

LOCAL DEVELOPMENT PLAN JOMO KENYATTA PUBLIC BEACH, KENYA 2011



Development Plan

Jomo Kenyatta Public Beach

VERSION 1

Caveat

The current document is a work in progress. Many people contributed to its production by way of field trips, and through providing diverse information or other input. Most importantly, the local communities and stakeholders gave extensive input through open community meetings as well as more specific planning sessions. The document provides a solid foundation on which to base further planning and implementation, as it captures the needs and aspirations of the local community. The document is not perfect and can be expected to evolve as circumstances change and more parties become involved, and make further changes to it. That is why it is labelled “Version 1”.

Acknowledgements

Many people have contributed to the development of this document. They include the following beach stakeholders, members of the North Coast Beach Management Committee:

The Beach Photographers
The Camel Riders
The Life Savers
The Mombasa Boat Owners Association (MBOA)
The Mombasa Fishers Association (MFA)
The Public Beach Traders
The Tube Renters

Also Authorities, Institutions and NGOs contributed input to this plan. They include the following;

Coastal Development Authority (CDA)
Coastal Oceans and Research and Development in the Indian Ocean (CORDIO)
District Commissioner
Kenya Marine and Fisheries Research Institute (KMFRI)
Kenya Wildlife Services (KWS)
Ministry of Fisheries and the Beach Management Unit (BMU)
Mombasa and Coast Tourist Association (MCTA)
Mombasa District Authority
Mombasa Municipal Council through the Town Clerk
National Environment Management Agency (NEMA)
National Museums under the Ministry of National Heritage and Culture
Wildlife Conservation Society (WCS)

The following team members from EcoAfrica and partners have worked on the development of this plan:

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Vision for Jomo Kenyatta Public Beach

The Vision for Jomo Kenyatta Public Beach was developed during a series of stakeholder group meetings with community based associations and groups, NGOs and government institutions and parastatal organisations as well as through a number of individual interviews with stakeholders on the public beach. It presents the collective view of the people who use the beach to make a living or for recreational purposes, as to where they want to see this beach and themselves one day in the future. The Vision therefore functions as a guiding light on the road into the future, with the Development Plan for Jomo Kenyatta Public Beach serving as the road map:

“We envision Jomo Kenyatta Public Beach to be better planned and properly developed with a designated parking area, functioning toilets, good waste disposal, emergency response etc., to serve the purpose of a safe, clean and enjoyable public beach. JKPB should be a place where people from all over Kenya and the world can enjoy swimming, beach life, and locally produced marine and coastal products, while learning more about the precious marine and coastal environment and knowing that they don’t impact negatively on the environment. It should also provide a good place for members of the existing beach associations (MBOA, Fishers Association, Traders, Tube Renters, Camel Riders, Photographers, and Life Guards) to operate businesses and make money on coastal tourism and fishing, following a clear management strategy”.

Maono ya ufuo wa Jomo Kenyatta

Maono ya ufuo wa umma wa Jomo Kenyatta yalifikiwa kupitia misururu ya mikutano na vikundi vya kijamii vya washikadau ufuoni, mashirika ya serikali, na yale yasiyo ya kiserikali na pia kupitia mahojiano yaliyofanywa kwa washikadau mmoja mmoja wa ufuoni. Maono haya yana wakilisha kwa pamoja mawazo ya washika dau hawa, pale ambapo wangetaka kuuona ufuo huu na wao wenyewe siku za usoni. Kwa hiyo maono haya ni kama taa za kuongozea barabarani kuelekea siku za usoni, na mpango wa maendeleo wa ufuo wa umma wa Jomo Kenyatta ukiwa kama ramani.

“Ni tarajio letu kwamba ufuo wa umma wa Jomo Kenyatta utakuwa na mpangilio mzuri wa kimaendeleo na sehemu mwafaka za kugesha magari, vyoo safi, sehemu za kutupa taka, huduma za dharura na mengineyo ili kufikia malengo ya ufuo safi wa umma wa kujiburudisha. Ufuo wa umma wa Jomo Kenyatta unafaa kuwa mahali ambapo watu wa tabaka mbalimbali kutoka kote nchini Kenya na ulimwengu mzima wanaweza kujivinjari kwa kuogelea, kuwepo kwa pamoja ufuoni na kufurahia vyakula vya baharini na pwani ya Kenya huku wakijifunza mengi kuhusu mazingira ya bahari na pwani na kuhakikisha kuwa mazingira hayaharibiki kivyovyote. Ufuo huo pia unafaa kuwa sehemu mwafaka kwa wanachama wa vyama ufuoni (wanachama wa uvuvi, wafanyibiashara, waendeshaji ngamia, wapiga picha na wahudumu wa huduma za dharura) kufanya biashara na kuzalisha fedha kupitia utalii wa pwani na uvuvi kwa kufutia usimamizi bora ufuoni.”

Contents

Caveat.....	3
Acknowledgements	4
List of Tables.....	9
List of Figures	9
List of Acronyms.....	10
Executive summary	11
Muhtasari.....	16
Sehemu muhimu zinazohitaji kushughulikiwa kwenye mpango na mikakati	19
Section 1 - Introduction.....	21
1.1. Background of the Project.....	21
1.2. Purpose.....	23
1.3. Jomo Kenyatta Public Beach, Mombasa	23
Section 2 - Methodology	26
2.1. Phase 1: January 2010.....	27
2.2. Phase 2: July 2010	28
2.2.1. <i>Planning Committee</i>	29
2.2.2. <i>Individual interviews</i>	29
2.2.3. <i>Stakeholder group visioning exercises</i>	30
2.2.4. <i>Key informers interviews</i>	30
2.2.5. <i>DLIST film festival screening events</i>	31
2.3. Phase 3: August 2011	31
Section 3 - Outcomes	32
3.1. Individual Interviews	32
3.1.1. <i>Age composition</i>	32
3.1.2. <i>Education level</i>	33
3.1.3. <i>Livelihoods activities</i>	33
3.1.4. <i>Income sufficiency</i>	34
3.1.5. <i>Weaknesses, issues and opportunities</i>	35
3.2. Stakeholder group visioning exercises	39
3.3. Key Informers' Interviews	44
3.3.1. <i>Kenya Wildlife Services</i>	45
3.3.2. <i>The Coastal Development Authority (CDA)</i>	47
3.3.3. <i>The Ministry of Fisheries (the BMU)</i>	48

3.3.4. <i>The Mombasa Town Clerk, Mr Tumbun Otieno</i>	48
3.3.5. <i>The National Environment Management Agency (NEMA)</i>	49
3.3.6. <i>The District Office (Kisauni Constituency)</i>	49
3.3.7. <i>Coastal Oceans and Research and Development in the Indian Ocean (CORDIO)</i>	49
3.3.8. <i>The Wildlife Conservation Society (WCS)</i>	50
3.3.9. <i>Mombasa and Coast Tourism Association (MCTA)</i>	51
3.3.10. <i>Kenya Marine and Fisheries Research Institute (KMFRI)</i>	52
3.3.11. <i>National Museums of Kenya</i>	52
3.3.12. <i>Summary of weaknesses and issues</i>	52
3.3.13. <i>Summary of opportunities and input to the vision</i>	54
Section 4 - Strategy and Implementation Plan	55
4.1. Developing a Strategy.....	55
4.2. List of issues.....	56
4.3. Proposed interventions	57
4.4. Implementation Plans	60
Section 5 – Guidelines for Local Economic Development	65
5.1. Training, human resource development and community engagement:	65
5.2. Promoting local businesses:	65
5.3. Social responsibility:.....	66
5.4. Government involvement and contributions:.....	66
5.5. How to use the Development Plan and next steps	66
Appendix I: Jomo Kenyatta Stakeholder Interview	68
Appendix II: Key Informers’ Questionnaire	70
Appendix III: Development Organisations, partners and programmes and their achievements in JKPB as identified in the individual interviews	71
Appendix IV: Kenya Gazette Notice of the revocation of private ownership of Jomo Kenyatta Public Beach, Mombasa, 2011 (#3459)	72

List of Tables

Table 1: Selected representatives for the Planning Committee for JKPB	29
Table 2: Primary livelihoods activities among the interviewed beach stakeholder	33
Table 3: Reason for income insufficiency at JKPB	35
Table 4: Weaknesses, opportunities and suggestions concluded from the community group meetings at JKPB	39
Table 5: The implementation plan	61

List of Figures

Figure 1: Visitors enjoying a lazy day on Jomo Kenyatta Public Beach	15
Figure 2: Kenyan tourists enjoying the public beach at sunset time in July 2010.	24
Figure 3: The fish market at Jomo Kenyatta Public Beach	25
Figure 4: Solid waste is a problem on the public beach.....	25
Figure 5: The planning approach used for the Development Plan for Jomo Kenyatta Public Beach in Mombasa, Kenya	26
Figure 6: The DLIST team conducting an individual interview on JKPB	29
Figure 7: Age groups of the interviewed beach stakeholders	32
Figure 8: Education level among the interviewed beach stakeholders	33
Figure 9: Secondary livelihoods activities among the interviewed beach stakeholders	34
Figure 10: Income sufficiency among beach stakeholders	34
Figure 11: Number of dependants among the interviewed beach stakeholders	35
Figure 12: Food stalls at JKPB	36
Figure 13: Fishers treating their boats on the beach is reported to cause pollution	37
Figure 14: A big Red Snapper at the fish market on JKPB	38
Figure 15: The Rescue Centre at JKPB	44
Figure 16: KWS Park Headquarters sign at JKPB	46
Figure 17: The District Commissioner's Office	49
Figure 18: Poor road infrastructure and piles of solid waste.....	53
Figure 19: Stages in the development of the plan	56
Figure 20: Bicycles for rent on JKPB	60

List of Acronyms

ASCLME	Agulhas and Somali Current Large Marine Ecosystem
BMU	Beach Management Unit
CDA	Coastal Development Agency
CSR	Corporate Social Responsibility
CORDIO	Coastal Oceans and Research and Development in the Indian Ocean
CRDF	Central Development Research Fund
DLIST	Distance Learning and Information Sharing Tool
GEF	Global Environment Facility
JKPB	Jomo Kenyatta Public Beach
KMFRI	Kenya Marine and Fisheries Research Institute
KWS	Kenya Wildlife Services
LED	Local Economic Development
LME	Large Marine Ecosystem
LFA	Logistical Framework Analysis
MBOA	Mombasa Boat Owner's Association
MCTA	Mombasa and Coast Tourism Association
M&E	Monitoring & Evaluation
MPA	Marine Protected Area
NEMA	National Environment Management Authority
NGO	Non-Governmental Organisation
SA	Situational Analysis
SIP	Strategy and Implementation Plan
SMME	Small and Medium Enterprises
TPU	Tourist Police Unit
UNDP	United Nations Development Programme
UNESCO	United Nations Educational, Scientific and Cultural Organisation
US AID	United States Agency for International Development
WCS	Wildlife Conservation Society
WIO	Western Indian Ocean

Executive summary

Jomo Kenyatta Public Beach was chosen as the Kenyan demonstration site for the DLIST ASCLME project in close competition with Gazi Village in the South Coast and Kipini Village in the Tana River Delta. JKPB was chosen since it was a very different setting from any of the other demonstration sites for the project, being an extremely busy and developed public beach area with diverse and often non-resident stakeholders and a hub of activities all year around. The reason for Jomo Kenyatta Public Beach to be so popular as a destination for Kenyan and foreign tourists is that it is easy to access the public beach area and it provides very good opportunities for people to enjoy the beach environment, swimming and sunbathing. So even if most of the people who make a living on the public beach area see themselves as directly dependant on the number of tourists rather than the state of the marine and coastal environment, they are indirectly highly dependent on the environment since the tourists come to that area because of the beach environment. It should be noted that there is also a group of fishers that are active on the public beach area and they provide fish to visitors on the beach as well as the food vendors.

The tourism industry is constantly growing, beach encroaching is becoming more common, climate change is impacting the reefs and illegal fishing is still practiced in the area. All these factors contribute to an ever increasing pressure on the coastal and marine resources and the beach itself, which is being degraded and eroded. There is therefore an urgent need for action to ensure a more sustainable resource use and better planning of the public beach area to prevent this ongoing degradation. The beach is also getting a bad reputation for being a dirty and unsafe place and all stakeholders agree that everyone would benefit from better planning and management of the public beach area.

The consultants visited this site to get the views of all the stakeholders concerned with any activities on the public beach area by identifying problems, weaknesses and opportunities for sustainable development. Consultations were also undertaken to try and find out what the people perceive as solutions to the problems on the beach, and issues related to marine and coastal resource use.

Aim of the Development Plan

The Development Plan for the Jomo Kenyatta Public Beach aims to foster and maintain a higher quality of life on the public beach and nearby marine areas (the marine park) by unlocking local economic development opportunities; a good plan typically may call for improved planning, construction of infrastructure and services, the creation of sustainable business opportunities based on the strengths and potential of the areas, and employment that is linked to opportunities in the area.

In a nutshell:

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- a. The Development Plan is considered an important instrument that can guide development in the area, leading to an improved quality of life for all stakeholders.
 - b. It was developed as a result of extensive engagement with the local traders and community members as well as consultations with relevant authorities and other role players.
 - c. Community involvement came by way of stakeholder group meetings and visioning exercises held with the following groups; The Mombasa Fishing Association, The Mombasa Boat Owners Association, the Life Savers, the Tube Renters, the Beach Photographers, the Camel Riders and the Beach Traders. It is seen as crucial to ensure that local interests were safeguarded to instil a sense of ownership of the plan and vision by the community.
 - d. Key informers representing KWS, KMFRI, Mombasa and Coast Tourist Association, CDA, NEMA, the District Authority, National Museums of Kenya, the Municipal Council, CORDIO and WCS have also contributed to the formulation of this plan through key informers' interviews and meetings.
 - e. Most importantly, the Plan pursues a collectively constructed Vision, and can be considered a road map to this end:

“We envision Jomo Kenyatta Public Beach to be better planned and properly developed with a designated parking area, functioning toilets, good waste disposal, emergency response etc., to serve the purpose of a safe, clean and enjoyable public beach. JKPB should be a place where people from all over Kenya and the world can enjoy swimming, beach life, and locally produced marine and coastal products, while learning more about the precious marine and coastal environment and knowing that they don’t impact negatively on the environment. It should also provide a good place for members of the existing beach associations (MBOA, Fishers Association, Traders, Tube Renters, Camel Riders, Photographers, and Life Guards) to operate businesses and make money on coastal tourism and fishing, following a clear management strategy”.

- f. There are five sections to the Development Plan. The first section provides an *Introduction* with essential background, the purpose of the plan and a basic description of the area covered by the plan.
- g. The second section explains the *Methodology* in a fair amount of detail. Consultations were exhaustive and the process fully transparent. Additional research was done to provide a solid basis for the Plan.
- h. The third section presents the *Outcomes* of the consultative process, socio-economic and other research and desktop work on other initiatives that may impact on the development plan.
- i. The fourth section provides a combined *Strategy and Implementation Plan* that is short, direct and suitable for local consumption.

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- j. The fifth section presents the *Guidelines* for future development of this area.

Nine major issues identified through stakeholder consultations

1. Bad planning of different activities on the beach, including business licence control, zoning and access to information;
2. Poor infrastructure such as road, parking, toilets, changing rooms, lifeguard centre, waste collection and emergency response;
3. Lack of police presence to avoid illegal activities and tourism harassment;
4. Unclear land ownership and management responsibility of the public beach¹;
5. Poor cooperation between beach operators and KWS (conflicts regarding marine park entry fees, confusion related to if and how a % of the fees should go back to the community etc) and other authorities;
6. Lack of education opportunities and lack of access to funds for business development;
7. Lack of access to funds;
8. Problems with illegal fishing, beach erosion, coral bleaching, pollution from boat maintenance, and other environmentally related problems;
9. Lack of access to information.

Seven major opportunities identified through stakeholder consultations

- i. There are many tourists (both local and international) which is a foundation for good business;
- ii. JKPB is the only public beach in Mombasa (Kenya) which makes it easy for local people to do business there and cheap for the average tourist to visit;
- iii. There is beautiful nature with the beach, ocean, palm trees and the Marine Park;
- iv. The public beach is close to the main road = easy access;
- v. The human resources on JKPB are well organised and willing to improve the situation if supported;
- vi. The areas around the marine park are still good fishing areas;
- vii. The public beach provides excellent opportunity for education about the marine and coastal environment to the average Kenyan because it is a public beach.

These identified issues are targeted by eight areas of intervention, also taking the listed opportunities into consideration. The interventions are linked to the listed issues they are intended to target in the Strategy and Implementation Plan. Some areas of intervention cover more than one issue, and some issues cut across several areas of intervention.

¹ This was identified as one of the major problems in the consultation process, but it has now been established that the official land ownership has been given to the National Museums under the Ministry of National Heritage and Culture while the management responsibility for public beaches in the area has been give to Kenya Wildlife Services (KWS). The gazette notice revoking private ownership is found in Appendix IV.

