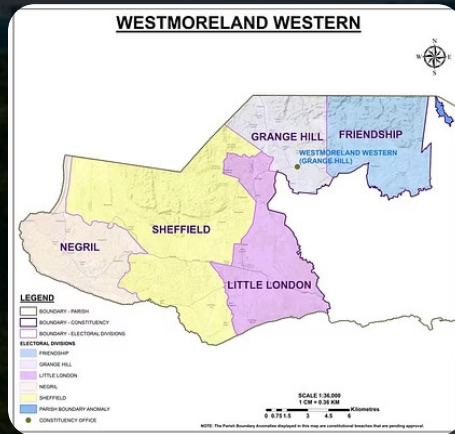


NEGRIL DEVELOPMENT PLAN



GARFIELD JAMES



By Garfield James, MP Candidate for Western Westmoreland

A Vision Rooted in Community, Built for the People, and Guided by Their Voice

Introduction

My candidacy is not about imposition—it is about amplification. It is about lifting the voice of the people of Negril and Western Westmoreland and translating their collective will into tangible, transformative action. The following development plan is not conceived from a place of political aspiration, but from community consultation. It is guided wholly by the aspirations, frustrations, and dreams of the people I hope to serve. It reflects a promise: that the Negril we build together will be one that belongs to us all. Overall, it is predicated on Public Private Partnerships (PPP).

This plan draws deeply from the Negril Chamber of Commerce's 2019 visioning report—a document forged in the fire of local experience and hammered into shape through extensive grassroots engagement. It embodies a Negril that is self-determined, resilient, beautiful, and economically just.

Core Principles



Community-Centered

All proposed initiatives respond directly to community input.



Sustainability

Economic, environmental, and social sustainability are non-negotiable.



Transparency & Accountability

Progress will be tracked with full public participation.



Partnership-Driven

Government, private sector, civil society, and community must act as one.

Pillars of the Plan





1. Governance: Self-Determination and Order

Vision: A well-governed Negril, with clear zoning, modern enforcement, and local autonomy.



Municipal Status for Negril

We will advocate for Negril to be designated a municipality with its own local governance structure—no longer split between Hanover and Westmoreland, but unified and empowered to make its own decisions.



Zoning Enforcement & Land Use Planning

Enforce zoning laws to regulate development and preserve green space. This includes incentives for compliant businesses and penalties for non-conformity.

2. Infrastructure: Foundations for a Thriving Future

Vision: A Negril with functional, beautiful, and future-ready infrastructure.



Market Development

Pursue the delivery of the long-awaited Negril Fruit and Vegetable Market, approved and supported by the community. This will support local farmers and create a dignified space for commerce.



Sidewalks and Road Networks

Pursue the construction of a pedestrian-friendly sidewalk along the West End Road leading to the Negril Lighthouse, with proper lighting and drainage.



Water & Sewage

Pursue the upgrade of the sewage system and promote rainwater harvesting for sustainability and environmental protection.



Reliable Utilities

Lobby the relevant Ministries Departments and Agencies for stable electricity, explore solar and wind energy, and push for fiber-optic internet to support Negril as a SMART city with modern surveillance and data capabilities.

3. Environmental Stewardship: Preserving Our Natural Heritage

Vision: A Negril that protects its paradise—its beaches, reefs, and greenery—for generations to come.

The Great Morass & Royal Palm Reserve

Pursue investments in full eco-restoration and maintenance, turning this ecological asset into an Ecoquarium and educational center. Rehydration and invasive species elimination will be prioritized.



Public Green Spaces & Beautification

Create parks, play areas, and green spaces, with an emphasis on peace, safety, and aesthetics. Work with the Negril Chamber to establish a Negril Beautification Committee comprised of local artists, designers, and environmentalists.



Beach Access & Protection

Enshrine public access to Negril's beaches, supported by reasonable amenity fees, managed by a public-private partnership. This will ensure maintenance while preserving local rights.



Marine and Coastal Protection

Work with the NCoC and NEPT to enhance protection of marine parks, and implement beach nourishment strategies to combat erosion and protect Negril's world-renowned shoreline.

4. Education & Skills Training: Empowerment Through Knowledge

Vision: A skilled, confident, and upwardly mobile population.

Negril Community College

Provide full support to the Negril Chamber's proposal for the establishment of a college offering certified courses in hospitality, animation, coding, trades, music, landscaping, health services, and more. This will create a workforce ready for the modern global economy.

Vocational & Entrepreneurial Training

Work with the Chamber and the requisite Ministry to provide support for training in coding, animation, and entrepreneurial training in order to engage young people who are interested in careers outside of the hospitality sector. This will help to reduce unemployment.

Workforce Support

Provide full support to the Negril Chamber's proposal for the development of child nurseries with extended hours to support working parents, especially those in hospitality. As an educator, I know the importance of this type of support at the early childhood level cannot be overemphasized.

5. Community Development: Dignity, Housing, and Opportunity

Vision: A Negril where every resident has a voice, a home, and a future.



Entertainment Zones

Partner with the Negril Entertainment Association, the Negril Chamber and community to pursue to completion the proposed Entertainment Zone for Negril.



Affordable Housing & Land Use

Lobby government/NHT to provide affordable housing for young workers. Assist persons who are squatting through smart management of government-owned lands.



Community Centre & Multi-Sport Complex

Partner with MDAs, donor agencies such as Sports Development Foundation (SDF) to upgrade existing centers into multi-functional cultural and sports hubs, encouraging youth engagement, fitness, and civic participation.



