said, despite their caution they have facilitated and supported the garden with growing enthusiasm, for which we are very grateful.

There has also been much uncertainty regarding the future management of City Park, brought about by a Rehabilitation Funding and Technical Assistance Agreement (RFTA) drawn up between the previous government and the Aga Khan Trust for Culture to rehabilitate City Park. This was signed in November 2012 and remained undisclosed.

The Friends were finally able to obtain details in June 2013, causing us to initiate meetings and letters calling on the County Governor, the National Museums and the National Land Commissioners to review the agreement to incorporate measures that include safeguards for the land, the environmental and historical integrity of the park, its values, and user rights.

This has had some success and at a public forum held at City Park on 4th October 2013, the Nairobi County Government acknowledged that the government stakeholders are discussing a revision with recognition for the need for more public consultation.

The greater visibility the new website has given the Friends, and the communication and transport support, have been invaluable in our efforts to protect the park.

On-the-ground activities of the project however, have taken more time, and whereas I was able to proceed with the pollinator garden, the posters to go around the park are yet to be done.

**3. Briefly describe the three most important outcomes of your project.**

(a) For the first time people have an easy and efficient means to:

- Engage – having easy access to general and specific types of information on City Park.
- Learn – have access to details on the biodiversity and historical features at City Park.
- Enquire – having a means for interaction and feedback.

To date the website has had 761 visits, from 327 unique visitors, with 3,494 page views; visitors on average spend 8 minutes on the site, and visit 4 pages per visit.

The website has provided a comprehensive online presence for the Friends and City Park that needs to be used to garner more supporters, build the email list, and encourage wider awareness and engagement.

(b) Having information and opportunities with the park more readily available, via the website, blog and social media, has resulted in us being able to reach hundreds more people, connecting with them with our news, and messages. Most successful has been Facebook <https://www.facebook.com/CityParkFriends> where there have been more than 1000 actions of comments, responses and likes (1226). Though there is much room for improvement – this scale of reach was not previously possible to the Friends, and the volunteer input has been key to making this possible.

(c) There is now a pollinator and butterfly garden set-up for awareness, education, and ecological purposes at City Park. It was planted in two different phases, in June and then in October 2013. Already the first planting is showing good levels of growth, and it is anticipated that by the next long rains in March 2014, the garden will be much more fully matured (see attached photos).

#### **4. Briefly describe the involvement of local communities and how they have benefitted from the project (if relevant).**

The Nairobi community has been able to:

- Contribute – with content and photos online.
- Connect with the Friends of City Park and each other.
- Find information on City Park and the activities of the Friends.

The creation of the garden with volunteers (for example: <http://friendsofcitypark.org/pollinator-garden-flourishing-extended-new-plants/>) has resulted in:

- A nucleus of volunteer supporters, including many youth members.
- They have had the opportunity to contribute in helping the environment at City Park, and been the first to learn about how to plant a pollinator garden, what pollinators are, and why they are important.

The butterfly house has been put to action, to support other events involving people in Nairobi: organised treasure hunts (for example: <http://friendsofcitypark.org/members-digital-data-divide-ddd-go-treasure-hunt-city-park/>), have been able to incorporate the pollinator and butterfly garden, with activities like trying to find butterfly pupae hidden in the garden, which at the same time involves learning about butterflies.

#### **5. Are there any plans to continue this work?**

Firstly, I'd like to request an extension of time to complete the posters, publish the flyer to include information on the pollinator and butterfly garden, and work with the schools, clubs, businesses, and residents around City Park to start visits to the pollinator garden.

I'd very much like to continue to build on the work of the pollinator garden, grow the species we have planted, and have them available for community residents to have and take home, and plant their own pollinator garden, yard or plants on their balcony.

Further to this, I'd like to organise that we can devise ways to help clean and prevent trash and debris ending up in the river that passes through City Park – this may involve both infrastructure improvements, clean-up exercises, and a wider clean river publicity campaign. Also show the importance of nature in our lives, by having displays along the river indicating special features, and illustrating the ecology of river.

In all this, is the need to continue to build the community of supporters, and environmental volunteers, in a way that gets more interactions, sharing, and subscriptions.

**6. How do you plan to share the results of your work with others?**

I will continue to post online on the website — for example, I already plan to write on how to prepare and plant a garden attractive to pollinators, which in the urban context of this project is knowledge not widely available.

I think there are still many lessons to be learnt in building a community around an urban park project. But already the lesson learnt around organising a nature-based activity at City Park, will be useful to publish to help others who want to undertake similar activities, and help the environment to be better appreciated and looked after.

**7. Timescale: Over what period was the RSG used? How does this compare to the anticipated or actual length of the project?**

The funding provided by RSG has not been fully utilised, and I request a project extension of 4 months to complete the pending activities, with the budget that is still available.

**8. Budget: Please provide a breakdown of budgeted versus actual expenditure and the reasons for any differences. All figures should be in £ sterling, indicating the local exchange rate used.**

Item @ KES 136.50-£1	Budgeted Amount	Actual Amount	Difference	Comments
<b>Website and awareness driving costs</b>				
Email newsletter service	120.00	0.00	120.00	
Website design fee	300.00	300.00	0.00	
Set up costs including initial search engine marketing	300.00	297.37	2.63	
City Park Flyer (10,000 copies)	450.00		450.00	
<b>Butterfly exhibit &amp; pollinator garden</b>				
Canvas holding and setup	600.00	419.30	180.70	
Setting up of trees seedlings and flowers	420.00	351.87	68.13	
Displays of pupae, caterpillars lifecycles	180.00	148.31	31.69	
<b>Posters and Markers</b>				
10 Wildlife and history Posters	500.00	49.89	450.11	
10 Place markers to hold posters	350.00	24.83	325.17	
<b>Volunteer costs: stipends, equipment</b>				
Activity leaders honoraria @ £ 115 /month x 12 months	1,360.00	799.88	560.12	
Basic gardening implements	350.00	28.92	321.08	

Light refreshments	150.00	11.18	138.82	
<b>Administration and overheads</b>				
Communication and Transport	540.00	392.31	147.69	
Other administration (accounts, auditing, misc. office expenses)	380.00	380.00	0.00	
<b>TOTAL</b>	<b>6,000.00</b>	<b>3,203.86</b>	<b>2,796.14</b>	

**9. Looking ahead, what do you feel are the important next steps?**

- Immediate next steps are to promote visits to the garden with residents and school groups.
- Use the website and social media to garner more supporters, build the email list, and encourage wider awareness and engagement.
- Produce a flyer, and widely distribute the same.
- Print and put up the posters.

**10. Did you use the RSGF logo in any materials produced in relation to this project? Did the RSGF receive any publicity during the course of your work?**

The RSGF logo has been used on the website, in the footer area, and on the displays at the pollinator garden at City Park.

**11. Any other comments?**

I am very grateful to the Rufford Foundation for this grant, which come at an opportune moment. City Park is receiving an exceptional amount of attention, mostly brought about by the issues to do with management, and this project has been of great assistance to myself and the Friends in our endeavour to us protect City Park.