



FREE WINNIFRED BEACH BENEVOLENT SOCIETY

January 25, 2022

Winnifred Beach Development Proposal.

This proposal is to keep Winnifred Beach accessible without restrictions to the general public and to build a successful cooperation model between the Government, the Private Sector and the Winnifred Beach Community.

In view of future plans to develop Winnifred Beach, the Free Winnifred Beach Benevolent Society (FWBBS), whose members have been the ones taking care of this beach for over two decades, stands ready to undertake officially the management of the beach in this new phase.

We aim to offer a higher standard of service to support new tourism development in this area and to make Winnifred Beach the flagship for international tourists seeking an authentic experience in Jamaica.

Winnifred Beach is a rare combination of authenticity and beauty; the secret dream of many "First World" travelers. The Beach is also an historical community place for Portlanders where they traditionally go to celebrate events, improve health, relax and unwind. All these benefits point to the need for Winnifred to be considered as a community centre beach.

Our plans would be to include social activities on the beach such as:

- Schools' involvement in keeping the beach clean and, at the same time, learning about the environment, the reef, fauna and flora protection
- Training for beach personnel to become environmental wardens.
- Swimming classes for persons from the community, which has already started
- Setting up a craft centre from among the beach vendors and to host small craft exhibitions at the beach.

The FWBBS is already in the process of creating an organizational structure capable of managing the activities on the beach. We will also seek professional advice and financial aid from private foundations and international donors that are ready to support our project.

We propose that the Tourism Enhancement Fund's (TEF) financial assistance be utilized to develop the necessary infrastructure for sustainable development of the beach. This will create the conditions to enhance local human resource and entrepreneurship.

We recommend that funds earmarked for beach improvements be spent primarily on infrastructure work, such as a new parking area above the beach, solar energy and rainwater harvesting systems to serve the activities on the beach, eco bathrooms, natural trails along the various facilities and shops. We have already done feasibility studies on these matters and are ready to bring our proposals to the table at our next meeting with UDC and TEF.

Preserving the same “casual tropical style” of Winnifred Beach is a key component to the success of this project. For the construction of the commercial spaces, we envision a close collaboration with the various operators of the beach.

Bamboo and wood are the main construction materials of the current structures on the beach. A private foundation is willing to donate to us specialized technical support for the on-site processing of bamboo.

At the last Town Meeting it was also discussed the creation of a “unique feature” that could represent the beach. We propose that the “unique feature” to be BEACH ART INSTALLATIONS inspired by nature and realized by local and international artists. This model has been developed with great success in many parts of the world.

In all, our proposal combines the upliftment of the beach in a sustainable way, the active involvement of the community, respect and protection of the environment and the possibility for visitors to enjoy a true Jamaican experience at Winnifred Beach.

Thank you for your consideration.

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