



**SOUTH COAST
RESIDENTS'
ASSOCIATION**

**MINUTES OF THE DIANI EVENT PLANNING AND REGULATION ROUNDTABLE MEETING HELD ON 21ST
JULY 2026 AT DIANI SEA RESORT AT 9:00AM**

MEMBERS PRESENT

George Mokaya	SCRA Chairman
Paul Enright	SCRA Secretary
Mariam Adam	Diani Municipality
Dr. Stan Kinsch	SCRA Vice Chairman
Daniel Okoth	KWATS Transport
Jeremiah Muchiri	Diani Municipality
Rakam Kamar	SCRA Committee
Zaituni Mwangaza	Tamoni Homes
Jackie Arkle	JA Consult
Gray Karingi	Gray Stays
Caren Otieno	SCRA Admin
Paul Musila	County - Dept. of Tourism
Scarlet Tamoni	Tamoni Homes
Joan Ndung'u	Vice Chairperson Diani Municipality
Duncan Okoth	NEMA
Pauline Nduva	KAHC -Diani Sea Resort/ Lodge
Isaac Kamau	National Police Service
James Mdoma	Jacaranda Hotel
Morris Karume	Terminal 2
Shake Kale	Sokomoto

Absent with apologies

CECM Tourism (Represented by Chief officer – Dept of Tourism)

CECM Environment

Chief officer Environment (Mr. Seif Landi)

Diani Municipality manager (Represented by Mr. Muchiri)

Head of Enforcement Kwale County (Mr. Oginda)

Round table discussion highlights

1. Timely notification framework for public events
2. Clear roles and accountability regarding sound mitigation, waste management, traffic and security
3. Synchronization of licensing and county environmental regulations

Preamble

Members streamed in from 9:00am and the meeting officially started at 10:00am with a welcome from the SCRA Chairman, Mr. George Mokaya and a word of prayer by Mr. Jeremiah Muchiri of Diani Municipality.

The Chairman set the ground rules for the meeting, encouraging members to show respect for all opinions that would be shared.

He insisted that we were all part of the Kwale ecosystem and our different opinions were valuable as long as they were well coordinated.

Min 01/07/2006 Chairman's remarks

1. Diani as an Ecosystem

South Coast Residents' Association is not doing anything to stop events, but there is need to have order in their running.

Diani Beach is not just a world-class tourism hub; it is a community, a residential home, and an environment that requires a delicate balance to thrive.

Events are a major pillar of MICE (Meetings, Incentives, Conferences, and Exhibitions) tourism. They bring life, revenue, and recognition to Diani. However, to sustain this growth, we must bring order, predictability, and structure to how these events are planned and managed.

2. Strategic Positioning: Maximizing the 12-Month Calendar

We have 12 months in a year, yet we often see a chaotic concentration of events during peak times, which strains our local infrastructure and disrupts residents.

Our goal should be to strategically position specific months for major events, intentionally targeting the low season. By filling the gaps in the low season, we can provide consistent support for our local transport and accommodation sectors (our hotels, villas, matatus, taxis, tuktuks, bodabodas and flights), ensuring steady economic flow throughout the entire year.

3. Consumer Protection and Streamlining Processes

Working with credible Travel Agents: To safeguard Diani's reputation, we must actively vet and collaborate with registered, reputable travel agents. This is crucial to avoiding the swindling of unsuspecting guests by rogue operators offering fake event packages or non-existent accommodation.

Streamlining Permit Issuance: We need a one-stop, coordinated framework with NEMA, Kwale County, and Public Health to synchronize and streamline the permit process. Event organizers shouldn't have to chase multiple offices blindly; the rules on sound mitigation, waste management, and licensing must be clear and integrated from the start.

4. Putting Order First: Security and Resident Considerations

Growth must not come at the expense of peace. We must put firm order into event planning by showing deep consideration for Diani residents regarding noise control, traffic management, and environmental cleanliness.

Security as a core partner: Security cannot be an afterthought. We are partnering closely with our local security teams and the OCS-Diani Police Station to ensure every event has a robust safety and traffic control plan.

