

A New Vision for a New City



17/18

**VOTE FOR
LYNETTE EASTMOND**



UPP

UNITED PROGRESSIVE PARTY



Lynette Eastmond

Candidate for the City of Bridgetown

17/18

THE BRIDGETOWN MANIFESTO

YES! TO A NEW CITY OF BRIDGETOWN

1. This manifesto for the City seeks to describe to you and set out through pictures what the City can be like with a bit of effort and a lot of love. The development which we propose above all else must be for the people of the City.
2. The blatant neglect of the City and those who live there is so appalling that it is of no surprise that some might wonder whether there is not some elaborate scheme to deprive the people of the City of their homeland. **The United Progressive Party** is of the view that the people of the City who have kept it living and breathing for all these years must be the beneficiaries of the New Vision for the City.
3. Cities around the world are considered to be some of the best places to live and work there. They are then packaged and marketed as tourist attractions themselves. The same must be done for the City of Bridgetown. And since the resources of the country are limited we can start with the least expensive projects first.

NASSAU – BAHAMAS



HAMILTON – BERMUDA



WHY NOT THE CITY OF BRIDGETOWN?

4. There is no reason that the City of Bridgetown including its neighbourhoods should not be as robust, vibrant and as beautiful as cities elsewhere in the world. However it does require a representative with a vision who can imagine and create the renaissance needed for the City.

JOBS & BUSINESS FOR THE PEOPLE

5. The ultimate objective of any initiative must be the people and this initiative even though it will restore the City to a place where all would wish to visit this is an opportunity to create more business activity in the City and more jobs for the residents in the City of the City so that all people may improve their standard of living.
6. But there will be spinoffs for the rest of Barbados. Barbadians will have a City of which they can be proud just as those people who live in England and France and the United States of America.

GEORGETOWN – CAYMAN ISLAND



LYNETTE'S QUALIFICATIONS

7. Lynette is an attorney-at-law with a Bachelor and a Masters Degree in law. She was a Senior International Tax Manager with the international accounting firm of PriceWaterhouseCoopers; she served as Director of the Central Bank and Director of International Business as well as Minister of Commerce, Consumer Affairs and Business Development.
8. Lynette Eastmond has a track record of starting new projects and seeing them through to their conclusion. We should start with the most obvious. Lynette Eastmond has managed to bring together a diverse and brilliant team of individuals to contest the upcoming elections. This has been perhaps her most difficult challenge to date.
9. She was also one of the founding members of the Barbados Film & Video Association and was its President for three years. That organisation is the most vibrant within the cultural sphere. She was also the one who had the idea of creating the Barbados Coalition of Service Industries. Most importantly she was the lead negotiator for Barbados when it had to take

on the Organisation of Economic Cooperation and Development (OECD) saving Barbados some \$300 million.

10. The City needs someone with a track record of tackling difficult problems and finding solutions. The **United Progressive Party** knows that **Lynette Eastmond** is the best bet for the City.

OUR HISTORY

11. History has left a massive footprint on the City of Bridgetown. And it is the history of Cities across the world which helps to create their own unique signature. The Barbados Careenage has welcomed many settlers and has waived goodbye to many Barbadians. It is where the several religious groups have located their major institutions: The Cathedral of St. Michael's and All Angels, The St. Patricks Catholic Church, The Synagogue and Mosques.

THE CITY AS A COMMERCIAL HUB

12. Over time the City has declined as a commercial hub. Nevertheless it is still the place which has a number of commercial institutions still present. This includes (i) The Treasury Building (ii) The Harbour Industrial Park (iii) Both leading newspapers (iv) The Central Bank of Barbados and (v) Major law firms (vi) Pelican Village and (vii) vendors' markets.
13. It is the vision of the **UPP** that the City should seek to develop its own jobs for its own people. The City has the assets to do so. There will therefore be a focus on individuals in the City creating their own businesses thereby providing jobs for themselves and others.

THE CITY AS A CREATIVE SPACE

14. The Daphne Joseph Hackett Theatre, the Steele Shed, and the Frank Collymore Hall are all spaces dedicated to the Creativity of Barbadians.

And they are all found within the City of Bridgetown. Barbados has also enhanced its open spaces with Independence Square, Heroes Square, the Board Walk and Jubilee Square. It is critical that these spaces are utilised by the creative people of Barbados and those whom we might invite to Barbados from abroad.

NEW ORLEANS – USA



URBAN AGRICULTURE

15. Fundamental to the philosophy of the United Party is that Barbadians should eat more nutrient rich food. In order to achieve this, vacant lots must be brought back into production both at the household and the community level. This must be so in the City of Bridgetown as well.

16. It is our pledge to bring agriculture to every nook and cranny in Barbados. One of the uses that many of the dilapidated buildings in the City can be put is for the purposes of agriculture. These buildings can be used for green houses and shade houses as well as for vertical farming.

TOURISM WITH AN AUTHENTIC APPEAL

17. The rich diversity of the City must be the best kept secret in the world of tourism. The diversity of cities is nothing new. This is why when individuals travel to places like New York and London there are bound to discover accents from the world. Barbados has welcomed individuals from Africa, the Caribbean, Europe and Asia and must take this opportunity to highlight the culture of this diverse population.
18. A diverse culture brings with it a diversity of food and drink and fashion! This is what the City can offer to Barbadians and visitors to Barbados. The truth is no other place in Barbados can offer this.
19. There are already businesses in the City which can be appealing. However there is a need to manage major issues such as sanitation and lighting.

THE CREATIVE ECONOMY

20. The United Progressive Party has identified a new sector for focus in the Barbados economy and that is the Creative Economy. Barbados has had a history of pushing for the diversity of its economy from sugar to tourism to light manufacturing to the international business sector.
21. The Creative Economy now being pushed by the UPP has the potential to eclipse both international business and tourism with a minimum of \$3 billion annually estimated for the coffers of Barbados.

OUR ACTION PLAN

22. The following is an action plan that can be implemented as soon as **Lynette Eastmond** is elected to office:
- ✓ *Establish a City of Bridgetown Council and incorporate it as a Non-Profit Company.*

- Identify individuals who will represent all aspects of the City such as Citizens of the City, Small Business and Vending, Sea & Port, Historical, Commerce, Religion, Sanitation & Lighting.
- Articulate the terms of reference.
- ✓ Commence town hall meetings to be held quarterly.
- ✓ Develop a template for Community Organisations within each area in the City.
- ✓ Develop a City Festival Calendar.
- ✓ Encourage the formation of NGOs and Community Based Organisations.
- ✓ Conduct an inventory of the assets of the City.
- ✓ Identify the easiest projects based on the level of execution and money required eg. Cleaning up of the dilapidated buildings in the City in order to make them useful or beautiful.
- ✓ Identify the priority projects based on their level of importance.
- ✓ Immediately commence the easiest projects.