Main areas of intervention outlined in the Strategy and Implementation Plan

- 1) A regulatory and institutional assessment of land ownership and management responsibilities to be undertaken and clearly communicated to all stakeholders;
- 2) A management plan for the public beach area should be developed with **ALL** stakeholders active on the public beach and with an interest in its future development in a participatory process. The management plan should include an overview of the current land ownership (National Museums under the Ministry of National Heritage and Culture) and the current management responsibilities (as identified in intervention 1), clear zonation of the beach for different activities, plans for enforcement of business licences, plans for waste management, plans for where to construct toilets etc.;
- 3) A development project should be initiated, where the National Museums under the Ministry of National Heritage and Culture in collaboration with Kenya Wildlife Services (KWS) should be the lead party. This project should follow on the established management plan and focus on the construction of toilets, a waste management centre, a beach information centre for visitors, permanent kiosks and small restaurants for community members to operate, a proper and well equipped life guard centre, a well planned parking area away from the beach etc. This development must include a clear information map for visitors guiding them where to find what activities, where to assemble in case of emergency etc.;
- 4) The development of a Community Internet and Information Centre, to give the community improved access to information, training in ICT and an additional source of income;
- 5) KWS should be encouraged to be more actively involved with the beach community, by providing training on sustainable marine tourism, fishing practices, discuss the rules and regulations for the marine park, involve community representatives in the MPA management, and to practice more transparent fund management. The community has suggested setting up a special committee with community members that could meet with KWS every quarter to discuss any issues. The community also propose to change the current honorary warden as he is not good to communicate issues like these;
- 6) The community wants more police presence and they want the police to collaborate with the established community groups. At the community feedback meeting community members proposed that they could establish a community security group that can support the enforcement of regulation and report to the police to improve beach security. Some community members said they want a community patrol boat to patrol for drug boats, but it would be more realistic if they collaborate with the police in an organised manner. This group could be managed by the available resources from the community activities;
- 7) An improved fish market area should be created with a restaurant where the fishers can create additional income from preparing meals to tourist. There should also be a special

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- area arranged for boat maintenance, so this activity doesn't pollute the wider beach area. Both these should be constructed following the zonation in the management plan;
- 8) The Ministry of Fisheries should be encouraged to provide more training and support to the Beach Management Unit (BMU) to make it a stronger organisation on JKPB;
 - 9) The JKPB Community Trust should be revived and get more support from PACT Kenya. The trust can be the best implementing agency for the Development Plan for JKPB, could function as a Steering Committee and also manage the proposed community internet and information centre;
 - 10) The lifesavers organisation must be officially recognised and paid for their services, which could possibly be done in collaboration with the Ministry of Tourism. They also need the centre to be improved in terms of equipment, and this must be part of the management plan;
 - 11) Support to small businesses, such as clarified ownership of shop structures, business management training and training in how to access funds.



Figure 1: Visitors enjoying a lazy day on Jomo Kenyatta Public Beach

Muhtasari

Ufuo wa umma wa Jomo Kenyatta ulichaguliwa kuwa kituo cha mfano cha mradi wa mawasiliano na uchangiaji wa habari kwa masafa wa mradi mkubwa wa wa mfumo mkubwa wa ikolojia ya bahari ya mkondo wa Agulhas na Somali (DLIST – ASCLME) kupitia ushindani wa karibu na kijiji cha Gazi ambacho kiko pwani ya kusini, pamoja na kijiji cha Kipini ambacho kiko kwenye ukingo wa mto Tana. Ufuo wa umma wa Jomo Kenyatta ulichaguliwa kwa sababu ina mipangilio na miundo mbinu tofauti na vituo vya mfano vingine vilivyopo kwenye mradi huu, ni ufuo wa umma ulioendelea na kuwa na shughuli nyingi kwa mwaka mzima wenye washika dau tofauti ambao si wakaazi wa hapo. Sababu ya ufuo wa umma wa Jomo Kenyatta kuwa sehemu maarufu sana kwa watalii wa Kenya pamoja na wale wa kigeni ni kwa sababu ya urahisi wa kufika sehemu za ufuoni na kutoa nafasi nzuri ya watu kujiburudisha kwa kuogelea pamoja na kuota jua. Kwa hiyo licha ya watu wengi wanaojipatia riziki sehemu za ufuoni, kudhani kwamba wao wanategemea idadi kubwa ya watalii katika ufuo wa Jomo Kenyatta na wala sio hali ya mazingira ya bahari na ufuo, ukweli ni kwamba wanategemea sana mazingira haya kwani watalii huja ufuoni kufuatia hali nzuri ya mazingira. Ni muhimu pia kutambua kwamba kuna kundi la wavuvi wanaojishughulisha na uvuvi ufuoni na wao huwauzia wageni samaki pamoja na kuwauzia wafanyabiashara wadogo wadogo wa vyakula ufuoni hapo.

Sekta ya utalii inazidi kukuwa siku baada ya nyingine, sehemu za ufuoni kunyakuliwa na kuendelezwa limekuwa jambo la kawaida, mabadiliko ya hali ya anga inaadhiri fuo za bahari na uvuvi haramu bado unaendelezwa. Haya yote yanachangia kwenye mfinyilio wa rasilimali za baharini na ufuo ambazo zinaadhiriwa na umomonyoko wa udongo. Kwa hiyo kuna haja ya hatua kuchukuliwa kwa haraka kuhakikisha utumishi bora wa rasilimali na mikakati na mipangilio mwafaka wa sehemu za ufuo wa umma ili kuzuia umomonyoko unaoendelea. Ufuo pia inapata sifa mbaya kwa kuwa chafu na mahali pasipo salama. Washika dau wote wanakubaliana kwamba kila mmoja angefaidika zaidi kutokana na mipangilio na usimamizi mzuri wa ufuo wa umma.

Wataalamu walitembelea sehemu hii ya ufuo wa umma ili kukusanya maoni kutoka kwa washikadau wanaousika na shughuli mbali mbali kwenye ufuo. Kwa kufahamu matatizo, unyonge na nafasi zinazopatikana kwa maendeleo ya hudumu. Majadiliano pia yalifanywa ili kufahamu ni yapi washikadau walidhani kuwa suluhisho kwa matatizo ufuoni na vigezo vinavyohusu utumizi wa rasilimali za ufuo na bahari.

Juhudi ya mikakati ya kimaendeleo.

Mikakati ya kimaendeleo ya ufuo wa Jomo Kenyatta inakusudia kuleta na kudumisha hali nzuri ya maisha kwenye ufuo na pia mbuga za bahari zilizo karibu kupitia kufungua maendeleo ya kiuchumi; mpangilio mzuri unaitaji uboreshaji wa mikakati, ujenzi wa miundo misingi, na kutoa nafasi nzuri za biashara kufuatia uwezo wa ufuo na ajira.

Kwa ufupi

- a. Mikakati hii ya kimaendeo inadhaniwa kuwa kifaa muhimu chenye kuongoza maendeleo ufuoni ili kuelekea kuborehsa hali ya kimaisha kwa washikadau wote.
- b. Iliboreshwa kupitia mashauriano kati ya wafanyi biashara, jamii pamoja na kuwahusisha wakuu wa serikali na wahusika wengine.
- c. Kuhusishwa kwa jamii kulikuja kwa njia ya mikutano baina ya vikundi vya washikadau na shughulu za kimaono iliyofanywa baina ya vikundi hivi:- jumuiya ya wavuvi Mombasa, jumuiya ya wamiliki wa maboti Mombasa, wahudumu wa huduma za dharura, wakodishaji vieleo, chama cha wapiga picha ufuoni, waendeshaji ngamia na wafanyabiashara ufuoni. Kulikuwa na umuhimu wa kuhakikisha kwamba matakwa ya jamii za pale zimepewa kipao mbele ili kuwa na picha ya umiliki wa ruwaza ya mipango ya kimaendeleo.
- d. Wasemaji muhimu wakiwakilisha:-KWS, KMFRI, shirika la utalii pwani, CDA, NEMA, mamlaka ya wilaya Mombasa, CORDIO na WCS pia walichangia kuundwa kwa mpango huu. Kupitia kwa maojiano na mikutano.
- e. La muhimu ni kwamba mpango huu unafuata maono yaliokusanywa kwa pamoja na yanaweza kutumiwa kama ramani kufuatwa hadi mwisho.

“Ni tarajio letu kwamba ufuo wa umma wa Jomo Kenyatta utakuwa na mpangilio mzuri wa kimaendeleo na sehemu mwafaka za kuegesha magari, vyoo safi, sehemu za kutupa taka, huduma za dharura na mengineyo ili kufikia malengo ya ufuo safi wa umma wa kujiburudisha. Ufuo wa umma wa Jomo Kenyatta unafaa kuwa mahali ambapo watu wa tabaka mbalimbali kutoka kote nchini Kenya na ulimwengu mzima wanaweza kujivinjari kwa kuogelea, kuwepo kwa pamoja ufuoni na kufurahia vyakula vya baharini na pwani ya Kenya huku wakijifunza mengi kuhusu mazingira ya bahari na pwani na kuhakikisha kuwa mazingira hayaharibiki kivyovyote. Ufuo huo pia unafaa kuwa sehemu mwafaka kwa wanachama wa vyama ufuoni (wanachama wa uvuvi, wafanyibiashara, waendeshaji ngamia, wapiga picha na wahudumu wa huduma za dharura) kufanya biashara na kuzalisha fedha kupitia utalii wa pwani na uvuvi kwa kufutia usimamizi bora ufuoni.”

- f. Kuna sehemu tano kwenye mikakati ya maendeleo. sehemu ya kwanza ni ufunguzi pamoja na historia ya nyuma, na ya mikakati pamoja na maelezo mafupi kuhusu sehemu husika.
- g. Sehemu ya pili inaeleza mbinu zitakazotumika kwa kina kiasi Fulani. Mashauriano yalikuwa ya kina na yalifanyika kwa uwazi. Uchunguzi zaidi pia ulifanywa ili kuweka msingi bora kwenye mikakati.

-
- h. Sehemu ya tatu kuzungumzia matokeao ya shughuli za mashauriano, uchumi na kijamii na uchunguzi pamoja na kazi na shughuli zingine zinazoweza kuadhiri mipango ya maendeleo.
 - i. Sehemu ya nne inaelezea mikakati fupi na ya moja kwa moja ya pamoja itakayotumika inayofaa.
 - j. Sehemu ya tano yaeleza mbinu na mipango ya maendeleo kwa sehemu hii.

Nafasi tisa muhimu kujitokeza kupitia mashauriano kati ya washika dau.

- 1) Ukosefu wa muongozo mahususi ufuoni pamoja na mpangilio wa utoaji leseni.
- 2) Ukosefu wa miundo misingi kama vile barabara, sehemu za kugesha magari, sehemu za kujisaidia, vyumba vya kubadilisha nguo pamoja na huduma za dharura.
- 3) Ukosefu wa askari polisi kuzuia vitendo vya kihalifu na ufumbufu kwa watalii.
- 4) Sintofahamu kuhusu ni nani anayemiliki ardhi ufuoni.
- 5) Ukosefu wa ushirikiano baina ya waendeshaji biashara ufuoni na idara ya uifadhi wanyama pori (sintofaamu kuhusu malipo yanaotozwa kuingia mbugani na ni vipi asilimia Fulani ingerudi kuchangia maendeleo ufuoni.
- 6) Ukosefu wa nafasi za masomo na misaada za kifedaha ili kuboresha shughuli za kibiashara ufuoni.
- 7) Matatizo ya shughuli haramu za kiuvuvi baharini, umomonyoko wa udongo ufuoni pamoja na changamoto zingine za kimazingira.
- 8) Ukosefu wa mipangilio mwafaka ufuoni ususan utoaji leseni za kibishara.
- 9) Ukosefu wa ufadhili.

Nafasi saba nzuri kama ilivyobainika kupitia masahuriano.

1. Kuna watalii wengi wakiwemo wa humu nchini na wa kimataifa, msingi mzuri wa kuendesha biashara.
2. Ufuo wa pekee wa umma mjini Mombasa nchini Kenya.
3. Maandhari ya kupendeza-ufuo, bahari, minazi na mbuga ya baharini.
4. Ufuo upo karibu na barabara hivyo basi kufikika kwa urahisi.
5. Wenyeji ufuoni wako tayari kuboresha hali ufuoni iwapo wangepata msaada kufanya hivyo.
6. Sehemu nzuri ya kufanya shughuli za uvuvi.

7. Nafasi nzuri ya kujifunza kuhusu mazingira ya bahari na ufuo kwa mkenya wa kawaida kwani ni ufuo wa umma.

Sehemu muhimu zinazohitaji kushughulikiwa kwenye mpango na mikakati

1. Mikakati ya usimamizi wa sehemu za ufuo wa umma unafaa kuendelezwa na washikadau wote wanaohusika kwenye ufuo na wenye nia ya kujiendeleza katika siku za usoni kwa njia ya pamoja. Mipango hiyo ya usimamizi itiliwe maanani umiliki wa sasa wa ardhi wa sasa (makavazi za kitaifa chini ya wizara ya turadhi za kitaifa mila na desturi.) pamoja na usimamizi wa sasa (idara ya usimamizi wanyama pori) kutengwa kwa sehemu mwafaka za ufuo kwa shughuli tofaouti, mipango ya utoaji leseni za kibiashara mipango ya maji taka na mipango ya sehemu za ujenzi wa vyoo.
2. Mradi wa kimaendeleo ufanywe, ukiongozwa na makavazi ya kitaifa chini ya wizara ya turadhi za kitaifa kwa ushirikiano na idara ya uifadhi wanyama pori. Mradi huu ufuate mwongozo wa kimaendeleo uliowekwa na hasa kulenga ujenzi wa vyoo, sehemu za taka, sehemu ya kupata habari kwa wageni, vioski vya kudumu na vibanda vidogo vya chakula kwa wanachama kuviendesha, kituo mwafaka cha huduma za dharura na vifaa vya kisasa, mahali pa kuegesha magari mbali na ufuo nk. mradi huu lazima uwe na ramani nzuri kwa wageni ili kuwaongoza kujua ni wapi shughuli na ni wapi kwa kukutana wakati wa dharura.
3. Idara ya uhifadhi wanyama pori kuamasishwa kuchukua nafasi ya mbele kujihusisha na jamii za ufuoni kwa kutoa mafunzo kuhusu utalii wa bahari, shughuli za uvuvi, kuzungumzia sheria za mbuga za baharini, kuhusisha wahakilishi wa kijamii kwenye mipangilio yote ya usimamizi na kuhakikisha uwazi kwenye matumizi na usimamizi wote wa kifedha. Jamii za ufuoni zimependekeza pia kumbandilishwa kwa mkuu wa idara ya uifadhi wanyama pori ufuoni kwani ameshindwa kushughulikia haya.
4. Jamii za ufuoni zingependa kuchukua nafasi ya kwanza kupigana dhidi ya mihadarati ufuoni. Wamependekeza pia kuongezwa kwa askari polisi zaidi na washirikiane na kamati zilizowekwa. Kwenye mkutano wa pili na jamii, walipendeza kuwe na boti ya jamii ya kufuata na kuzinasa boti za mihadarati ufuoni, lakini ingefaa zaidi iwapo wangeshirikiana na polisi kwa mpango mahususi. Pia walipendekeza kuunda kikundi maalum cha usalama kushughulikia usalama ufuoni. Kikundi hiki kingesimamiwa na mapato yaliotokana na shughuli za pale ufuoni.
5. Soko ya samaki iliyoboreshwa iundwe pamoja na hoteli ambapo wavuvi wanaweza kuongeza mapato yao zaidi kupitia kuwaandalia watalii chakula. Kuwe pia na sehemu maalum pa kurekebisha maboti yenye itilafu ili kuhakikisha kwamba shughuli hiyo haidhuru mazingira za ufuoni. Hii ingejengwa kufuatia mapangilio uliowekwa kwenye ramani ya ufuo.

-
6. Wizara ya uvuvi kuhamasishwa kutoa masomo kuunga mkono sehemu mwafaka za usimamizi wa ufuo ili kuzifanya mashirika kusaidiwa na PACT Kenya. Wakfu huo waweza kuwa chombo maalum kwenye mpango wa kimaendeleo wa ufuo wa Jomo Kenyatta Public Beach.
 7. Shirika la wahudumu wa huduma za dharura litambuliwe na kulipwa kwa kazi wanazofanya ingawa haipowazi na nani. Sehemu ya huduma hizo pia kuboreshwa kupitia kwa vifaa na hili lazima liwe miongoni mwa mikakati ya usimamizi.
 8. Kusaidia biashara ndogo ndogo kama vile ufahamu wa umilki wa kibiashara, mafunzo ya usimamiizi na mafunzo ya kufikia ufadhili.
 9. Kuboresha sehemu za mawasiliano kupitia mtandao ili kuwezesha jamii kujijulisha mengi na pia kujipatia mapato kupitia mafunzo ya tarakilishi.
 10. Mipango na Mikakati ya kufahamu umilki wa ardhi kwenye ufuo kufanyika na matokeo kufahamishwa washikadau wote.

Section 1 - Introduction

1.1. Background of the Project

The Agulhas and Somali Currents Large Marine Ecosystems (ASCLME) is a regional project funded by the Global Environment Facility (GEF) through the United Nations Development Programme (UNDP). It is a regional programme that embraces a Large Marine Ecosystem (LME) approach to the management of the marine resources and the coastal areas flanked by the Agulhas and Somali Current LMEs. The ASCLME Project is currently in its planning phase for five years, and it supports nine African nations, including Comoros, Kenya, Madagascar, Mauritius, Mozambique, Seychelles, Somalia, South Africa and Tanzania, who share the resources of these two marine ecosystems located within the Western Indian Ocean (WIO).

One of the objectives of the ASCLME Project is to acquire sufficient baseline data to support an ecosystem-based approach to the management of the ASCLME. Towards this overall objective, the ASCLME Project is adopting a DLIST (Distance Learning and Information Sharing Tool) as one of its approaches to develop effective communications between and among stakeholders and decision makers within the region. This tool focuses on the creation of effective and sustainable mechanisms that allow for continuing opportunity for the local communities and decision makers to engage in effective two way communication over time, and thus help ensure a continuing two way flow of information between community level stakeholders and decision-makers.

The DLIST intervention is two-fold with a web-based platform (www.dlist-asclme.org) offering online distance learning courses, a discussion forum, a document and photo library etc. To encourage stakeholders without access to internet to take an active part in the planning phase of the project, DLIST works with demonstration site communities in all of the participating countries, except Somalia. As part of the DLIST demonstration site intervention, field visits have been conducted for direct, face-to-face interaction with local communities, as well as with government and non-government authorities. The planning process follows a Local Economic Development (LED) planning approach. Jomo Kenyatta Public Beach was selected as the DLIST demonstration site for Kenya.

According to the World Bank “the purpose of local economic development (LED) is to build up the economic capacity of a local area to improve its economic future and quality of life for all. It is a process by which public, business and non-government sector partners work collectively to create better conditions for economic growth and employment”.

The information collected during the planning activities is used for two parallel purposes; to inform the development of a Strategic Action Programme for the implementation phase of

the ASCLME Project, and to develop a free standing Development Plan with the purpose to build up the economic capacity of a local area in such a way that its economic future can be improved, with a positive impact on the quality of life for all inhabitants.