5. The Way Forward: Formation of a Voluntary Ad-Hoc Committee

To turn these ideas into action, I propose the formation of an ad-hoc committee for event planning, drawn directly from this ecosystem (residents, hospitality owners, county reps, and security). This committee will be entirely voluntary, driven by individuals who are passionate about the sustainable development of Diani.

This team will work to create the framework for a timely notification system, vet the event calendar, and ensure all stakeholders are aligned before the first speaker is even turned on.

The roundtable is not just to air grievances, but to co-create a sustainable blueprint where the event industry thrives, local businesses grow, and residents enjoy the peace they deserve.

Min 02/07/2006 Contribution from Diani Municipality

The Municipality is putting in place the enforcement of National law at county level to help in developing a regulation framework for events in Diani.

Currently there is infrastructure that has been finished such as the Blue Jay road. There is also approval for the Romika to Mwisho wa lami road. Alternative roads will present less congestion on the Diani Beach road during major events.

The Municipality is also working with KENHA and KURA to make improvements and beautification of existing roads.

The government is also working on acquiring land in Chale and a cultural center in Kwale, which would present a good option for having major events far from the center of Diani Beach.

When it comes to the issue of positioning events during peak seasons, we have to reach out to the event planners directly, to consider months which are not very busy. We need to sell Diani to them in a manner that allows them to appreciate the off-peak potential of the place.

Diani needs to have its house in order, to quell the perception and issues that have arisen in the past and giving assurance to the event planners that we will hold their hands through the entirety of their event.

Min 03/07/2006 Contribution from Tourism Department

Where are the gaps where TRA can support in these issues surrounding major events in Diani Beach?

Guests have the responsibility to do their due diligence in regard to choosing accommodation; ignorance is no defense.

There is need to understand who is to be approached when events are being planned and what are the licenses needed for them.

There is an issue of encroaching structures along the road reserve, a special mentioning to Morning Star Resort. If this continues, it will change the look of the beach road and guests will not prefer to come to Diani over time.

It is highly recommended that before NEMA gives a license, they should confirm first if the neighbors are notified of the event.

Consideration is also needed to understand the mindset of the event planners who also desire to maximize holiday seasons for higher traffic.

Everyone is encouraged to be involved in public participation of bills before they are passed.

Min 04/07/2006 Contribution from NEMA

When it comes to licensing events, NEMA employs an Environmental Social Management plan similar to public participation. They later advise based the report on issues such waste management and air pollution.

Sometimes a noise permit is issued without NEMA being involved. The County government needs to do comprehensive public participation with NEMA while also involving SCRA in the process.

It is crucial that SCRA writes a letter to the Director General to recommend that SCRA be consulted during public participation exercises for event planning.

An observation has been made that it takes long for some government officers to respond to complaints from residents.

There should also be a thorough review of noise permits, in order to clarify the precise time in which events should stop especially events that cross over from Sunday night to Monday morning hours.

Min 05/07/2006 Contribution from National Police Service

The police need to be informed early in advance about upcoming events in order to prepare well to provide service and have the right number of officers available. Events that have potential to interfere with another person should be notified to the police.

Event planners are also expected to keep time during their program. It is very challenging to direct intoxicated guests to leave a venue hours after the event is over.

The office of the OCS works in conjunction with the County government. Given the growing community of Diani, there is a push to have another police station to serve the area.

Regardless of our need for business through these events, guests are not above the law. The police will continue to enforce the observation and respect for the local and national laws and code of conduct.

Min 06/07/2006 Contribution from Hospitality sector

There is need to influence regulation locally at the county level. These regulations are already defined in law, we need to make them local and hold event planners accountable to them.

Many events have come to Diani Beach and yet remain calm and manageable, because of their discipline and observance to regulation. It is doable to control noise during events, we need to research and fully implement as a coordinated team.

Events become an inconvenience to not just residents but also guests in the hotels, there needs to be strict regulations to safeguard everyone's needs. We have to localize the regulation to suit the culture and structure of Diani Beach.

Diani Beach is also losing wedding business because of the policies introduced in Kenya that make it very challenging to cross all the major red tape. Guests therefore choose neighboring destinations with simpler and more welcoming requirements.