Vendor Regularization

Work with the Ministry of Tourism/TPDCo for itinerant vendors who are considered as operating "illegally" based on the JTB Act, to be trained and licensed. This will offer stability and protecting livelihoods while enhancing the visitor experience.

7. Negril Health Centre Expansion & Trauma Care Facility



Negril's existing health centre has not expanded in line with the rapid growth of the local population and the steady increase in tourist arrivals. As a major international destination, Negril requires a public medical facility capable of handling both routine and emergency cases. At present, residents and visitors alike must travel long distances for trauma or emergency care.

To address this, the development plan includes the construction of a dedicated trauma care centre, integrated into the existing health infrastructure.

This healthcare vision reflects a clear and urgent priority: build a healthcare system that serves both the everyday needs and emergency demands of Negril's population. This plan is not just about improving infrastructure—it's about ensuring peace of mind for residents, workers, and visitors alike. The proposed trauma care centre is a vital step toward safeguarding Negril's future and protecting the people who make it thrive.

Key Objectives



Expand the Negril Health Centre

With new emergency rooms and treatment areas to accommodate a greater number of patients.



Develop a Trauma Care Unit

Capable of stabilizing critical patients before transfer to larger hospitals if needed.



Equip the facility with modern medical tools

Through collaboration with donors, the Ministry of Health, and international health partners.



Recruit and train specialized medical staff

Including trauma specialists, emergency physicians, and support personnel.



Enhance ambulance and airlift capabilities

To ensure timely transfers when necessary.

Collaborative Approach

This project will be pursued in partnership with:



Ministry of Health

For technical guidance and structural investment.



Private sector donors and health NGOs

To supply essential medical equipment and training.



Community stakeholders

To ensure the facility serves the specific needs of Negril residents and businesses.

Projected Timeline

Year 1

Finalize site and building plans, secure funding, and begin construction.



Year 3

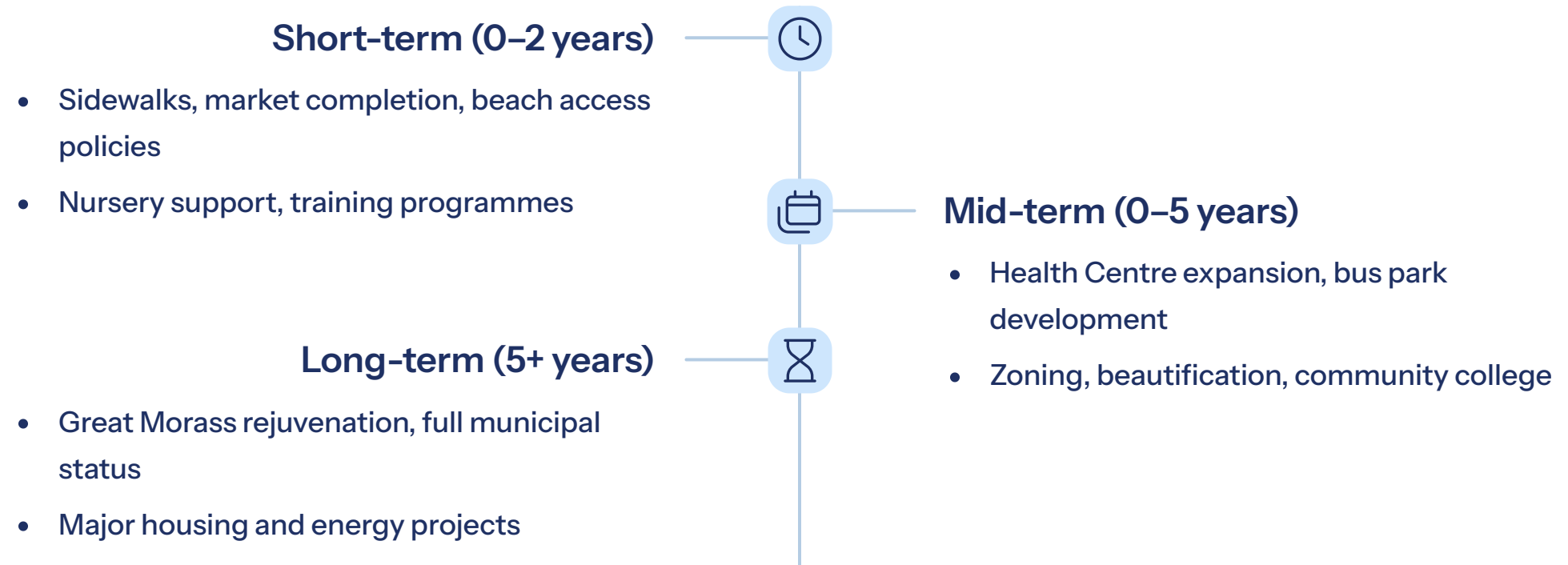
Launch full operations of the trauma care centre.

Year 2

Complete construction, install equipment, and recruit medical personnel.

Implementation & Accountability

Timeline & Delivery:



Partners in Delivery



**Negril Chamber of
Commerce**



**Government
Ministries**

Local Gov, Health, Tourism,
Education



Agencies

NEPA, UDC, HEART, JPS,
NHT, JTB, JAMPRO and
others



Private & Community

Private Investors &
Community Organizations



In Closing

This is not my plan. This is your vision. This is Negril, dreaming aloud, and putting action behind every aspiration.

As your representative, I will be your voice in Parliament, your advocate in ministries, and your partner in every street corner discussion on how we make Negril not only a destination for the world, but a dignified, thriving home for its people.

Let us go forward, not by imposition, but by invitation—of every resident, every business, every stakeholder—to build together a Negril that is whole, just, and ready for the world.

Stronger Together. Negril First.