The Development Plan has from the very beginning had a focus on coastal and marine resource management, and it tries to optimize existing economic opportunities for future development and improvement of the way the resources are used on the public beach. The Development Plan aims to foster and maintain a higher quality of life by unlocking local economic development opportunities. A good Local Economic Development (LED) Plan may typically call for improved livelihood options by rectifying weaknesses and optimizing opportunities existing in the area, that have been identified by the community during the LED planning process. The LED Plan may also inform certain private sector initiatives. Further, a good LED Plan can also assist in unlocking donor-funded interventions. Without a LED Plan, development at the local level runs the risk of ending up consisting mostly of *ad hoc* interventions, or projects that have been planned *for* the community *by* people situated far away from their day-to-day realities, rather than well planned interventions as identified by the community themselves.

Sustainable development is a development that meets the needs of the present without compromising the ability of future generation to meet their own needs. It is generally accepted that a balance between Economic, Environmental and Social dimensions have to be achieved in the pursuit of sustainability. UNESCO adds a fourth pillar, namely Culture.

Making a LED Plan requires a collective vision formulated by the local community. The vision defines a point somewhere in the future to which the community aspires to. The vision is the guiding light for the development of strategies that are rooted in a situational analysis of the economic potential that exists locally. Ground level realities and the specificities of the area have to be taken into account to ensure that plans and expectations are realistic. The LED Plan harnesses the input from the local community, government, regional authorities, and other role players into a set of strategies and guidelines aimed at creating a suitable climate for sound, equitable development and economic growth. The current Development Plan for Jomo Kenyatta Public Beach embraces local values, and strikes a clear balance between socio-cultural, environmental and economic issues of the public beach area.

1.2. Purpose

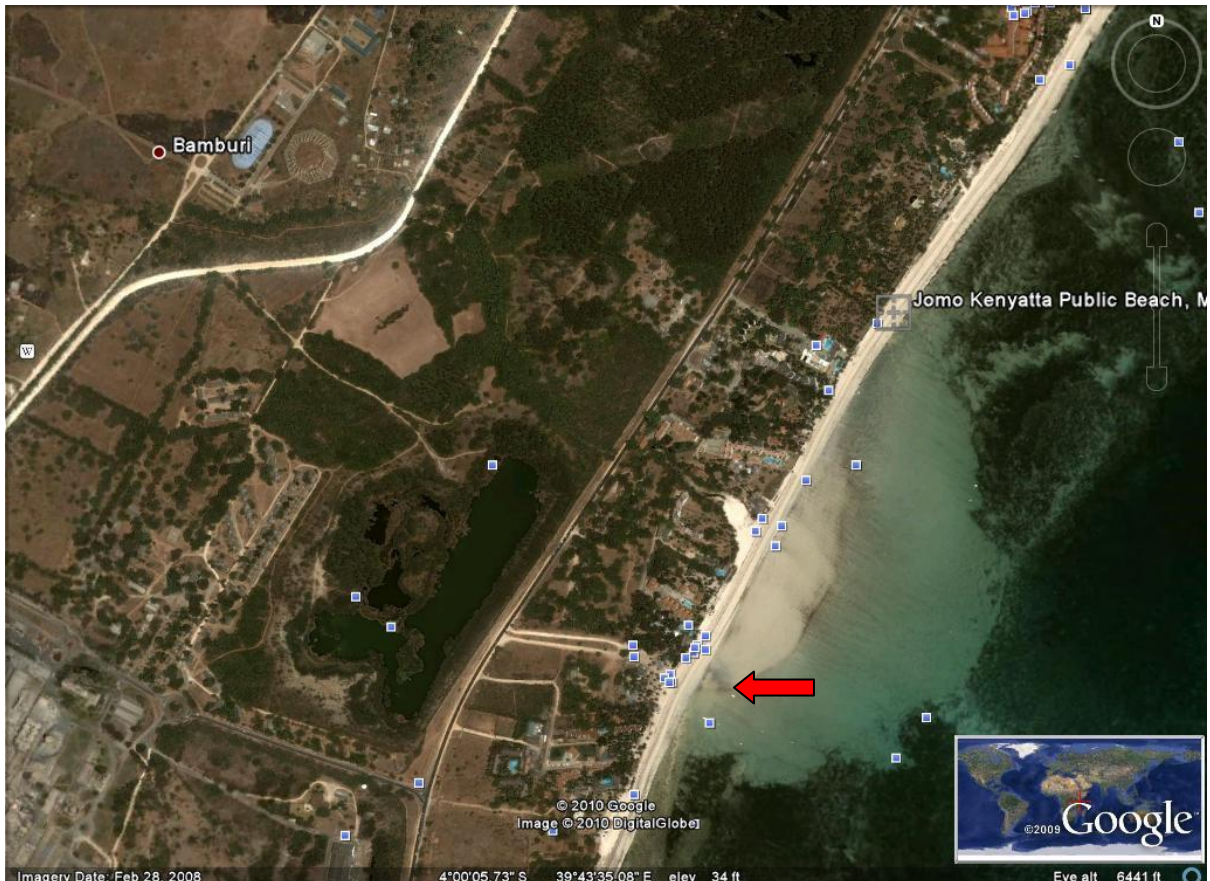
The overall purpose of the development planning initiative, through the DLIST ASCLME Project, was to design a strategy that would unlock economic growth potential in Jomo Kenyatta Public Beach, more specifically:

- i. To produce a Situational Analysis (SA) of existing and potential opportunities, potential obstacles, socio-economic profile of the studied population, as well as other necessary information that have a potential for resource conservation and socio-economic development. The SA will provide the rational basis for the Development Plan.
- ii. To develop a Development Plan in a participatory manner involving all stakeholders, that is, local and other beneficiaries as well as entities that can contribute to the implementation of the Plan.
- iii. To produce an implementation plan for proposed interventions that have been identified during the process.

1.3. Jomo Kenyatta Public Beach, Mombasa

As the demonstration site for the DLIST project in Kenya, three possible localities were initially suggested – the Gazi Village in the South Coast, Jomo Kenyatta Public Beach in Mombasa, and Kipini Village in the Tana River Delta. After much consideration, and in close collaboration with the ASCLME National Focal Point (Dr. Johnson Kazungu) and Data and Information Coordinator (Dr. Harrison Onganda) it was finally decided to select the public beach in Mombasa to make the set of nine regional demonstration sites in the project as diverse as possible. Mombasa city is located at the Kenya's coast about 432 km south east of Nairobi, the capital city of Kenya. It is characterized by coral reefs, some mangrove forests, beaches, low-land and *kaya* forests. Tourism, fishing and trade are the main socio-economic activities in the coastal area in and around Mombasa.

Jomo Kenyatta Public Beach (JKPB) is located in Mombasa, in the Bamburi area, which is boarded by Shanzu to the north-west and Kisauni to the south-west. Jomo Kenyatta Public Beach is in a totally urban setting with hundreds of different stakeholders on this tiny stretch of beach. The access area, which is really the part of the beach that is commonly referred to as the “public beach” is only around 100 meters wide and stretches 300 meters from the main road down to the beach (See Map 1).



Map 1: Jomo Kenyatta Public Beach in Mombasa, Kenya.

The public beach area is unique due to its easily accessible location close to the city centre and it is an immensely popular tourist destination for people from all over Kenya (See Figure 2). Hundreds of people are directly dependent on the beach for their livelihoods, which is full of local food stalls, souvenir vendors, people renting out bicycles and swimming tubes, arranging boat trips to the marine park, offering camel rides on the beach and many other activities. There is also a fish landing site and



Figure 2: Kenyan tourists enjoying the public beach at sunset time in July 2010.

fish market (see Figure 3) and an office for the Mombasa Boat Owners' Association (MBOA) which were built on the beach a few years ago with funding from US AID. All people living and trading in this area are highly dependent on the resources, not only as a source for food (fishing), but as an indirect source of income through tourism related activities, which are totally dependent on the status of the beach and the marine resources. The coastal environment all over Kenya is increasingly under pressure from human activities and rapid development, and JKPB is no exception with constantly increasing pressure from recreational, social, and economic activities in the beach area.



Figure 3: The fish market at Jomo Kenyatta Public Beach

There is a fringing barrier reef all along the coast and the reef is almost 2 km from the beach in this area. 200 km² of the reef area along the beach in Mombasa was declared a Marine National Reserve in 1986 with 10 km² core zone known as the Mombasa Marine National Park

(http://www.kws.org/parks/parks_reserves/MMNP.html).

The entire area is managed by Kenya Wildlife Service and fishing is not allowed at

all inside the Marine National Park and tourists are only allowed to enter the MPA after paying a \$15 park entry fee. It is popular site to visit and the reefs are still considered to be relatively healthy despite issues such as coral bleaching occurring on regular basis.

The vegetation along the beach is mainly made up by coconut palms on the beach, and there are also some areas with mangroves in the Mtwapa and Tudor creeks. The fish populations on the reef still seem to be relatively healthy, looking at the fish brought back to the market by the local fishers. This is most likely thanks to efficient management of the Marine National Park, which allows the fish populations to recover and “spill over” into the surrounding fished areas. Traditionally, the fish business near JKPB has sustained communities around this area very well. A high level of development all along the beaches in Mombasa has affected species diversity and it is for



Figure 4: Solid waste is a problem on the public beach

example very rare to see sea turtles which used to nest on the sandy beaches along the coast in Mombasa.

There is a big problem with solid waste management on the public beach (see Figure 4). The beach area is littered with plastic bags, old bottles and other containers as well as organic waste from food remains, despite there being official waste bins provided by the city council. The system does not work effectively and the beach is extremely dirty which reduces its attraction for tourists. The waste is also a problem for the marine environment if it runs off into the sea.

Section 2 - Methodology

Broad-based consultations, discussions and interviews were conducted by the DLIST team during two site visits (phases), in January and July 2010. This section outlines and explains the adaptive methods and approaches used during the project duration. Figure 5 presents the methodology adapted for the development of the Development Plan for Jomo Kenyatta Public Beach in the form of a flowchart.

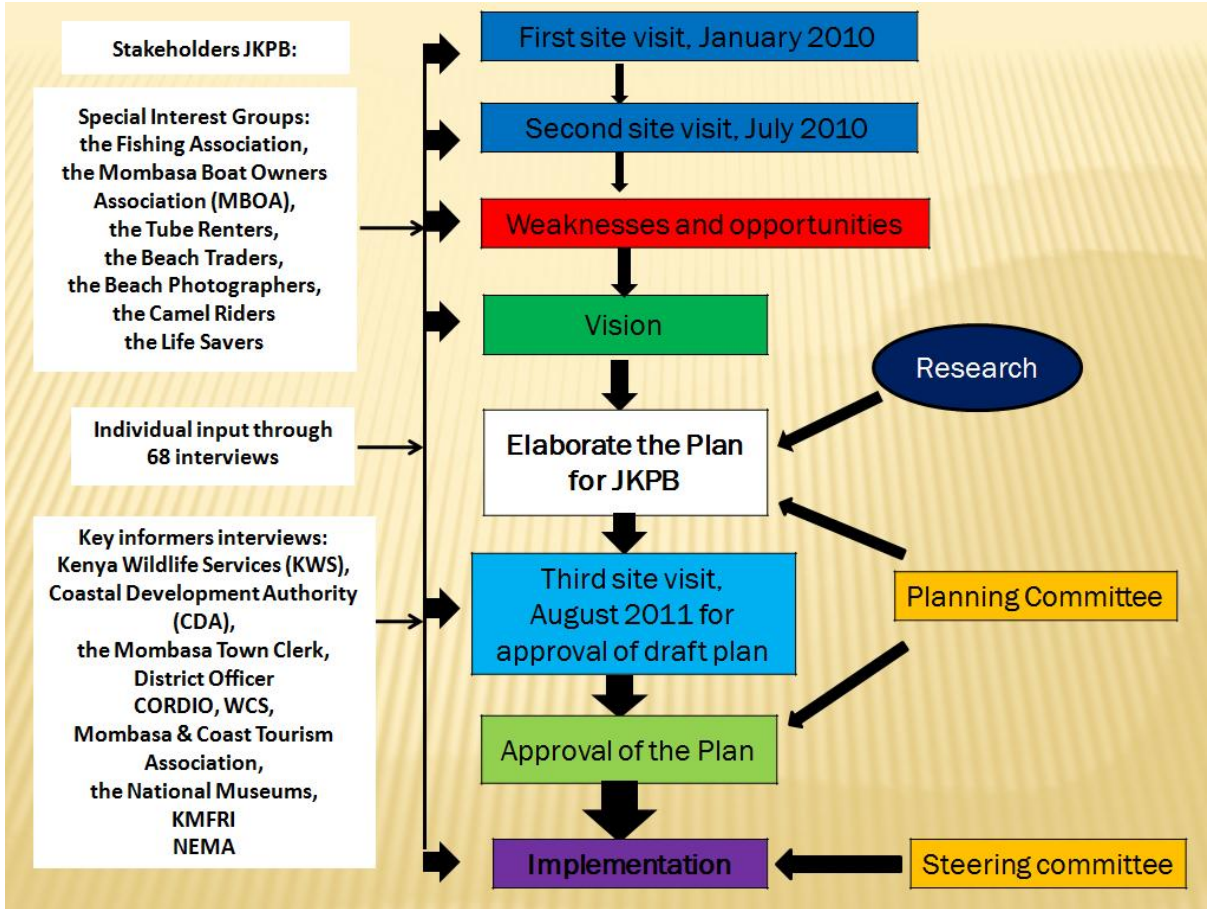


Figure 5: The planning approach used for the Development Plan for Jomo Kenyatta Public Beach in Mombasa, Kenya

Central to the development of any Local Economic Development (LED) Plan is consultation with the local community and stakeholders. At Jomo Kenyatta this has been done in several ways, namely in the forms of stakeholder group meetings/visioning exercises, key-informer's interviews, and interviews with individual stakeholders on the beach.

2.1. Phase 1: January 2010

The planning process started with the first site visit in January 2010, when the team met with a number of stakeholders on the public beach (see first blue box in Figure 5). The aim of this trip was to map out the main stakeholders meet as many as possible of them to introduce the DLIST ASCLME project and the LED planning process, and for the consultants to familiarise themselves with the demo site and the stakeholders.

During these meetings, the DLIST project, the LED planning process and the approach to be taken was presented and discussed. Initial input to the identification of weaknesses and opportunities were listed. During this site visit, a draft list of local stakeholder groups were also identified (see final list on the left side of Figure 5) for the group-based consultative workshops to be undertaken during the second visit.

In January 2010, the consultants met with the following people;

- i. Dr Harisson Onganda, KMFRI, which is the National Focal Institution for the ASCLME Project in Kenya. A draft list of beach stakeholders was developed with input from Dr Onganda.
- ii. Mr Jeff Karisa, member of the Mombasa Fishers' Association, one of the fishers who use the fish landing site at JKPB. He explained that the fish landing site was built a few years ago for the Nyali, Bamburi, Utange Fishermen (NBUF, with the main office in Bamburi) with funding from US AID through the Government. The Fishermen Association in Bamburi has around 200 members, including both active fishermen as well as local fish traders. The fishermen in this area use methods such as net fishing, line fishing, dema traps and spear guns. They don't fish inside the MPA because it is illegal and if caught, they pay a large fine to the KWS. The Chairperson of the committee is Mr. Athman Mwinyi.
- iii. Mr Mohamed and Mr Jaffar of the Mombasa Boat Owner's Association, MBOA. They explained that MBOA has around 80 members, of which only 30 are active members who pay a monthly membership fee. The MBOA are under the Federation of Boat Operations, which is an umbrella organisation that covers the entire Kenyan coast from south to north. The members are all boat owners based on the public beach and the boats they have range from catamarans and large dhows to small glass bottom boats and local canoes. There are some boat operators who want to operate on their own and who are not part of the association. The association is a registered association and their office was built at the same time as the fish market, with US AID funding. All members of the association work with boat businesses related to the tourism industry on the

beach, mainly taking tourists to the marine park. One of the main problems the boat owners have is the increased park entry fee that has resulted in reduced number of tourists who want to go into the MPA. This reduces the profit for KWS and the marine park as well as the boat operators. As the state of the marine life in this MPA is not very good, tourists also complain that it is not good value for money. Some people in the area are upset about the way that KWS are managing the park, as there are no benefits to the fishermen or the villagers. Before the MPA was officially gazetted, the KWS promised to install a health centre, a school and other service institutes, but nothing has happened and this upsets the general public as they do not see the benefits of having the MPA.

Another problem, according to Mohamed and Jaffar, is that the beach is getting too crowded with many people trying to sell things to the tourists and this makes the tourists feel uncomfortable and unsafe. The tourists would then prefer to stay in hotels instead of coming down to the beach. The feeling of being hassled on the beach in combination with all the litter and the illegal drug dealers makes the beach a less attractive place for tourists. The municipality have tried to remove some of the local traders and relocate them somewhere else, but it is difficult to make people understand why they have to move if these efforts are not combined with training on why the move can be good for both the traders and the tourists. The premise of such a move could be that the tourists who really want to shop will go to the allocated sites and do so, while the beach area can be left more peaceful for those who want to relax and swim in the ocean.

2.2. Phase 2: July 2010

The second site visit was carried out in July 2010. The purpose of this site visit was to conduct stakeholder group visioning meetings, to collect LED input through individual interviews, to conduct film screening events and to meet with and interview key informers (Government and Non-Government Authorities, Parastatals, NGOs, etc.); with the main purpose of identifying weaknesses and issues with the current situation at Jomo Kenyatta Public Beach, and to identify opportunities that could be further developed to improve the situation as well as to come up with some proposed interventions. Another important task of this second site visit was to collect stakeholder input for a draft vision for the future and to select representatives for the Planning Committee from the beach stakeholders. This second site visit is represented in by the second blue box in Figure 5.

The involvement of all development stakeholders in the area has ensured that the process has been fully participatory and transparent.

2.2.1. Planning Committee

During the stakeholder group meetings organised with the beach stakeholders, each group were encouraged to select one or two representatives for the Development Planning Committee. The main purpose of this Planning Committee during this process was to function as contact people to the DLIST team in case they needed additional information about something or if they wanted to give feedback etc. Table 1 shows an overview of the selected community members.

