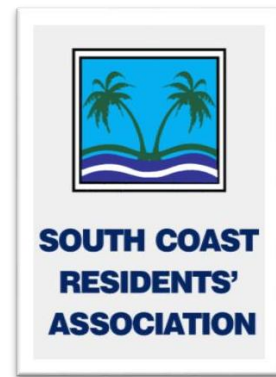


SOUTH COAST RESIDENTS ASSOCIATION (SCRA)
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Kwale County, Kenya



MEMORANDUM

TO:

County Executive Committee Member (CECM) – Environment, Kwale County

County Executive Committee Member (CECM) – Trade, Tourism, and Enterprise Development, Kwale County

THROUGH:

Chief Officer, Department of Tourism

Chief Officer, Department of Environment

Manager, Diani Municipality

FROM:

South Coast Residents' Association (SCRA) and Diani Stakeholders Ecosystem

DATE:

July 31, 2026

SUBJECT:

STRATEGIC PROPOSALS FOR SUSTAINABLE EVENT MANAGEMENT, REGULATION, AND REVITALIZATION OF "DESTINATION DIANI"

1. BACKGROUND & PURPOSE

On 21st July 2026, the South Coast Residents' Association (SCRA) convened a multi-stakeholder roundtable meeting at the Diani Sea Resort. The session brought together key ecosystem representatives, including officials from Diani Municipality, the Department of Tourism, the National Environment Management Authority (NEMA), the National Police Service (OCS Diani), Kenya Association of Hotelkeepers and Caterers (KAHC), short-term rental operators, travel agencies, transport providers, and event venue hosts.

While acknowledging that events are a vital driver of MICE (Meetings, Incentives, Conferences, and Exhibitions) tourism, economic growth, and local employment, the stakeholders agreed that uncoordinated, large-scale events threaten Diani's reputation, infrastructure, public safety, and residential peace.

This memorandum serves to present actionable strategies co-created during the roundtable to harmonize event licensing, enforce environmental standards, optimize tourism potential, and officially reinstate the **Destination Diani** collaborative forum.

2. KEY ISSUES IDENTIFIED

During the roundtable, several structural and operational gaps were highlighted:

1. **Uncoordinated Licensing & Regulatory Overlap:** Fragmented permit issuance across NEMA, Public Health, and County departments leaves ambiguity regarding noise limits, cut-off times (e.g., events extending into Monday mornings), and host accountability.
2. **Infrastructure Strain & Location Challenges:** High-density events (exceeding 10,000 attendees) in central residential and commercial zones severely jam Diani Beach Road, strain security operations, and create safety risks on unlit back roads.
3. **Seasonal Imbalances:** Events are heavily concentrated during peak seasons, exacerbating local congestion while leaving low seasons economically underutilized.
4. **Scams & Unregistered Operators:** Unvetted travel agents and fraudulent online package sales harm incoming tourists and tarnish Diani's brand as a secure destination.
5. **Enforcement & Environmental Cleanliness:** Inadequate mechanisms for pre-event neighbor notifications, sound mitigation compliance, traffic control, and post-event waste management.

3. STRATEGIC RECOMMENDATIONS & ACTION PROPOSALS

A. Re-activation of the "Destination Diani" Forum & Formation of an Ad-Hoc Event Committee

- **Reinstate Destination Diani:** Formally reactivate the *Destination Diani* platform as a joint public-private governance framework to co-manage event calendars, pool resources, and maintain destination standards.
- **Voluntary Ad-Hoc Events Committee:** Establish a multi-agency voluntary sub-committee comprising SCRA, County Tourism, Municipality, NEMA, Police, and Hospitality reps to vet upcoming events and confirm compliance before permissions are granted.

B. Streamlined & Synchronized Licensing Framework

- **One-Stop Regulatory Process:** Establish a synchronized single-window licensing process involving the County, NEMA, and Public Health to avoid piecemeal issuance of sound and event permits.
- **Pre-Conditions for Noise & Sound Mitigation:** Enforce strict cut-off hours for noise permits (shifting away from extended 3:00 AM permissions) and mandate that NEMA/County verify neighbor notification and venue capacity limits prior to license approval.
- **SCRA Public Participation Role:** SCRA to be formally integrated into public participation exercises and consulted on environmental and social management plans for major events.

C. Strategic Calendar Optimization & Off-Peak Event Promotion

- **Targeted Event Scheduling:** Collaboratively engage event organizers to move major festivals to off-peak months. This will ensure consistent year-round revenues

for local transport (matatus, tuk-tuks, bodabodas, taxis), flights, and accommodation providers without overcrowding the peak season.

D. Zoning, Infrastructure, and Dedicated Mega-Event Venues

- **Dedicated Mega-Event Space:** Sourcing land farther from the central residential/commercial beach strip (e.g., integrating cultural spaces or dedicated event grounds in Kwale/Chale) for high-capacity events (10,000+ attendees) to minimize disruption along Diani Beach Road.
- **Traffic & Alternative Access Routes:** Prioritize the completion and proper marking (speed limits, speed bumps) of alternative bypass routes (e.g., Blue Jay road, Romika–Mwisho wa Lami) to alleviate Beach Road gridlock.

E. Security, Consumer Protection, and Enforcement

- **Early Security Planning:** Enforce a mandatory advance notification rule to the OCS Diani Police Station to ensure proportionate deployment for traffic and safety management.
- **Vetting of Travel Agents & Hosts:** Establish a verified registry of travel agents and accommodation providers to curb online booking scams and preserve market integrity.
- **Local Law Enforcement:** Maintain zero tolerance for public lawlessness, ensuring Diani remains a safe, high-value destination for both residents and visitors.

4. PRAYERS / REQUESTS TO THE CECMs

We respectfully request the CECM Environment and CECM Trade & Tourism to:

1. **Adopt and formalize** the proposed multi-stakeholder *Ad-Hoc Event Planning & Review Committee* within Kwale County's administrative framework.
2. **Issue joint operational guidelines** streamlining noise, environment, and trade licensing processes for event organizers in Diani Municipality.
3. **Partner with SCRA and local stakeholders** in reviving the *Destination Diani* initiative to champion destination marketing, infrastructure maintenance, and regulatory compliance.
4. **Convene a joint follow-up session** with the leadership of SCRA, Diani Municipality, NEMA, and the National Police Service to finalize the implementation roadmap.

SUBMITTED ON BEHALF OF THE SOUTH COAST RESIDENTS' ASSOCIATION & DIANI STAKEHOLDERS

Cc:

- Director General, NEMA
- County Commander / OCS, National Police Service – Diani
- Municipality Manager, Diani Municipality
- Kenya Association of Hotelkeepers and Caterers (KAHC) - Diani Chapter