Min 07/07/2006 Contribution from Key events Hosts

TRA as the regulator, should have been in this round table meeting so as to guide stakeholders to build a regulation and law that will guide day to day business.

There is need to reinstate the Destination Diani forum because it allowed stakeholders to participate, support and even donate to their collaborative event management. However, for the last 3 years, events are being run independently.

The issue of scammers is becoming rampant and there is need for a proper guideline.

Min 08/07/2006 Contribution from SCRA members

The suggestion to have a sub-committee to deal with issues surrounding events in Diani is ideal. The key concern would be to identify the specific offices or departments that would be held responsible in enforcing the regulations and making follow ups.

One of the biggest issues arising from hosting major events is traffic control. Speed signs have faded away. Roads and speedbumps also need correct markings. There needs to be clear information on who is responsible in marking them.

Is it possible for SCRA to be given responsibility to mark these roads in conjunction with the government?

The cutting of trees to protect power lines is absurd, the planks are left along the road which impedes driving.

It was emphasized that the first contact for an event is the venue. In the process, the planners have to factor the size of space, number of people, management of sanitation, noise and garbage control. Some of these aspects fall under the Ministry of Environment, which needs very strict guidelines.

Historically, noise permits were given up till 11pm but lately it is common to be given till 3am which has become a rising concern for Diani residents.

Approaching event planners directly may not be as easy, however, with the revival of Destination Diani, the planners would have a more identifiable and accessible representation for Diani Beach.

It is necessary to consider the overall nature of events allowable in Diani, whether Diani will do better to attract high level clients or revelers.

Min 09/07/2006 Contribution from Travel Agency and STRA providers

The levels of scamming have advanced and become significantly difficult when people copy exact details from official agency online sites and sell to unsuspecting guests.

It is important to consider the capacity of guests that Diani Beach can comfortably hold. The magnitude of major events such as *Summertides* is over 10,000 guests. This is beyond Diani's capability, which also overwhelms security teams.

Those seeking a space for a venue must consider all these factors. Regulations need to have pre-conditions that provide a limit of number of people expected.

Kwale County should source for a more ideal location that will be dedicated to hosting major events far from the center of Diani Beach. Followed by infrastructure and development for hospitality services in and around that venue. Huge events are jamming facilities in the central location of the Diani business and residential area. A dedicated space for events is a priority, if guests need to shop or visit the business centers, they will eventually find their way around. It is important to research and borrow from the success stories of mega events that happen internationally such as *Tomorrowland* in Belgium.

In order for this collaborative event planning effort to succeed, there needs to be fairness across board when it comes to building relationships between hosts and agents. There is a culture of hosts undercutting agents when they get better deals from direct clients who can pay more. This ruins business relationships. How can agents and hosts be held accountable in their business decisions?

As long as alcohol is involved, event control is difficult without question. However, impunity should not be tolerated whereby the local community is subject to witnessing public law breaking by guests. When such conduct is left to go overboard and unchecked, it will set a bad precedence for all other events, branding Diani for absolute permissiveness.

Min 10/07/2006 Contribution from Guest transfer providers

It is prudent to consider the location of major events, factoring the challenging logistics of providing guest transfer services while roads are jammed.

The use of back roads is risky, especially at night. More should be done to increase safe alternative roads to support smooth transport services.

Min 11/07/2006 AOB

Mr. Mokaya insisted that there is need to demystify which office or department is responsible for issuing the different type of licenses. Licensing should be streamlined and structured for anyone to access.

Madam Joan gave a vote of thanks to all the members present, office of the Governor, investment sector, municipality and security.

Reiterating that we all want success for our destination and lucrative business for event planners who come to invest in Diani. Diani needs to get its house in order to optimize what is coming our way.

Adjournment

There being no further business to discuss, the meeting ended at 12:37pm by a word of prayer from Mr. James Mdoma. The follow up meeting will be scheduled after a courtesy call and presentation of an official memoranda to the CECM Trade, Tourism alongside the CECM Environment and the OCS Diani Police.