Table 1: Selected representatives for the Planning Committee for JKPB

	Name	Group	Contact
1	Emmanuel Yaa	Fishing Association	Tel: +254-729-453887, Email: yaaemmanuel@yahoo.com
2	Heri Ibrahim	Fishing Association	Tel: +254-720-005845
3	Menza Francis	Tube Renter and Life Guard	Tel: +254-720-736385, Email: karisamenzake@yahoo.com
4	Misheck W. Njugi	Beach Photographer	
5	Ismail Bwana Hamad	MBOA	
6	Muhamed Parua	MBOA	Tel: +254-731-037584
7	Eusephio Nyaga Kantifa	Community Beach Traders	Tel: +254-729-388266

2.2.2. Individual interviews



Figure 6: The DLIST team conducting an individual interview on JKPB

Socio-economic research was conducted with people on the public beach (see Figure 6). The questionnaire that was used is found in Appendix I attached to this report. The purpose was to collect important socio-economic information, information about programs and projects that have been active on Jomo Kenyatta Public Beach, as well as gathering individual opinions on the weaknesses, opportunities and the future vision.

A total of 68 individual interviews were conducted by the DLIST team with the support from field assistants from Coastal Oceans and Research and Development in the Indian Ocean (CORDIO).

2.2.3. Stakeholder group visioning exercises

Seven group visioning exercises were conducted with stakeholder groups that had been identified during the first site visit (listed on the left side in Figure 5 above). The groups were; the Beach Photographers, the Beach Traders, the Camel Riders, the Fishers' Association, the Life Guards, the MBOA, and the Tube Renters. The aim of the discussions was to gather input from the groups to identify weaknesses and opportunities that exist at the public beach when it comes to development and sustainable resource management. The weaknesses and opportunities were ranked in order of importance. The identified issues and opportunities and the overall discussion with each group was used to give input to a draft vision for the future development of Jomo Kenyatta Public Beach.

2.2.4. Key informers interviews

A number of meetings were also arranged with key informers in the area during this second site visit, while some key informers who were unable to meet with the team during these days have contributed later. The discussions followed the outline of the key informers' questionnaire attached in Appendix II. The following people/authorities have given input to the planning process;

- i. **Kenya Wildlife Services (KWS)** – Mr. Mugo (Deputy Assistant Director), Dr Mohamed Omar (Senior Scientist, Tel: +254-41-2312744/5, mobile: 0722-764691, email: msaid@kws.go.ke), Mr Arthur Tuda (Senior Warden Mombasa Marine Park, mobile: 0722-283769, email: adcoast@kws.go.ke or atuda@kws.go.ke)
- ii. **Coastal Development Authority (CDA)** – Mr. Francis Kipkech (Ag Managing Director, tel. 020-8009196, fax: 254-041-2224411, mobile: 0729-012229, email: cda@cdakenya.org or md@cdakenya.org), Mr. Gabriel Ndeje (Officer, gneje@gmail.com), Ms. Mwanasiti M. Bendera (Head of Research Department, mobile: 0724-793887, email: sitibendera@cdakenya.org or sitideflag@gmail.com)
- iii. **The Ministry of Fisheries** – Mr. John Muye (Fisheries Officer, Tel +254-724-327206)
- iv. **Mombasa Town Clerk** – Mr. Tumbun Otieno (Town Clerk – tubmun@gmail.com, Tel: +254-41-2311025, mobile: +254-722-741784), Mr Bangush H. Mohamed (Principal Administrative Officer, email: mohamedbangush@yahoo.com, Tel: +254-722-282864)
- v. **NEMA** – Mr. Isaiah N. Kyengo (Provincial Director of Environment – Coast Province, tel: +254-721-302101, email: kyengoi@yahoo.com/@nema.go.ke) and Mr James Kamula (Senior Marine Scientist, tel: +254-722-942081, email: kamulajm@gmail.com)
- vi. **The District Office (Kisauni Constituency)** – Walter Ngaira (Tel: +254-722-591142, email: dc_10kisauni@yahoo.com)
- vii. **CORDIO** – Mr Stephen Oluoch (Tel: +254-722-659103)

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- viii. **Wildlife Conservation Society (WCS)** – Dr Tim McClanahan (Tel: +254-734-774225, email: tmclanahan@wcs.org)
- ix. **Mombasa and Coast Tourism Association** – Ms Millicent Odhiambo (Executive Officer, Tel: +254-722-475796, email: modhiambos@yahoo.com)
- x. **Kenya Marine and Fisheries Research Institute** – Dr Harrison Onganda (+254-722-787916, email: honganda@kmfri.co.ke)
- xi. **National Museums of Kenya** – Dr Khan (Tel: +254-715-435569, email: kkhan@museums.or.ke or kalanadarkhan@gmail.com)

2.2.5. DLIST film festival screening events

Two film screening events were organised to show films related to marine and coastal environment issues, with 30 attendants the first evening and 20 the second evening. The purpose of the film screening events was to increase people's awareness about marine and coastal ecosystems and threats to their survival. The events were organised at the MBOA office on Jomo Kenyatta Public Beach and the following films were shown;

- TUMCA – CHABAMCA, marine protected areas in Zanzibar
- The ASCLME Educational film (Kiswahili version)
- Short films from CORDIO
- Dive Bazaruto
- Haiba ya Zanzibar
- A World without Water

2.3. Phase 3: August 2011

The most recent field trip was conducted in August 2011. A community meeting was conducted on Jomo Kenyatta Public Beach to give feedback on the preliminary results from the group visioning exercises, the individual interviews and key informers interviews (represented by the last blue box in Figure 5 above). The draft vision was refined and community input was incorporated to the proposed interventions and possible solutions suggested in the plan.

A steering committee has not yet been created, but this issue was discussed at the community meeting and it is proposed that the Planning Committee (see Table 1) will fill this role initially.

Section 3 - Outcomes

3.1. Individual Interviews

Interviews followed an open format style; while there were questions, they were designed to encourage participants to speak freely and add whatever information they felt may be relevant to the socio-economic profile of the beach community or the development of a plan for the future development of the public beach. The purpose was not to arrive at a detailed analysis of all aspects of the community but to obtain reliable broad trends and to find out what aspects could be address by the plan, based on the 68 individual interviews conducted. It investigated age and gender, education level, number of dependants in the households, existing economic livelihood activities and income sufficiency of the local inhabitants. The analysis also examines the current development stakeholders in the area.

The interview sheet used for these interviews is found in Appendix I, while Appendix III shows an overview of development organisations, partners and programmes and what they have achieved in the JKPB.

3.1.1. Age composition

The age composition of the randomly selected interviewees shows that 36% are between 15-25 years of age, and that 35% are between 26-35 years of age. Overall, the people that are active in the different activities on the beach are “young” with less than 10% in total being over 46 years (see Figure 7).

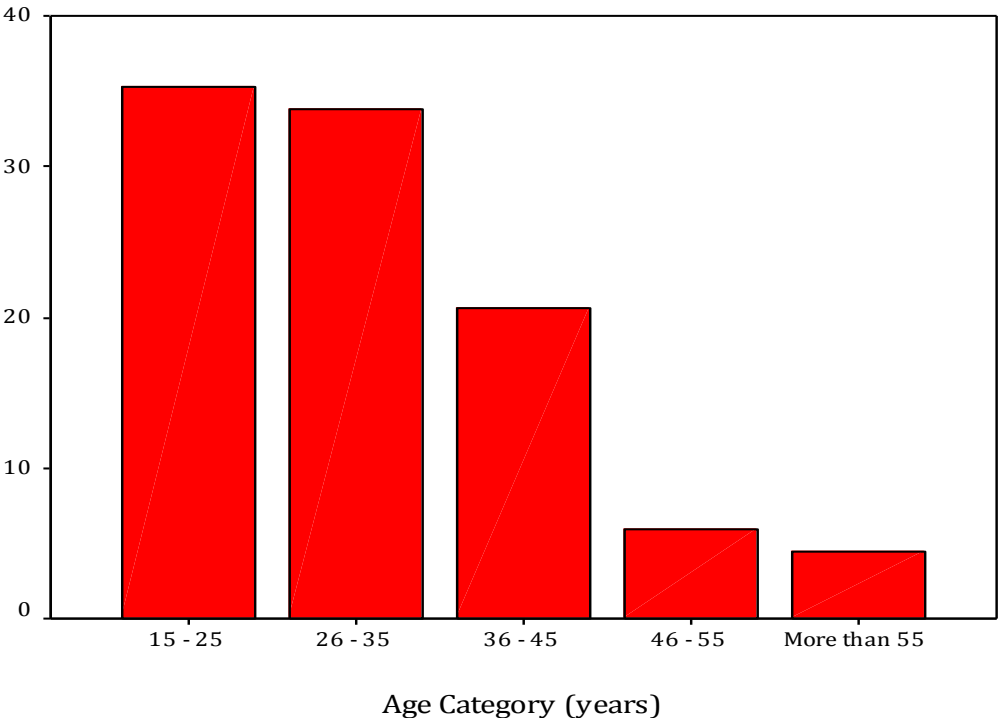


Figure 7: Age groups of the interviewed beach stakeholders

3.1.2. Education level

The interviews also included a question about what level of education the respondents have and the result clearly show that many of the JKPB community stakeholders have low education, with almost 60% having only primary school or less (see Figure 8). This shows that the beach indeed provides good opportunity for people with low education levels to make a living on the public beach area.

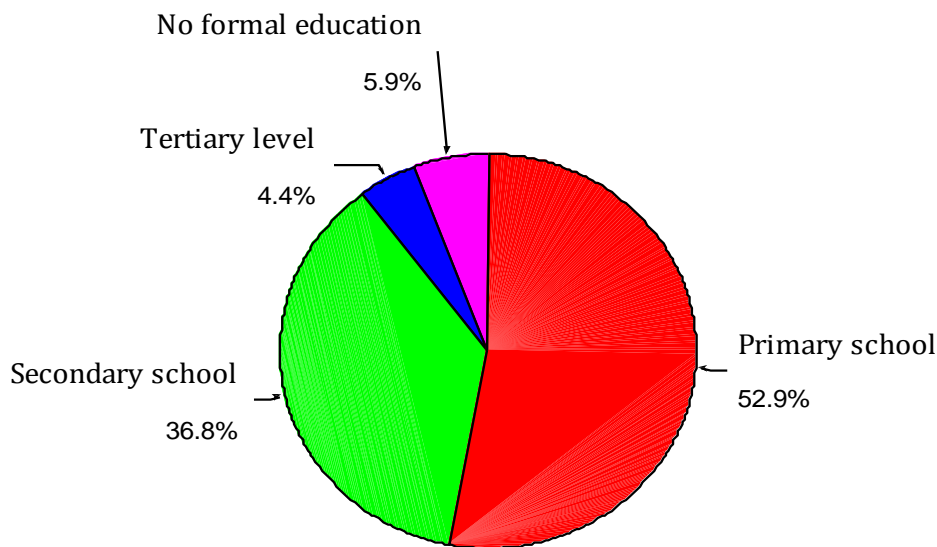


Figure 8: Education level among the interviewed beach stakeholders

3.1.3. Livelihoods activities

The livelihoods activities are spread between fishing, organising boat excursions, “trading”, photography, tube renting, and fish trading and chair renting, as the people working on the beach where particularly targeted by the interviews. An overview of the primary livelihoods activities are seen in Table 2.

Table 2: Primary livelihoods activities among the interviewed beach stakeholder

Primary Activities	Number of Responses	Percentage of Responses
Fishing	12	17.6
Tube renting	12	17.6
Photographing	4	5.9
Camel riding	3	4.4
Chair renting	1	1.5
Watch man/security	1	1.5
Trading/kiosk	17	25.0
Boat operating/Tourism	15	22.1
Fish trading	3	4.4
Total	68	100.0

When asked about alternative income generating activities it is striking that 65% of all stakeholders have no alternative to turn to when the primary source of income fails to provide (see Figure 9).

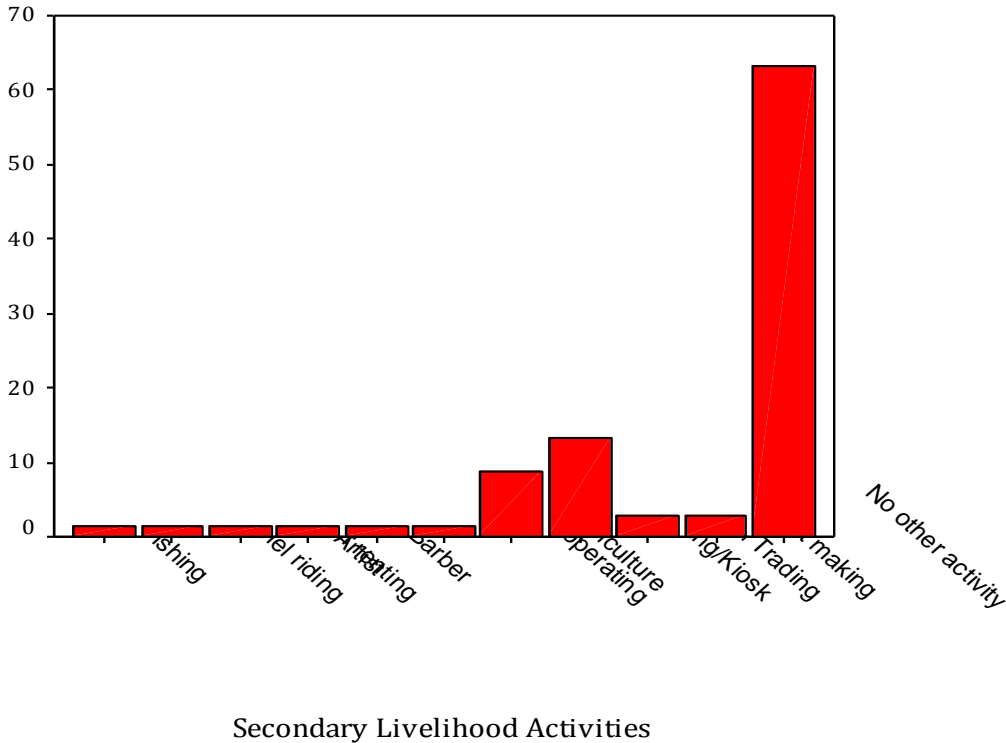


Figure 9: Secondary livelihoods activities among the interviewed beach stakeholders

3.1.4. Income sufficiency

When asked about income sufficiency, almost 80% of the respondents say that the income they make from their livelihoods activity on JKPB is not sufficient to make a living (Figure 10).

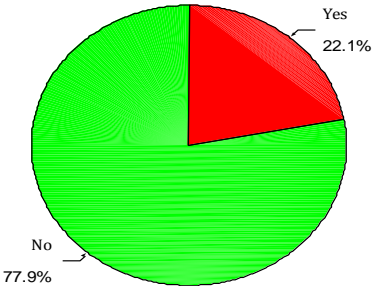


Figure 10: Income sufficiency among beach stakeholders

The reason for this income insufficiency was also investigated as part of the interview. The answers given by the respondents are found in Table 3 below, which shows that most people

say that they get too small benefits from their income generating activity. Other problems for the beach stakeholders are the seasonality in the tourism sector and the increased costs of living.

Table 3: Reason for income insufficiency at JKPB

Reasons	Number of Responses	Percentage of Responses
Few customers during bad season	12	22.6
Low agric production	1	1.9
Small benefit from the activity	26	49.1
Increased cost of living	10	18.9
Scarce fish resource	3	5.7
High park charges	1	1.9
Total	53	100

It has also been found that most of the beach stakeholders support quite a few people on this “insufficient” income, with almost 53% supporting between 1-5 people and almost 40% supporting 5-10 people (see Figure 11).

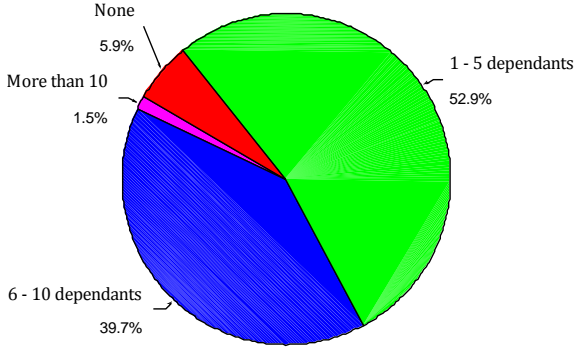


Figure 11: Number of dependants among the interviewed beach stakeholders

3.1.5. Weaknesses, issues and opportunities

The interviews also collected information from the individuals related to weaknesses and opportunities for the future development of Jomo Kenyatta Public Beach. These have been grouped into main categories (general issues, related to Government, related to the environment, related to equipment and facilities, and finally related to stakeholder conflict). Many points are the same as the ones raised in the stakeholder group meetings in section 3.2., and most likely this is because the interviews were conducted at the same time as the stakeholder group meetings. Many of the interviewed people had therefore already attended a group meeting before being interviewed. All weaknesses/issues, opportunities and the input for the vision that came out from the individual interviews are listed below;

Weaknesses and issues:

General

- Many stakeholders conducting business on the beach have no ID or uniform
- There is no good arrangement of the different activities, better planning is needed
- There is a lot of insecurity on the beach – it is not safe for tourists and the business people don't know what will happen in the future so they have no security to make investments
- There is a huge influx of people investing/making business in the area and a lack of control
- Literacy level is low among beach stakeholders
- Few and decreasing numbers of both foreign and local tourists
- Seasonality in tourism
- Hooliganism on the beach and around that hassles visitors
- The clients/tourists have less money to spend (they are low income earners)
- Business on the beach is not good and income is small, giving low living standard
- The beach is prone to disease breakouts
- There is a lack of information – including lack of information about how many visitors there are on the beach as well as lack of signs and information for visitors
- Congestion on the beach
- Accidents in the sea e.g. drowning, stepping on sea urchins etc
- The beach associations have no money to advertise their services
- There is a problem with prostitution and drugs
- Children get lost and there is no place to go to get help



Figure 12: Food stalls at JKPB

Government related

- People get arrested by the police without clear information or reason
- MPA visitors' fee by KWS is very high which takes all the profit from the tour operators
- Tourists are not allowed to swim in the reserve area
- Harassment from the municipal council which creates losses for the beach stakeholders
- Harassment from KWS and they don't give back anything to the community
- Strict regulations by KWS and hoteliers

Environment related

- There are strong winds at the sea especially during southeast monsoon, which makes it difficult for the fishers in this area
- The fish catch is getting more and more unreliable and it is hard to make a living
- The beach is dirty and polluted and there are very few cleaning equipments such as dustbins and rakes
- There is still illegal fishing taking place
- Beach erosion is getting worse



Figure 13: Fishers treating their boats on the beach is reported to cause pollution

Equipment/facilities related

- Insufficient toilets on the public beach
- Improper parking area
- Water shortage
- No places for changing, resting and keeping visitor's luggage
- No shelters to camel riders during hot and rainy season

Stakeholder conflict related

- Politics within JKPB – on tribal basis especially during election
- There are people doing illegal businesses (those not registered), which gives unfair advantage as they can offer lower prices for their services
- No unity among many business stakeholders on the beach
- High competition from other businesses like hotels who offer better services than locals on the beach
- Accidents to tourists caused by camels
- There is a problem of discrimination by people who have been longer at the beach – old people assume the beach is their property and they don't want to let any new-comers in

Opportunities:

- Fishing is still good and the sea is rich
- We have lots of tourist which gives opportunities to make money from tour guiding, water sport business and hotel industry
- The beach gives good opportunity for self employment in business and trading

- Presence of Marine Park, which attracts more tourists and preserves the environment
- Swimming guidelines for learners would be good to have, as the beach is a good place for people to learn how to swim

Input for the future vision:

General issues

- We want to have stable income and good life, including good health and education, also for family members
- The beach should provide peace and security
- There should be good respect for tourists
- Polite policemen should be present on the beach all the time to reduce illegal activities and harassment of tourists
- There should be a good communication channel, for example there should be a community internet service on the beach to assist communications with visitors and get more information
- Good governance; transparency and good governance by the government
- Access to health facilities
- The beach should have a good rescue team with good emergency equipments
- We hope that JKPB will have many foreign tourists
- No more political conflicts on the beach (unity within the community) or in Kenya as this drives away foreign tourists
- There should be better service to tourists e.g. visiting the marine park
- The Government should deal with illegal fishers
- The beach should have good and proper planning – each activity including vehicle parking at a specific place
- The business stakeholders should be able to own their own houses/offices for business
- We want better coordination among all stakeholders and government
- Provision of funds/loans to groups
- The road should be upgraded
- Expand business
- The intruders must be reduced (better enforcement of business licences) we the existing cooperatives and associations should become stronger
- More tourist attractions on the beach including



Figure 14: A big Red Snapper at the fish market on JKPB

chairs, shades, benches, walking path, swimming school, aquarium etc

- Each stakeholders of JKPB to concentrate on their activities and not interfere with other people's work

Related to specific stakeholder groups

- The fishers should have better fishing equipments (e.g. nets, boats)
- The tour operators (boat operators) should have their own boats (everyone) to increase revenue and opportunities for self employment

3.2. Stakeholder group visioning exercises

Seven local community groups on the public beach participated in group visioning exercises to identify and rank weaknesses, opportunities and to give input to a common future vision for JKPB. The groups were; the Beach Photographers, the Beach Traders, the Camel Riders, the Fishers' Association, the Life Guards, the MBOA, and the Tube Renters.

Table 4 below includes the overall issues grouped into topics listed by all groups:

Table 4: Weaknesses, opportunities and suggestions concluded from the community group meetings at JKPB

Category	Weaknesses	Opportunities	Remarks/Suggestions
Environmental issues	Destructive fishing methods Beach destruction by hotel developments close to the high water mark, which also disturbs turtle breeding areas Solid waste pollution on the beach Poor drainage and lack of access to sanitation Lack of fresh water	Do training with the fishers association on sustainable fishing methods Improved law enforcement for both fishing and constructions near the beach (forbidden) Introduce more bins on the public beach area and improve management/service Construct more public toilets and drainage systems Introduce rain water	Generally improved enforcement of existing laws and improved planning and development of the beach area would address many of these issues Overall support to improved environmental awareness will also contribute greatly

	Boat repairing activities (fishers) cause pollution on the beach	harvesting The fishers should be given a designated space to do boat repairs, and training on alternative techniques	
Lack of funding and investment	Lack of capital for community investments for improved business on the beach	The beach community needs training in how to access bank loans and community funds for investments Increased government support would be appreciated	With training on how to access funds, the organised community groups could improve and develop their current businesses
Education and training	Inadequate awareness about environmental issues among beach stakeholders as well as visitors Fishers need training in modern techniques for fishing and boat maintenance Most beach operators would benefit from training on how to provide better service	Initiatives like environmental awareness training for beach traders and visitors should be encouraged minimize environmental degradation If fishers are to reduce their negative impact on the environment they need more training and improved fishing methods English language courses, cooking and tourism services training should be encouraged so people can increase	People are interested in more education and training as it would improve their skills and livelihoods options, and reduce negative environmental impacts. A community internet cafe on the public beach would encourage training activities

		their standard of service and increase profits	
Stakeholder conflict	<p>Conflicts between the fishermen and boat operators – fish traps are destroyed by tourist boats</p> <p>Improper planning and management of the beach activities and lack of coordination of different activities cause conflict among the different groups on the beach, i.e. people sometimes get hurt by camels when it is crowded</p> <p>Competition of the same activities from hotels and rumours passed to foreign tourist by hotels about the locals on JKPB; in fact foreigners are warned not to visit JKPB when they visit Mombasa city.</p>	<p>Improved communication would reduce this type of conflict</p> <p>The public beach should be better planned/zoned to avoid clashes between different groups</p> <p>If the local operators on the beach get trained on how to provide better service this problem could also be addressed</p>	<p>It is important that all stakeholder groups are participating in the planning of zoning of the beach area, or else it will not be respected.</p> <p>It is important to involve the hotels in the training activities and to encourage them to refrain from competing with the local operators to spread the wealth</p>
Law enforcement	<p>There is a lack of law enforcement regarding fishing methods, business licenses, near beach construction and</p>	<p>Many problems identified are directly linked to lack of law enforcement</p> <p>The community members are all for</p>	<p>The regulatory and institutional framework for the public beach should be assessed and it should be clear who is in</p>

	<p>developments</p> <p>There are illegal activities occurring on the beach, such as drug trading, prostitution, theft and tourism harassment</p>	<p>improved law enforcement</p> <p>Improved security on the beach will benefit all businesses</p>	<p>charge of what.</p> <p>The responsible authorities would also increase revenue by increased law and licence enforcement</p>
Infrastructure and equipment/facilities	<p>The fishers have old and poor fishing equipment and also insufficient knowledge on how to use modern gear</p> <p>Lack of public toilets</p> <p>Lack of a dispensary and ambulance services in case of emergency</p> <p>The access road is in poor condition (should be separate entry and exit)</p> <p>Lack of public address/warning system</p> <p>Low standard eating places</p> <p>Lack of proper changing rooms and swimming tubes</p> <p>Lack of offices for the beach associations</p> <p>The life savers have</p>	<p>Investments in improved fishing gear could increase the catch, if combined with training as it would give access to new fishing areas</p> <p>This causes pollution</p> <p>Reduces the security on the beach as there are insufficient services available, and the access road often gets congested</p> <p>With improved restaurants, changing rooms and swimming tubes the traders could charge more for their food and services and increase profits.</p> <p>The life savers volunteer their services and without insurance it is risky</p>	<p>Currently the fishers only have access to the nearby reefs, of which some fall inside the MPA, giving them limited fishing grounds</p> <p>The beach would become more popular if the basic services provided were improved</p> <p>With improved access road, public alert system and ambulance services and dispensary, the beach would be a safer destination for visitors</p> <p>With improved standards of services, income could improve</p> <p>The life savers are volunteering their services and need additional support if the service is to be</p>

	no life or health insurance	for their families	maintained
Issues related to Government and community interaction	<p>Poor cooperation and poor communication between business stakeholders and the government</p> <p>High fee/charges by the KWS, and insufficient returns to the community and general lack of collaboration between KWS and beach stakeholders</p> <p>Kiosk demolition done by the District Authority, without notice to the community</p> <p>Lack of legal mandate and advocacy – nowhere to go in case of business problems</p> <p>Lack of statistics for the beach, regarding how many visitors</p> <p>The lifesavers association is not officially recognised</p>	<p>Improved and clear communication between government and the community could facilitate issues related to law enforcement, licensing issues and also ensure the community are better prepared if they have built “illegal” kiosks or structures that must be removed</p> <p>Improved records of visitors to the beach would assist stakeholders to plan for seasonality and business development</p> <p>The lifesavers association needs to be officially recognised and be funded in a sustainable matter to be maintained for the future</p>	<p>It was proposed by the community members that they should set up a special committee to meet regularly with KWS to discuss issues and pass on management decisions</p> <p>Such a community group could also be used for meetings with other government structures to ensure improved communication</p>

The Life Saver's Association listed a number of issues that are particularly related to their group and not necessarily to the overall future and development of the public beach. These issues are listed below;

- There is a conflict between the private businesses and the lifeguard mission. When it is busy season the life savers lose out on business opportunities if they go for a rescue mission. If they could get paid for being lifeguards it would be better.
- The lifeguards don't have a reliable supply for the first aid box. There have been cases when the lifeguards can't assist a patient with a cut or bleeding because they lack protective gloves and plasters.
- The existing rescue centre (see Figure 15) belongs to the "Kenya Red Cross" and it limits the opportunities for expanding the activities. The association would like to have their own centre.
- There is a lack of rescue equipment in the existing centre (the association has no boat, very few floating aids etc) and it limits the area where they can operate. If someone has an incident out by the reef it is too far for the lifesavers to reach them without a boat.
- The existing watching tower is rusty and unsafe to use
- The lifesavers have only cotton t-shirt as uniform and it is not suitable for swimming. If the team approaches a tourist in need of assistance the uniform is very important so that they are recognised for who they are. A wet-suit or rash top with proper colours and clear writing would be ideal.
- There are also too few lifeguards – at least now that they are all volunteering.



Figure 15: The Rescue Centre at JKPB

3.3. Key Informers' Interviews

Eight meetings have been conducted with key informers, people who are well informed of the situation on Jomo Kenyatta Public Beach.

- Kenya Wildlife Services (KWS)** – Mr. Mugo (Deputy Assistant Director), Dr Mohamed Omar (Senior Scientist, Tel: +254-41-2312744/5, mobile: 0722-764691, email: msaid@kws.go.ke), Mr Arthur Tuda (Senior Warden Mombasa Marine Park, mobile: 0722-283769, email: adcoast@kws.go.ke or atuda@kws.go.ke)

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- ii. **Coastal Development Authority (CDA)** – Mr. Francis Kipkech (Ag Managing Director, tel. 020-8009196, fax: 254-041-2224411, mobile: 0729-012229, email: cda@cdakenya.org or md@cdakenya.org), Mr. Gabriel Ndeje (Officer, gneje@gmail.com), Ms. Mwanasiti M. Bendera (Head of Research Department, mobile: 0724-793887, email: sitibendera@cdakenya.org or sitideflag@gmail.com)
 - iii. **The Ministry of Fisheries** – Mr. John Muye (Fisheries Officer, Tel +254-724-327206)
 - iv. **Mombasa Town Clerk** – Mr. Tumbun Otieno (Town Clerk – tubmun@gmail.com, Tel: +254-41-2311025, mobile: +254-722-741784), Mr Bangush H. Mohamed (Principal Administrative Officer, email: mohamedbangush@yahoo.com, Tel: +254-722-282864)
 - v. **NEMA** – Mr. Isaiah N. Kyengo (Provincial Director of Environment – Coast Province, tel: +254-721-302101, email: kyengoi@yahoo.com/@nema.go.ke) and Mr James Kamula (Senior Marine Scientist, tel: +254-722-942081, email: kamulajm@gmail.com)
 - vi. **The District Office (Kisauni Constituency)** – Walter Ngaira (Tel: +254-722-591142, email: walterngaira@yahoo.com or dc-kisauni@yahoo.com)
 - vii. **CORDIO** – Mr Stephen Oluoch (Tel: +254-722-659103)
 - viii. **Wildlife Conservation Society (WCS)** – Dr Tim McClanahan (Tel: +254-734-774225, email: tmcclanahan@wcs.org)
 - ix. **Mombasa and Coast Tourism Association** – Ms Millicent Odhiambo (Executive Officer, Tel: +254-722-475796, email: modhiambos@yahoo.com)
 - x. **Kenya Marine and Fisheries Research Institute** – Dr Harrison Onganda (+254-722-787916, email: honganda@kmfri.co.ke)
 - xi. **National Museums of Kenya** – Dr Khan (Tel: +254-715-435569, email: kkhan@museums.or.ke or kalanadarkhan@gmail.com)

3.3.1. Kenya Wildlife Services

The consultants met with representatives from KWS in July 2010 and again in August 2011. Kenya Wildlife Services is a major stakeholder at Jomo Kenyatta Public Beach. Many years ago (before 1990) KWS used to collect a levy from all the hotels along the beach – based on a fixed fee/bed nights. During that time KWS were also responsible for the management of the beach in terms of keeping it clean and ensuring safety was maintained at a high level. Since every tourist that stayed at one of the hotels already contributed to the park

management, there was no specific park entry fee in place. The rangers that worked in the

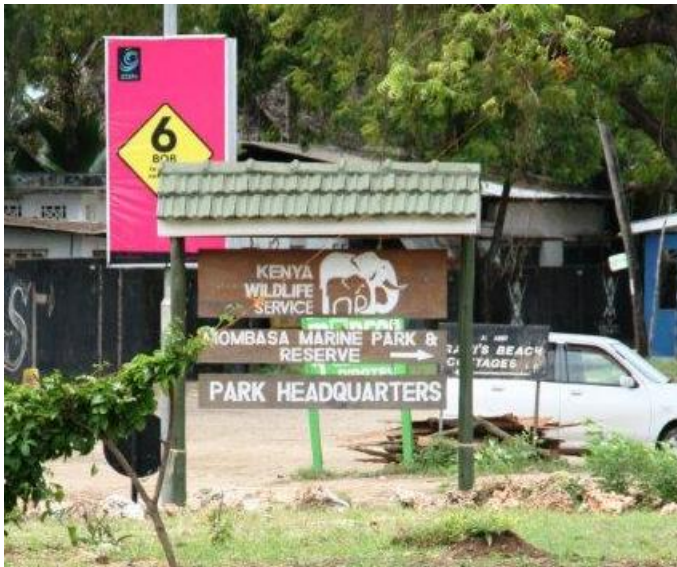


Figure 16: KWS Park Headquarters sign at JKPB

Mombasa Marine Park could then focus their time on reef monitoring, patrolling and other ranger duties.

With the new system people pay a 15\$ entry fee to the marine park and the rangers have to spend most of their effort ensuring that each boat that visits the area pays the fees. The revenue collection takes a lot of time and reduces the number of staffs that are available to do surveillance, patrolling and monitoring. In 2010, the responsibility for the beach fell on the municipal council and the tourism

activities under the Ministry of Tourism. The split in responsibilities created problems as the mandates and responsibilities are not clear. For example no-one really knows which authority that is responsible to take care of a stranded whale or a dead turtle on the beach. Is it the responsibility of KWS since it involves a marine animal or is it the responsibility of the municipality since they are responsible for keeping the beach clean? More importantly, the responsibility for providing safely and lifeguard facilities is not clear and this causes a lot of problems. It was suggested that a new authority or organisation could be created – and this authority/organisation should be given full mandate to manage the beach and take all responsibilities. It remains to be clarified what exactly happens with this responsibility situation now that the land title deed has been given to the National Museums of Kenya and a new beach management initiative has been introduced to KWS.

It was also pointed out that KWS are not very popular among many of the stakeholders on the beach. The boat owners for example are complaining that the entry fee to the marine park is too high and they don't get enough tourists any longer. KWS responded to this by explaining that the tourism in general has decreased in the area since the peak in 2007. People have to work harder and make their trips more interesting and attractive for the tourists. For example, an average trip to the Mombasa Marine Park could be ½ day or even full day and include a nice lunch on the beach or boat. Marketing is very important to attract the tourists. A while back the boat owners association were given a donation to improve their business by building a small community restaurant, but the funds were not managed properly and disappeared before the construction was done.

Some additional details related to how KWS operates in the area were discussed. For example KWS explained that when they need to give information to the community, they call a meeting. They operate according to a participatory and adaptive management. If

people want to reach KWS and report a problem they can either turn to the warden or the rangers patrol. There are also special turtle conservation groups that can convey information from the community members. With these turtle conservation groups, KWS sometimes organises beach clean-up days, mangrove planting projects.

According to the KWS representatives the main environmental problems on JKPB is the problem with waste management – both solid waste and sewage. Also coastal erosion is a big problem, which is increased because of the high pressure on the beach from people, cars etc. Illegal and destructive fishing in the area is also a big problem, including shell collection inside the marine parks. The area also suffers from coral bleaching which is very hard to address.

Another issue that was discussed was the plan to move all the beach vendors to another area – somewhere away from the actual beach. The beach area would then be left for people to just relax, sun bathe and enjoy the beach. The tourists who wanted to do shopping would then go to the designated area where shops and vendors would be better organised. This was an initiative under the Ministry of Tourism in collaboration with the hoteliers. All hoteliers agreed to close down their curio shops in the hotels to support the beach traders. There was even a plot intended for the trading area, but when the project never happened the land was sold for a private development.

3.3.2. The Coastal Development Authority (CDA)

The team met with representatives from the CDA in July 2010 and tried to revisit in August 2011. The Coastal Development Authority (CDA) has been involved in Jomo Kenyatta Public Beach and other Mombasa beaches in many ways in the past. Examples of activities that have been undertaken by the CDA include some community fish farming projects along the coast. Also a waste water management project for the Mombasa prison was under the CDA's initiative. This waste water project was very successful. There was also a project which focused on alternative livelihoods options and one of the interventions was to provide the fishers' association with a boat.

Main weaknesses on JKPB included the general comment that there are very few public beaches, so JKPB is very important to the population in Mombasa. It attracts a large crowd, which inevitably will disturb the ecosystem. The pressure on the beach is too high – there are too many users and no system in place to limit the number of people visiting the area. The local associations on the beach have poor leadership, which is mainly due to lack of training and awareness. There are people who are putting up private business and structures on the beach, to make business, but this is done in an unplanned manner. Waste management is a problem and the beach is dirty. Also pollution from waste water is an issue.

Some opportunities and possibilities were also mentioned, including a suggestion that the entry point to the beach should be better maintained. The road should be tarmac and there

should be a proper parking area – keeping the cars away from the beach. There should be a good public building for toilets and a space for people to get changed. This structure as well as the waste management should be under the management of the municipality. There is a lot of business on the beach and people are making money. Someone should conduct a study/research on how much money is being generated and by whom. If this is known the business licensing system could be improved.

3.3.3. The Ministry of Fisheries (the BMU)

The team met with the District Fisheries officer in July 2010. He has been involved in the Beach Management Unit on JKPB. The main issues identified were the problem of beach encroachment by private developers which disturbs turtle nesting sites and increases beach erosion. The problem of solid waste on the beach is also an important problem that must be addressed with high priority.

3.3.4. The Mombasa Town Clerk, Mr Tumbun Otieno

Meetings were arranged at the Town Clerk's office in July 2010 and in August 2011. Mr Otieno pointed out that the Local Authorities is a very important stakeholder and partner for future development of the public beach. On a regional level Mr Otieno has initiated a new initiative for local authorities along the east African coast. His vision is to create an "East African Local Authorities Ocean Shore Cooperation" with members from Lamu in the north all the way down to Dar es Salaam in Tanzania in the south.

The main problems at JKPB include the issue of land ownership on the public beach area. Initially the beach was under the municipal council, but now the ownership structure is not clear. Mr Otieno confirmed that the Ministry of Tourism interfered with the "land grabbing" issue and there is now a land deed that has been issued for National Museums under the Ministry of Culture and Heritage.

For the future development he would like to the Municipal Council as a key stakeholder. Any development taking place must have a permit from the Council and this facilitates the control of the area. Also business licences are under the Council, and with a good system in place the beach traders can be even better organised. JKPB has great potential as it is the only remaining public beach.

The buildings/structures on the beach area should follow a certain standard and they should be more uniform. There should be clearly defined areas for different activities on the beach. There should be good infrastructure in place (road access, toilets, lighting etc). Good collaboration and communication between the Ministry of Tourism, the local authorities, the Ministry of Culture and Heritage, the Provincial Administrators and the special Tourism Police should be encouraged for good management of the public beach area.

Finally Mr Otieno said that he would wish to see more public beach areas and less private developments along the beaches in Mombasa. Unfortunately the property owners are the wealthy people with much influence. In many cases the leaders and politicians themselves are the ones that own the properties and it will therefore be impossible to move the private developments to make space for more public beach access areas.

3.3.5. The National Environment Management Agency (NEMA)

The meeting with Mr Kyengo and Mr Kamula was arranged at the NEMA office in July 2010. The team explained the background of the DLIST ASCLME project and the community planning activity. The representatives from NEMA listed lack of planning and lack of control as the major issues at JKPB. The lack of law enforcement in terms of EIAs and beach encroachment is also something that leads to environmental problems such as pollution and beach erosion. The best way forward would be to arrange a big stakeholder meeting to discuss the problems and develop a comprehensive management plan for the public beach area where each authority clearly have their responsibilities spelled out.

3.3.6. The District Office (Kisauni Constituency)

The meeting with the District Officer was arranged in July 2010. The District Officer was stationed in Mombasa only one week earlier. He specified that he has heard many complaints about the bad planning for buildings in the entire area. Too many developers construct the hotels/villas/seawalls near and even on the beach. This is very disturbing to marine life as well as to the public who want to enjoy the beach. The public beach area itself is also very dirty and needs better management in place to look after the place. Improved sanitation and rubbish collection are things that are urgently needed.



Figure 17: The District Commissioner's Office

3.3.7. Coastal Oceans and Research and Development in the Indian Ocean (CORDIO)

A meeting with Mr Steven Oluoch at CORDIO was arranged in July 2010. Mr Oluoch was introduced to the DLIST project and was asked to give his ideas and input to the planning process. The following main weaknesses were mentioned; people have a lack of knowledge and awareness about environmental issues, there is a lack of law enforcement – illegal and bad fishing practices that are still in use is one example, there is a low literacy level among the fishers and other groups on the beach, beach boys and other “unorganised” beach

traders is a problem, NGOs in the area are competing for the same resources instead of collaborating on project. Land ownership is also a big problem in the area. Almost all land is owned by private developers and this limit the opportunities for good development for the local people, the fishermen have no capacity to fish and use the resources beyond the reef, there is a problem with encroachments on the beach – all developments are being pushed further out on the actual beach and it is disturbing old turtle nesting sites.

In terms of opportunities the following were mentioned; if the public beach area was really well organised it could be completely self sustained with good revenue from the tourists, it is the only public beach in Mombasa and that in itself is a great opportunity. If parking was organised someone could collect fees from parking which could be used for management of the beach. The area is very easy to access being near the road and not far from the main town. The beach has good human recourses which is a great opportunity. Mr Oluoch would like to see JKPB being a well organised public beach with proper parking, good lighting, free seats, good toilets etc. It should also be a safe place for everyone to be – there must be a way to stop the harassments that take place there now. I hope that the BMU/the fishers can get organised enough to manage their own restaurant, and a cooperative of fishers who can sell fish at high quality directly to the client – no more middle men making a lot of money. The fishers should also have better gear and training to be able to go and fish beyond the reef. The NGOs in the area should work more together and collaborate for better output of the different projects.

3.3.8. The Wildlife Conservation Society (WCS)

A meeting was arranged with Dr Tim McLanahan of WCS in July 2010. The DLIST project was introduced to him by the team and he presented WSC and the work they have done at JKPB. WCS have been active in Mombasa for many years and they are an important stakeholder in the area. Dr McLanahan sees the disparity between the wealthy land owners and the local poor as a main problem in this area. Also, since public beaches are so rare in Kenya, it makes this small stretch totally over utilised with too high pressure. There is a big problem with pollution from septic tanks, poor planning etc. which leads to poor water quality. Climate change is having a great impact on the entire Kenyan coast – causing coastal erosion, coral bleaching etc. These problems contribute to a degraded tourism experience which in the end reduces the value of the beach and the area. There is also a major problem with lack of law enforcement on fishing gear. There are groups of fishers from Pemba (Kojani) who insist on using illegal drag nets and they cause a lot of damage to the marine environment. They are criminals according to Kenyan law, but they are not treated like it and get by living on the outside of the normal society.

On a positive note the following points were mentioned as opportunities. The income from fishing in this area is better than in any other place along the Kenyan coast, which is a good opportunity. The local business are quite well organised with their associations, and the

fishers are not as marginalised as they used to be. The public beach provides an excellent opportunity for education about the marine and coastal environment to the average Kenyan. It is the only place where most people get a chance to see the beach, the palm trees and have the opportunity to swim and maybe even snorkel. This could be improved even further if there was an aquarium in the area for educational purposes. This idea exists and there is already a land area put aside for it and there is also a sponsor for the aquarium.

In the future, Dr McClanahan would like to see JKPB being a better organised beach and it would be nice if a bigger area could be free to the public to use. I hope there will be an aquarium on the beach for improved education of the public that comes to visit the area, which should ideally be combined with subsidised fees for snorkelling trips to the marine park for school children. Swimming and snorkelling tuition should also be more organised and offered to the public. The marginalised groups (the Wapemba fishers for example) should be more included in the existing structures to stop the criminal activities that take place now. If this is not possible – the illegal fishing has to be taken more seriously and dealt with as a real crime. It is extremely destructive for the marine environment and if not stopped, it will reduce the value of this area tremendously in the future. The “Marine Environment Day” is organised one day every year and this is a great initiative which could be expanded in the future.

3.3.9. Mombasa and Coast Tourism Association (MCTA)

The consultants met with Ms Millicent Odhiambo in August 2011. The draft findings from the previous consultation process were briefly presented to Ms Odhiambo and she gave input and feedback from the Mombasa and Coast Tourism Association perspective. She mentioned that the Mombasa and Coast Tourism Association have worked with stakeholders on the beach before, to provide leadership training to the beach operators.

Ms Odhiambo particularly highlighted the importance of improved communication between the stakeholders. There are currently many gaps in the communication, which often causes a lot of confusion and misconceptions. She also pointed out that many of the beach stakeholders still need a lot of capacity building to increase their capacity to provide high standard services and to be more aware of environmental issues. Capacity building is also needed for people to get access to funds for investments. Training in ICT and the establishment of a community internet café on the beach would be a good idea.

It would be good if some of the activities that currently take place on the beach could be moved to the areas a bit further up, closer to the road. This could for example be handled by a common booking office for all the beach traders (boat operators, photographers etc.).

A management plan is very much needed to address all these issues. The first step in developing a management plan should be to call a high level stakeholder workshop for the Municipal Council, the National Museums office, the CDA, KWS, the Ministry of Tourism,

politicians, MCTA and others. It would also be very good to conduct a regulatory and institutional assessment to once and for all establish who is in charge of what on the public beach and what laws and acts rule. The existing acts and caps will need to be harmonised.

3.3.10. Kenya Marine and Fisheries Research Institute (KMFRRI)

The consultants met with Dr Harrison Onganda, who is also the Data and Information coordinator for the ASCLME project during all three site visits; in January 2010, July 2010 and in August 2011. Dr Onganda has been actively supporting the entire planning process and taken part in many of the meetings. He has also given his own input on weaknesses, opportunities and the vision. According to him the main problem on JKPB is lack of planning and a good management plan.

3.3.11. National Museums of Kenya

The consultants met with Dr Khan from the National Museums of Kenya in August 2011. The project was presented along with the draft findings. Dr. Khan confirmed that the land ownership and official title deed has been given to the National Museums of Kenya. He also said they had a draft plan for the area which is yet to be presented and discussed by other stakeholders. The plan has the following suggestions

1. The beach front should be left for recreational purposes;
2. There should be a two way access for vehicles (in and out);
3. The area near the main road to be developed into a propose parking area;
4. There should be special paths for physically challenged designed to facilitate access to the beach.

Dr Khan appreciated the Development Planning initiative and he will be very interested to take part of the full results and the report when it has been compiled. One of the first steps for future development should be to arrange a stakeholders' workshop for input to the plan.

3.3.12. Summary of weaknesses and issues

The input from the above listed institutions have been summarised to the below list of weaknesses and issues.

Weaknesses and issues:

- People that uses the beach often come from far away, meaning it is not a "community" in the traditional sense
- Being public, everyone can go to JKPB and do anything, which causes too high pressure on the resources in the area

- Unplanned business structures and bad construction planning in the area including hotel constructions near the beach which may disturb marine life as well as to the public who want to enjoy the beach
- It is a big challenge to manage the area as there are so many stakeholders
- There is inefficient enforcement on sanitation and waste collection
- Many people are operating on the beach without proper licences. This should be the responsibility of the municipality, but it is not enforced.



Figure 18: Poor road infrastructure and piles of solid waste

- There is a lack of public address systems for security on the beach.
- Insufficient security in terms of visible police is also a problem. There are many people doing illegal businesses on the beach such as selling drugs etc.
- Presence of hooligans and harassment of tourists on the beach is getting more common
- There is no official entity that takes responsibility for the lifeguard services on the beach
- Lack of good parking facilities
- Coastal erosion is a big problem, which is increased because of the high pressure on the beach from people, cars etc.
- There are destructive fishing practices in the area including shell collection inside the marine parks due to lack of law enforcement
- There is coral bleaching in the area which is very hard to address
- Lack of training and awareness among the local associations at the beach about many issues, including environmental awareness and illiteracy among fishers and other groups
- Poor leadership by the locals at the beach
- Land grabbing – no clear state of land ownership²
- No collaboration between institutions responsible for the management of the area
- NGOs competition on the area for the same resources instead of collaborating
- People only have access to poor fishing vessels and gears
- Disparity between the wealthy land owners and the local poor
- Pollution from domestic areas and hotels, leading to poor water quality which may affect coral reefs
- Climate change along the entire Kenyan coast is becoming more serious and it may cause coral bleaching hence reduces tourism activities on coral reefs.

² As commented previously in this report, this issue has now been addressed as the land title deeds have been given the National Museums of Kenya.

3.3.13. Summary of opportunities and input to the vision

The input from the above listed institutions have been summarised to the below list of opportunities and input for the future vision for Jomo Kenyatta Public Beach.

Opportunities:

- There are many tourists (local and international)
- The only really public beach in Mombasa and Kenya
- Close to the main road, which gives easy access
- Availability of human resources
- Rich fishing area
- Presence of business associations
- Excellent opportunity for education about the marine and coastal environment to the average Kenyan because it is a public beach for all

Vision for the future:

- JKPB should have a clear management plan, including plans for buildings/structures, defined areas for different activities, good infrastructure in place (road access, toilets, lighting etc)
- All institutions responsible for the area such as the Ministry of Tourism, the local authorities, the Ministry of Culture and Heritage, the Provincial Administrators and the special Tourism Police and others should collaborate to encourage good management of the public beach
- The beach should be less crowded and more structured.
- Other beach plots in Mombasa and other areas should be turned into public beaches. This would reduce the pressure on JKPB.
- Introduce a system where each visitor pays a small fee to enter the beach. This money could be used for management of the area including security purpose
- All business operators should pay licensing fees to limit and control the total number of operators and activities
- A new authority/organisation should be in place with the purpose and authority to manage all issues related to the public beach
- Hotels should remove walls along the beach to facilitate access
- The entry point to the beach should be better maintained. The road should be tarmac and there should be a proper parking area – keeping the cars away from the beach.
- There should be a good public building for toilets and a space for people to get changed. This structure as well as the waste management should be under the management of the municipality
- Someone should conduct a study/research on how much money is being generated and by whom. If this is known the business licensing system could be improved.

-
- Fishers to have good and modern fishing gears and vessels so as to fish in the deep sea
 - The fishers could sell high quality fish directly to the client and avoid the middle men
 - Any development taking place must have a permit from the Council and this facilitates the control of the area. Also business licences are under the Council, and with a good system in place the beach traders can be even better organised.
 - JKPB should be a safe place for everyone to be
 - Beach stakeholders to manage their own local restaurant
 - NGOs in the area to collaborate and work together
 - There should be an aquarium on the beach for improved education of the public that comes to visit the area
 - There should be subsidised fees for snorkelling trips to the marine park for schools
 - Swimming and snorkelling trainings should be offered to the public
 - Illegal fishers (Kojanis) should be included in the existing structures to stop the criminal activities that take place now
 - The “Marine Environment Day” initiative should be expanded. Now it is organised only one day every year

Section 4 - Strategy and Implementation Plan

4.1. Developing a Strategy

The development of this document followed the established LED Plan methodology, which puts the interest of the community at centre stage. It typically has three stages (as seen in Figure 19):

Stage One: Through socio-economic surveys, public meetings, engagement with different stakeholders and community-based associations, ad hoc discussions with the local inhabitants and assorted parties, and visioning exercises a list of issues were generated (see section 4.2). They are explained in further detail throughout the document. In most cases, participants came up with suggestions, some of them right on the mark and others far flung and sometimes downright unrealistic (at least in the foreseeable future). Nonetheless all suggestions were treated with respect, considering the community is best acquainted with local circumstances. They define the ground level agenda that must then be carried upstream through the Development Plan.

Stage Two: The issues are studied and, based on the needs and aspirations of the people and their ideas for solutions, as well as key informers’ and experts’ input, main areas of intervention are identified that are defined to address the different issues. Sometimes an area of intervention addresses several issues, while one issue can also be addressed by different areas of intervention. The interventions typically would address the question of ‘What needs to happen to achieve a satisfactory solution to this/these issues(s)?’, or ‘What mechanism(s) can be put in place to make things better in the fastest and most economic manner?’ There are eleven proposed interventions (see section 4.3).

Stage Three: Once the proposed interventions have been identified, the Strategy and Implementation Plan (SIP) can be elaborated. A series of steps are presented for each area of intervention, together with ballpark budgeting and an indication of drivers that should be engaged in the implementation of the Development Plan (see section 4.4). Areas of intervention are also linked to a 1-year and 5-year timeframe. The SIP needs to be simple, and put in simple language so that the different components, and how they relate to other components, are easily understood by all.

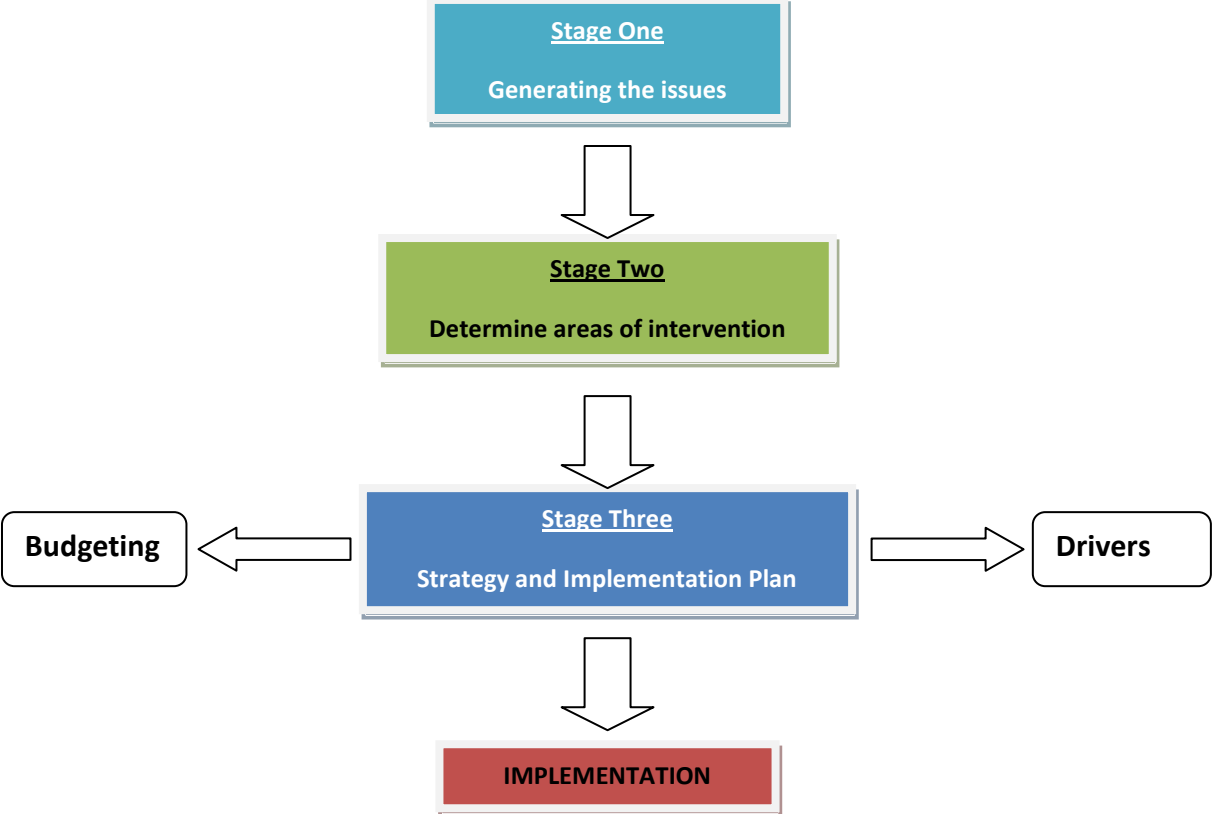


Figure 19: Stages in the development of the plan

4.2. List of issues

Information on weaknesses/issues and opportunities were collected during the individual interviews as well as in group discussions with different stakeholders. Nine main issues were identified and are listed below:

1. Bad planning of the public beach area, including lack of business licence control, unclear zones for different activities, and lack of clear information on what activities should be done where.
2. Poor infrastructure such as road, parking, toilets, changing rooms, lifeguard centre and emergency response system for the public beach.
3. Lack of police presence to avoid illegal activities and tourism harassment.

-
4. Unclear land ownership of the public beach³.
 5. Poor cooperation and bad communication between beach operators and KWS (fees etc) and other authorities.
 6. Lack of education and capacity building opportunities for the beach stakeholders and their families.
 7. Lack of access to funds for business development.
 8. Problem with illegal fishing, beach erosion, pollution (solid waste and sewage) and other environment problems.
 9. Lack of access to information.

4.3. Proposed interventions

Based on the issues raised as indicated above, the following interventions have been suggested as steps to address the issues and to arrive at the future vision. As proposed, the different activities can be addressed in 1 year, or 5 year timeframes. The timeframes are merely an indication of both the urgency and the relative ease by which these can be implemented.

1. Regulatory and Institutional Assessment

There is a need to carry out a comprehensive assessment of the existing regulatory and institutional frameworks to clearly establish the land ownership and different management responsibilities for all institutions. This assessment should be made available to all stakeholders and the findings clearly published. It should include issues related to land ownership⁴, who is responsible for waste management, provision of public toilets, who to contact in case of emergency on the beach, where to report illegal fishing, clear rules for where the MPA borders are and what is allowed/not allowed in the MPA etc. This study will guide the development of a management plan for JKPB.

2. Development of a Management Plan for JKPB

A comprehensive management plan should be developed for Jomo Kenyatta Public Beach. The process to develop this management plan must involve and include ALL stakeholders in a participatory process. Zonation of the beach for different activities, plans for how to improve security, how to improve enforcement of business licences etc. should be part of the management plan. The first step to develop a management plan

³ As commented earlier, this was identified as a main issue during the consultation process in 2010, but this has now been cleared since the National Museums of Kenya have been given the official title deed of the land.

⁴ See official Gazette Notice in Appendix IV.

should be to call for a large stakeholder meeting to identify stakeholders and how the process should be done.

3. Infrastructure development on JKPB

An infrastructure development project for the public beach area is urgently needed. This activity must follow after the establishment of a management plan where zoning of the beach area has been established. The development project should ideally be lead by the National Museums of Kenya and focus on the construction of toilets, a waste management centre, permanent kiosks and small restaurants for community stakeholders, a proper life guard centre, a good parking area away from the beach, upgrading of the entry road etc. This development must include a clear information map for visitors guiding them where to find what activities, where to assemble in case of emergency etc. A public address/emergency call system should also be established for the public beach.

4. Development of a Community Internet and Communication Centre

Lack of access to information has been identified as a major problem by a wide range of stakeholders. This could be addressed by the establishment of a Community Internet and Communication Centre. This centre should provide ICT training to the community members and encourage them to use internet to communicate and access information (for example www.dlist-asclme.org). The centre could also be a source of income for the community associations if they provide internet services to visitors.

5. Closer collaboration between KWS and the beach community

KWS should be more actively involved in the beach community, providing training on sustainable marine tourism, fishing practices etc. The issue of how the KWS funds are managed on national scale should be clearly communicated to the community, along with clearer information about the rules and regulations related to the MPA (where the borders of the MPA are etc). The community has proposed to set up a special committee to meet with KWS on quarterly basis to discuss any issues related to the marine park, the environment or beach management. This committee could also be involved in the management of the marine park if training is provided by KWS. The community also proposed to change the honorary warden to a new person, since the current person is not communicating very well.

6. Improved police presence on the beach and more community involvement in monitoring

The beach police must be better trained in how to deal with tourists and the illegal activities on the beach. They should get more resources to increase their presence on the beach. Community members should be encouraged (through the established committees) to be more involved in monitoring and reporting of illegal activities. Communication between the community committees/associations and the beach police should be improved through regular meetings. The community has proposed to set up a special “beach security committee” for this purpose.

7. A designated area for fishing related activities and upgraded fish market with a community fish restaurant

The beach stakeholders complain that the fishers’ boat and net repairing activities are polluting the beach. They must have a designated area for these activities with proper waste management and training in more environmentally friendly methods. The fish market should be upgraded (as part of intervention #3) and a community seafood restaurant should be developed in conjunction with the fish market. This will improve revenue generation among the fishers and the ladies doing fish processing and trading. Training for how to manage and operate a restaurant should be provided to members of the association.

8. Organisational training to the Beach Management Unit (BMU)

The Ministry of Fisheries should provide more training and support to the Beach Management Unit to make it a stronger organisation on JKPB and to give fishers access to better fishing equipment and training on how to use this.

9. Reviving of the JKPB Community Trust

The JKPB Community Trust that was established many years ago should be revived and get more support from PACT Kenya. The trust needs training in leadership and project management. The trust could be the implementing agency for the Development Plan for JKPB and function as a Steering Committee for implementation. The Community Trust can oversee the community information centre, be a node for communication and lobbying to the authorities and assist community members to apply for funding for projects and business investments.

10. Official recognition for the Life Saver’s Association

The Life Savers group must receive official recognition from the authorities for the important role they play. There must be a way for them to get paid for their services (by a community fund or by an authority like the Ministry of Tourism). A proper rescue

centre should be developed as part of intervention 3, and must get a sustainable source of supply of equipment and first aid material.

11. Support to small business

Training should be provided to the beach associations on how to prepare business proposals to access small grants and loans. The ownership structure of their business premises (shops, cooking places, etc) must be secured to make it possible for people to make more long term investments in their businesses. This should be done in collaboration with the Municipal Council who are responsible for the business licences and control, to ensure that only licensed operators receive support.



Figure 20: Bicycles for rent on JKPB

4.4. Implementation Plans

A plan for implementation of the recommended activities along with a preliminary budget is outlined in Table 2 below. The draft plan and associated budget will have to be refined and more detailed business plans developed for each intervention, before implementation. To develop business plans, more consultation with stakeholders, government ministries, the private sector and donors will be needed.

Table 5: The implementation plan

Key:

1 year 5 years

Budget Notes:

Cost estimates are provided in US dollars. The budget is indicative only, and can only be refined as part of implementation, in consultations with government ministries, the interested private sector, donors and other beach stakeholders. The symbols below provide an indication of parties that may be involved in specific line items, either in providing funding or services.

No costs indicates services that possibly can be provided by government entities or the cost is not a large amount

Unknown indicates items that can possibly be funded by donors or depends on the type of project, size of groups etc.

+ indicates possible involvement of consultants or private sector

Areas of intervention	Issues targeted	Steps	Relevant parties	Cost (in US dollars)
1. Regulatory and Institutional assessment	1,4,5,8,9	<ol style="list-style-type: none"> 1. Relevant Authorities to meet and establish available budget 2. Find and contract a suitable consultant 3. The assessment to be carried out 4. Stakeholder presentations of findings at a big workshop 	The Ministry of Fisheries, the Ministry of Tourism, KWS, the Municipal Council, CDA, the District Officer, National Museums of Kenya, NEMA	<ol style="list-style-type: none"> 1. 3,000 2. No costs 3. 10,000⁺ 4. 5,000⁺
2. Development of a Management	1,2,3,4,5,8,9	<ol style="list-style-type: none"> 1. Call for a big stakeholder meeting to discuss the way forward 2. Find money for the management plan development 3. Advertise to find and contract a suitable consultant to 	The Ministry of Fisheries, the Ministry of Tourism, KWS, the Municipal Council, CDA, the District Officer, National	<ol style="list-style-type: none"> 1. No costs 2. 2000 3. 1,500 4. Unknown⁺

Plan for JKPB		<p>lead the process</p> <ol style="list-style-type: none"> 4. The plan to be developed in close consultations with stakeholders 5. Draft plan to be presented 6. Management plan to be finalised and implemented 	Museums of Kenya, NEMA, CORDIO, WCS, Haller Foundation, KMFRI, PACT Kenya, Private Sector representatives from the area near JKPB	<ol style="list-style-type: none"> 5. 5,000⁺ 6. Unknown⁺
3. Infrastructure development of JKPB	2,9	<ol style="list-style-type: none"> 1. Study the zoning and plans of the Management Plan 2. Appoint an architect and a construction firm 3. Conceptualise and design the infrastructure (road, parking, community offices, shops, restaurants etc) 4. Construction according to plans 	National Museums of Kenya, Municipal Council, CDA	<ol style="list-style-type: none"> 1. No costs 2. No costs 3. 10,000⁺ 4. Unknown⁺
4. Community Information and Internet Centre	2,6,9	<ol style="list-style-type: none"> 1. Select appropriate land for the Community Information and Internet Centre, according to the Management Plan 2. Appoint an architect and a construction firm 3. Conceptualise and design the centre 4. Construction and equipment according to plans 5. Initiate community ICT and business management training 	National Museums of Kenya, Municipal Council, CDA, consultant to do training	<ol style="list-style-type: none"> 1. No costs 2. No costs 3. 2,500⁺ 4. 20,000⁺ 5. 20,000⁺
5. Improved collaboration between community and KWS	5,6,7,8,9	<ol style="list-style-type: none"> 1. Set up a meeting with KWS representatives and community to discuss the way forward 2. The community members to create a special committee 3. Arrange regular (quarterly) meetings to discuss issues of MPA regulation, sustainable fishing methods, environmental issue, funding etc. Minutes to be kept by the committee 	KWS, Community Associations	<ol style="list-style-type: none"> 1. No costs 2. No costs 3. No costs

6. Improved police presence and a community security committee	3,5,6,8	<ol style="list-style-type: none"> 1. Set up a meeting with the police unit to discuss the issues and the way forward 2. Initiate training of police officers on how to deal with tourists and issues on the beach 3. Set up a community security committee 4. Arrange regular meetings between police and community committee to discuss ongoing issues 	National Museums of Kenya, Municipal Council, Beach Police Unit, community association	<ol style="list-style-type: none"> 1. No costs 2. Unknown⁺ 3. No costs 4. No costs
7. Designated area for fishers	1,2,8	<ol style="list-style-type: none"> 1. Select appropriate land area for the Fishers centre (upgraded fish market, boat and net maintenance site, seafood restaurant), according to the Management Plan 2. Appoint an architect and a construction firm 3. Conceptualise and design the centre 4. Construction and equipment according to plans 5. Initiate training activities with the fishers on how to manage the restaurant and how to do more environmentally friendly boat maintenance 	Ministry of Fisheries, BMU, KWS, KMFRI, CORDIO, WCS, private sector around JKPB	<ol style="list-style-type: none"> 1. No costs 2. No costs 3. 2,500 4. 50,000⁺ 5. 20,000⁺
8. Support to the BMU	5,6,7,8,9	<ol style="list-style-type: none"> 1. Ministry of Fisheries to arrange a meeting with the BMU 2. A plan to be established for how the BMU needs support (training, fishing gear, other funds, etc) 3. Training to be initiated (with support from KWS, CORDIO and WCS) 4. Funding proposals to be prepared and submitted for upgraded fishing gear etc. 	Ministry of Fisheries, BMU, KWS, CORDIO, WCS	<ol style="list-style-type: none"> 1. No costs 2. 5,000 3. Unknown⁺ 4. Unknown⁺
9. Reviving of and support to the JKPB	5,6,7,9	<ol style="list-style-type: none"> 1. Former members of the Trust to meet and approach PACT Kenya to establish a clear way forward 2. Develop a plan for how to revive the Trust 	PACT Kenya, beach stakeholders	<ol style="list-style-type: none"> 1. No costs 2. Unknown 3. Unknown⁺

Community Trust		<ol style="list-style-type: none"> 3. Train trust members in how to write funding proposals, business management, simple accounting etc. 4. The Trust to be in charge of management of the community ICT Centre, and function as a Steering Committee for the Development of JKPB (if all stakeholders agree this is the best way forward) 		4. No costs
10. Recognition of and support to the Life Savers	2,5,7	<ol style="list-style-type: none"> 1. The Life Savers' Group to be officially recognised by the Ministry of Tourism 2. A business plan/budget to be developed for the work of the Life Savers 3. The budget to be approved by the Ministry of Tourism and included in their annual budget lines 4. The Rescue Centre to be upgraded, the life savers to get additional training, life insurances and monthly salary for their work 	The members of the Life Savers' group, Ministry of Tourism, MCTA, National Museums of Kenya	<ol style="list-style-type: none"> 1. No costs 2. Unknown⁺ 3. No costs 4. Unknown⁺
11. Support to small businesses	7,9	<ol style="list-style-type: none"> 1. The Beach Traders to meet with representatives from the Municipal Council and the National Museums to discuss the needs and the best way forward 2. Train people business management, proposal preparation and basic accounting 3. Involve the hotels and private sector in a marketing strategy for the community products 	The Beach Traders, the Municipal Council, National Museums of Kenya, Private sector around JKPB	<ol style="list-style-type: none"> 1. No costs 2. Unknown⁺ 4. No costs

Section 5 – Guidelines for Local Economic Development

The following guidelines aim to foster cooperation between the different parties (community, private sectors, government, donors, etc.) in boosting local economic development. Worldwide, LED and development guidelines are scattered through many documents and initiatives. The following documents are examples:

- Tourism and Local Economic Development (see: <http://www.pptpartnership.org>)
- National Responsible Tourism Guidelines for South Africa (see: www.icrt.org)
- Local Economic Development Guidelines (see: www.owda.org)

For Jomo Kenyatta Public Beach the following guidelines are proposed. They can, for instance, be used to assess applications for operating businesses or tourism operations in the area, as well as other developments, and to guide government or donor funding.

5.1. Training, human resource development and community engagement:

- a. Any construction work should encourage sourcing a large portion of the workforce from the community at Jomo Kenyatta Public Beach. It may not be possible to source all staff for all skill levels from this area, but, as much as possible unskilled labour should come from this community;
- b. Monitoring systems should be included in applications for developments and operating licences. If the JKPB Community Trust is revived as suggested in this plan, they can be responsible for monitoring that point a. is followed;
- c. The large tourism establishments near the public beach should be encouraged to assist aspiring community members to gain the skills, either by providing scholarships to formal training institutions or through the establishment of in-house training programmes. In terms of supporting the LED Plan, the ultimate goal for every establishment is to commit resources to improve knowledge, skills and human resource base at JKPB;

5.2. Promoting local businesses:

- d. The hotels and tourism establishments should encourage their guests to visit the public beach area and the official establishments should start sourcing out excursions etc to the beach operators (when they have received training and can provide services at higher quality);
- e. Tourism establishments near JKPB should monitor the proportion of goods and services are sourced from businesses and producers on JKPB. This may include provision of marine products for the hotel restaurant etc. Local communities or

emergent entrepreneurs can also be assisted to develop their products so that it can be more easily used by others and marketed to tourists.

- f. Co-operation with other formal sector businesses should be encouraged to maximise benefits for local community enterprises – for example, a community laundry or tailoring business may only be viable if a group of enterprises commit to source supplies there. Showcase the initiative and be explicit about whether community projects are funded by tourism revenue to the enterprise, donations from tourists or tour operators, or funds from donor aid agencies. Give customers the opportunity to purchase locally produced crafts and curios, set targets to increase the proportion of sales of goods sourced locally. Assist local craft workers to develop new products to meet market demand as evidenced in the enterprise.

5.3. Social responsibility:

- g. There are various government funds and schemes in place to which businesses contribute in terms of Corporate Social Responsibility (CSR). Contributors to CSR may make propositions on how such funding may be spend locally, for instance in ways that may benefit both the developer and the local community; such funding may also be spent on the actions identified in the Local Economic Development (LED) Plan, such as the community internet and information centre;

5.4. Government involvement and contributions:

- h. There are numerous ways in which government can contribute to the community development. Specially allocated target funding can be applied to priorities in the Development Plan. However, government ministries can also mainstream many priorities in the Development Plan into their annual budgets or normal activities aimed at preserving the environment, stimulating economic growth, democratising the economy, and so forth. Ministries are encouraged to study and consider priorities listed in the Community Development Plan. The official recognition and financial support to the Life Savers is a good example.

Community Development Planning is an exciting and positive approach that will require constant innovation through time, as well as to fit circumstances that may not be foreseen from the outset. Therefore the above guidelines should be considered a start that can be 'test driven'. All parties interested in contribution to this development plan should be encouraged to propose new guidelines that may fit their particular circumstances.

5.5. How to use the Development Plan and next steps

- a. Placing the Plan in an appropriate legal framework and ensure buy-in from relevant authorities:

This Development Plan is seen mainly as an advisory document that can guide activities in the Jomo Kenyatta Public Beach area. The plan must be presented to the

National Museums under the Ministry of National Heritage and Culture, Kenya Wildlife Services, the Ministry of Fisheries, Ministry of Tourism, the Municipal Council, the District Commissioner, NEMA and other relevant stakeholders as soon as possible. All authorities should be encouraged to adapt the information in this plan as a guide to the future development activities.

b. Presentation to the community and other stakeholders:

A Development Plan can only be effective if it is widely known. It should first and foremost be made available to the local community, with a summary in Kiswahili, and there should be no delay in its dissemination. The local groups active on the public beach area should all have copies of the plan, along with relevant authorities as listed above. Possible partners (CORDIO, Mombasa and Coastal Tourist Association, WSC, etc.) and donor organisation should also receive copies of the final plan.

c. A Steering Committee should be selected to implement the Development Plan:

The Steering Committee should steer the implementation of the Plan together with the National Museums under the Ministry of National Heritage and Culture and KWS, who have been given the management authority of the public beach. A Steering Committee should also have representation of the Fishers Association, The Beach Traders, MBOA, other authorities as well as private sector.

d. Support for implementation:

Technical staff should be allocated to provide support to the implementation of the plan. Private sector support should be welcomed for certain aspects of the plan. A consultant may assist in the drawing up of the Logical Framework Analysis (LFA) or carrying out a thorough legal and institutional framework assessment for the public beach area. During the drawing up of the LFA every action listed in the report and Strategy and Implementation Plan should be discussed, understood, and incorporated in the LFA table. Consultants can also be involved to develop complete business plans for some of the proposed interventions.

e. Monitoring and Evaluation (M&E):

Monitoring and Evaluation (M&E) is an essential component of implementation and has to be done by the appointed Steering Committee. The framework for the monitoring and implementation should be drawn-up separately by a consultant, in close collaboration with the Steering Committee members and the community.

Appendix I: Jomo Kenyatta Stakeholder Interview

INTERVIEWS

A) PERSONAL DETAILS

1. What is your name?
2. How old are you?
3. What is your education level?
4. How long have you lived here?
5. What do you do for a living and for how long have you been doing it?
6. How many people depend on you?
7. Is the income you get from your work sufficient? Yes [] No []
If, No. Why?
8. What alternative activities do you have?
9. How many times per week/month do you and your family eat fish/chicken/meat?

B) WEAKNESSES & OPPORTUNITIES FOR THE COMMUNITY

10. When it comes to the development of JKPB, or achieving a better life, what are the weaknesses in this area?
11. What are the opportunities in your community?
12. Are there any NGOs/programmes/projects that have been active in your community?
Yes [] No [] If yes, who are they?
And what have they done/achieved?
13. How do you want your community to look after 15 years? A vision for the future

C) CONSERVATION OF RESOURCES

14. Do you think the marine park helps? Yes [] No []
In what way?
15. Should there be more conservation areas or should the current one be opened to fishing?
16. Which areas do you think tourists like to visit and how many tourists visit this area per year?
17. Where do you think the fish breed?
18. Would you like to know more about the ecology of the systems (environmental education)?
Yes [] No []
19. Do you ever see dolphins or whales? Yes [] No []
Do people sometimes kill dolphins/whales? Yes [] No [] I don't now []
20. Do you ever see sea turtles? Yes [] No []
Do people still harvest turtles? Yes [] No [] I don't now []

D) THREATS TO THE ENVIRONMENT

21. Are there threats to the environment? Yes [] No []
If yes, which are they?
22. Can you see "changes" in the environment? Yes [] No []
Which changes can you see?
23. How do these changes affect you?
24. How are these threats/changes caused?

E) COMMUNICATION AND GOVERNANCE

- 25. How does information spread in your community?
- 26. Who brings the news?
- 27. Does anyone tell you what is going on in the sea and what is happening to the resources?
- 28. If you want to complain or report a problem, where do you go or who do you contact?
- 29. Do you communicate with marine resource managers, government officials and park managers regarding the state of the marine resources or other issues (what?)?
Yes [] No []
- 30. Do you have a say in how resources are managed? How?

FINAL QUESTION (main questionnaire)

- 31. Is there anything else you want to add, or think the committee should take into account when they make a Plan for the development of the area?

Appendix II: Key Informers' Questionnaire

KEY INFORMERS QUESTIONS

A) PERSONAL DETAILS

1. What is your name?
2. Which organisation/authority do you work for?
3. Phone number and email address?

B) WEAKNESSES & OPPORTUNITIES FOR THE COMMUNITY

4. When it comes to the development of JKPB, or achieving a better life for the people working/living there – what are the weaknesses in this area?
5. What are the opportunities for good development in this area?
6. Have your organisation/authority been active in JKPB? In what way?
7. Are there any other NGOs/programmes/projects that have been active in JKPB area?
Yes [] No [] If yes, who are they?
And what have they done/achieved?
8. How do you/your organisation want the beach to look after 15 years? A vision for the future?

C) CONSERVATION OF RESOURCES

9. Do you think the marine park helps?
In what way?
10. Should the conservation area be expanded or should the current one be opened to fishing and other activities?
11. Which areas do you think tourists like to visit and how many tourists visit this area per year?

D) THREATS TO THE ENVIRONMENT

12. Are there threats to the environment?
If yes, which are they?
13. Can you see “changes” in the environment?
Which changes can you see?
14. How do these changes affect the community on the beach?

E) COMMUNICATION AND GOVERNANCE

15. How do you/ your organisation spread information to the community?
16. If people on the beach want to complain or report a problem, how can they reach you and your organisation?

FINAL QUESTION

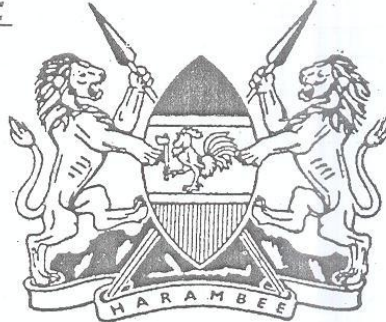
17. Is there anything else you want to add, or think the committee should take into account when they make a Plan for the development of the area?

Appendix III: Development Organisations, partners and programmes and their achievements in JKPB as identified in the individual interviews

Program/Project	Achievements/Provisions
PACT-Kenya	<ul style="list-style-type: none"> - Identified a donor to the MBOA group - Funding and awareness creation - Provided paddle boat - Capacity building - Training on how to run a business - Training on how to choose a good leader - Look for funding and implementation - Provide awareness on environmental matters (environmental education) - Help in funding tube operators - Skills on entrepreneurships - Helped tube renters, MBOA, and fishers
KWS	<ul style="list-style-type: none"> - Put buoys in the ocean that everyone should do his work without interference - Patrol - Takes care of MPA - Conservation enforcement - Giving permits for access - Beach management - Security in the beach
MCTA (Mombasa Coast Tourism Association)	<ul style="list-style-type: none"> - Advocacy
Safaricom, Coca-Cola and Royco	<ul style="list-style-type: none"> - School children clean ups - Business (theirs) advertisements/promotion
Ministry of Tourism	<ul style="list-style-type: none"> - Beach management
Red Cross	<ul style="list-style-type: none"> - Rescue centre at the beach
CORDIO	<ul style="list-style-type: none"> - Capacity building
NEMA	<ul style="list-style-type: none"> - Beach cleaning and tree planting
Guards	<ul style="list-style-type: none"> - Saving people from drowning
Haller Park/ Bamburi cement	<ul style="list-style-type: none"> - Beach road construction
TIB (Tourist Trust Fund)	<ul style="list-style-type: none"> - Fundraise for boats
KMFRI	<ul style="list-style-type: none"> - Tree planting (in collaboration with KWS)
TPU (Tourist Police Unit)	<ul style="list-style-type: none"> - Security
Exclusive	<ul style="list-style-type: none"> - Toilet services (in collaboration with the Municipal council of Mombasa)

Appendix IV: Kenya Gazette Notice of the revocation of private ownership of Jomo Kenyatta Public Beach, Mombasa, 2011 (#3459)

SPECIAL ISSUE



THE KENYA GAZETTE

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Price Sh. 50

GAZETTE NOTICE No. 3449

THE CONSTITUTION OF KENYA
THE GOVERNMENT LANDS ACT
(Cap. 280)
THE TRUST LAND ACT
(Cap. 288)

REVOCATION OF LAND TITLES

WHEREAS the parcels of land whose details are described under the Schedule herein below were allocated and titles issued to private developers, it has come to the notice of the Government that the said parcels of land were reserved for public purposes under the relevant provisions of the Constitution of Kenya, the Government Lands Act (Cap. 280) and the Trust Land Act (Cap. 288). The allocations were therefore illegal and unconstitutional.

Under the circumstances and in view of the public need and interest, the Government revokes all the said titles.

SCHEDULE

Thika Municipality Blk 7/152
Thika Municipality Blk 7/151
Thika Municipality Blk 7/150
Thika Municipality Blk 7/149
Thika Municipality Blk 7/148
Thika Municipality Blk 7/144
Thika Municipality Blk 7/147
Thika Municipality Blk 7/142 – Plot No. 1
Thika Municipality Blk 7/142 – Plot No. 2
Thika Municipality Blk 7/145
Thika Municipality Blk 7/135
Thika Municipality Blk 7/111
Thika Municipality Blk 7/112
Thika Municipality Blk 7/146 – Plot No. 1
Thika Municipality Blk 7/146 – Plot No. 2
Thika Municipality Blk 7/161 – Plot No. 1
Thika Municipality Blk 7/161 – Plot No. 2 & Plot No. 3
Thika Municipality Blk 7/131 – One Plot Exercised from HG 10
Thika Municipality Blk 7/131 – Plot No. 1
Thika Municipality Blk 7/168
Thika Municipality Blk 7/169
Thika Municipality Blk 7/164
Thika Municipality Blk 7/165
Thika Municipality II/838

Thika Municipality II/840
Thika Municipality II/602
Thika Municipality II/859
Thika Municipality II/718
Thika Municipality II/608
Thika Municipality II/609
Thika Municipality 9/704
Thika Municipality 9/702
Thika Municipality 10/440

Gazette Notice No. 2652 of 2010, is revoked.

PAMELA MUTEGI,
District Land Registrar,
Thika District.

GAZETTE NOTICE No. 3450

THE CONSTITUTION OF KENYA
THE GOVERNMENT LANDS ACT
(Cap. 280)
THE TRUST LAND ACT
(Cap. 288)

REVOCATION OF LAND TITLES

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Under the circumstances and in view of the public need and interest, the Government revokes all the said titles.

SCHEDULE

Meru Central, Imenti North, Buuri, Imenti South

Blk II/818
Blk II/774
Blk II/819
Blk II/273
T34
Blk 1/265
Blk 1/248
Blk 1/264

[1157

T447
T568
T185
T15
Blk 1/253
Blk 1/257
Blk II/319
Blk 1/826
Blk II/726
Blk II/729

Gazette Notice No. 2653 of 2010, is revoked.

HARRISON MUSUMIAH,
*District Land Registrar,
Meru Central.*

GAZETTE NOTICE NO. 3451

THE CONSTITUTION OF KENYA
THE GOVERNMENT LANDS ACT
(Cap. 280)

THE TRUST LAND ACT
(Cap. 288)

REVOCATION OF LAND TITLES

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Under the circumstances and in view of the public need and interest, the Government revokes all the said titles.

SCHEDULE

Kisii Municipality – MG 1 – Part of Cathedral Estate
Kisii Municipality Blk 1/718
Kisii Municipality Blk 1/190
Kisii Municipality Blk II/192
Kisii Municipality Blk II/191
Kisii Municipality Blk II/225
Kisii Municipality Blk II/195
Kisii Municipality Blk II/198
Kisii Municipality Blk II/187
Kisii Municipality Blk II/201
Kisii Municipality Blk II/566
Kisii Municipality Blk II/222
Kisii Municipality Blk II/745
Kisii Municipality Blk 1/746
Kisii Municipality Blk 1/484
Kisii Municipality Blk 1/483
Kisii Municipality Blk 1/481
Kisii Municipality Blk 1/480
Kisii Municipality Blk 1/479
Kisii Municipality Blk III/211
Kisii Municipality Blk 1/66
Kisii Municipality Blk III/277
Kisii Municipality Blk III/496
Kisii Municipality Blk III/495
Kisii Municipality Blk III/196
Kisii Municipality Blk III/282
Kisii Municipality Blk II/137
Kisii Municipality Blk II/213
Kisii Municipality Blk II/212
Kisii Municipality Blk 1/879
Kisii Municipality Blk 1/781

Gazette Notice No. 2654 of 2010, is revoked.

MONGARE MACHORA,
*Land Registrar,
Kisii District.*

GAZETTE NOTICE NO. 3452

THE CONSTITUTION OF KENYA
THE GOVERNMENT LANDS ACT
(Cap. 280)

THE TRUST LAND ACT
(Cap. 288)

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Under the circumstances and in view of the public need and interest, the Government revokes all the said titles.

SCHEDULE

Mombasa—MN/1/3070

Gazette Notice No. 2655 of 2010, is revoked.

GEOFFREY BIRUNDU,
Senior Registrar of Titles, Mombasa.

GAZETTE NOTICE NO. 3453

THE CONSTITUTION OF KENYA
THE GOVERNMENT LANDS ACT
(Cap. 280)

THE TRUST LAND ACT
(Cap. 288)

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Under the circumstances and in view of the public need and interest, the Government revokes all the said titles.

SCHEDULE

Kisumu Municipality LR. No. 14263

Gazette Notice No. 2656 of 2010, is revoked.

WILFRED N. NYABERI,
*Land Registrar,
Kisumu District.*

GAZETTE NOTICE NO. 3454

THE CONSTITUTION OF KENYA
THE GOVERNMENT LANDS ACT
(Cap. 280)

THE TRUST LAND ACT
(Cap. 288)

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Under the circumstances, and in view of the public need and interest, the Government revokes all the said titles.

SCHEDULE

L.R. No. 209/3296 Situate in the City of Nairobi
L.R. No. 209/13298 Situate in the City of Nairobi
L.R. No. 27791 Situate in Mavoko Municipality
L.R. No. 27792 Situate in Mavoko Municipality
L.R. No. 27793 Situate in Mavoko Municipality
L.R. No. 27794 Situate in Mavoko Municipality
L.R. No. 27796 Situate in Mavoko Municipality
Dated the 17th day of March, 2010.

Gazette Notice No. 2932 of 2010, is revoked.

G.G. GACHIHI,
Registrar of Titles, Nairobi.

GAZETTE NOTICE No. 3455

THE CONSTITUTION OF KENYA

THE GOVERNMENT LANDS ACT
(Cap. 280)

THE TRUST LAND ACT
(Cap. 288)

REVOCATION OF LAND TITLES

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Under the circumstances and in view of the public need and interest, the Government revokes all the said titles.

SCHEDULE

Eldoret

Eldoret Municipality Blk 4/56
Eldoret Municipality Blk 4/55

Gazette Notice No. 2933 of 2010, is revoked.

T. M. CHEPKWESI,
District Land Registrar, Eldoret.

GAZETTE NOTICE No. 3456

THE CONSTITUTION OF KENYA

THE GOVERNMENT LANDS ACT
(Cap. 280)

THE TRUST LAND ACT
(Cap. 288)

REVOCATION OF LAND TITLE

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Under the circumstances and in view of the public need and interest, the Government revokes all the said titles.

SCHEDULE

Narok

Narok/CIS Mara/Talek/155

Gazette Notice No. 2934 of 2010, is revoked.

P. M. MENGI,
District Land Registrar, Narok.

GAZETTE NOTICE No. 3457

THE CONSTITUTION OF KENYA

THE GOVERNMENT LANDS ACT
(Cap. 280)

THE TRUST LAND ACT
(Cap. 288)

REVOCATION OF LAND TITLES

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Under the circumstances and in view of the public need and interest, the Government Revokes all the said titles.

SCHEDULE

Homa-Bay 1432/342
Homa-Bay 1432/265
Homa-Bay 1432/55-56

VIOLET LAMU,
*District Land Registrar,
Homa Bay District.*

GAZETTE NOTICE No. 3458

THE CONSTITUTION OF KENYA

THE GOVERNMENT LANDS ACT
(Cap. 280)

THE TRUST LAND ACT
(Cap. 288)

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Under the circumstances and in view of the public need and interest, the Government revokes all the said titles.

SCHEDULE

Mombasa

MSA/BLOCK/XXVI/117 — Reserved for Law Courts
MSA/BLOCK/XXVI/916 — Reserved for Lands Office

GEOFFREY BIRUNDU,
District Land Registrar, Mombasa.

GAZETTE NOTICE No. 3459

THE CONSTITUTION OF KENYA

THE GOVERNMENT LANDS ACT
(Cap. 280)

THE TRUST LAND ACT
(Cap. 288)

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Under the circumstances and in view of the public need and interest, the Government revokes all the said titles.

SCHEDULE

Mombasa

MN/1/6034—Kongowea Market
MN/1/1916—Jomo Kenyatta Public Beach
MN/1/1917—Jomo Kenyatta Public Beach

GEOFFREY BIRUNDU,
Senior Registrar of Titles, Mombasa.

GAZETTE NOTICE NO. 3460

THE CONSTITUTION OF KENYA
THE GOVERNMENT LANDS ACT
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THE TRUST LAND ACT
(Cap. 288)

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Under the circumstances and in view of the public need and interest, the Government revokes all the said titles.

SCHEDULE

Nairobi

L.R. No. 209/13685
L.R. No. 209/10777
L.R. No. 209/11642
L.R. No. 209/13332
L.R. No. 2116/41/VII
L.R. No. 209/10878
L.R. No. 209/11326/2
L.R. No. 209/13337
L.R. No. 209/11308
L.R. No. 209/11307
L.R. No. 209/11326/1
L.R. No. 22842
L.R. No. 12174
L.R. No. 209/11946
L.R. No. 209/12760
L.R. No. 209/12184
L.R. No. 209/10345/1
L.R. No. 209/10345/2
L.R. No. 209/10345/5
L.R. No. 209/10345/6
L.R. No. 209/10345/7
L.R. No. 209/10345/9
L.R. No. 209/10345/13
L.R. No. 209/10345/20
L.R. No. 209/9003
L.R. No. 209/8999
L.R. No. 209/8991
L.R. No. 209/8988
L.R. No. 209/8985
L.R. No. 209/11642
L.R. No. 209/13685
L.R. No. 15203
L.R. No. 14263

G. G. GACHIHI,
Senior Registrar of Titles, Nairobi

