



Folkestone Park and Marine Reserve

- A Look at Redevelopment

Management and Control

- The Marine Areas Preservation & Enhancement Act (1976).
- The Marine Areas (Preservation & Enhancement) (Barbados Marine Reserve) Regulations 1981.
- Coastal Zone Management Act 1998.
- The National Conservation Commission.

The Challenges

- The global economic conditions will continue to impact Barbados tourism sector resulting in lower government revenues in the foreseeable future.
- The costs of a major redevelopment at Folkestone Park are not likely to be funded by capital spending budgets.
- Tourism revenue generation on site is limited by the nature of the resources and facilities currently in place.
- No one entity has the human and financial resources to undertake a redevelopment programme at Folkestone given projected costs.

The working brief

- Blackbird Design has been asked to review the exhibit development proposals submitted since completion of the final report of the Feasibility Studies of Harrison's Cave and Associated Sites, Carlisle Bay, Folkestone Park and Marine Reserve and to suggest ways forward.
- NCC General Manager Neblett stressed the following key points for the immediate stage of the process:
 - consideration must be given to both terrestrial and marine interpretation
 - learning opportunities for Folkestone watershed residents is paramount
 - focus on green economy & sustainable land management
 - strive to develop eco-tourism opportunities
 - consider the impacts of the new shoreline walkway system bringing new and more pedestrians to Folkestone
 - consider the entire physical site and design for the future
 - support the marine management objectives

The Friends of Folkestone Foundation

There is need for engaging a strong partner who can

- catalyze cooperation between government agencies, community activists, residents & private enterprise
- carry out activities (such as fund-raising, corporate sponsorship & grant applications) not possible under the banner of government
- balance the objectives of the FPMR and MMA with the needs, wants and desires of all users of the Folkestone terrestrial and marine environments
- be the vehicle through which volunteerism and community concerns can be expressed in terms of real results on the ground



**We need a partnership between
Government and a non-profit NGO
to establish the**

**‘sustainable, eco-tourism centre’
at Folkestone Park and Marine Reserve**



Could redevelopment led by an NGO fulfill
NCC/FPMR mandate?

- Improved Folkestone will be an area attraction that draws and retains visitors on the west coast.
- Facilities upgraded to meet demands of changing demographics and attitudes in tourism audience
- Ability to offer learning and eco-tourism experiences becomes a marketing strategy advantage in a very competitive field
- Directives from the General Manager NCC ask that Folkestone redevelopment include solar power generation, sustainable land management and green economy attributes
- Done properly, redevelopment sets the stage for visionary approach to meeting the challenges faced by island nations in a changing global economy

The Programme

- Evaluate the needs based on NCC, FPMR and community input
- Seek out creative design and programming solutions given the physical, human resource and financial limitations
- Look new partnerships as a way of creating synergies and funding opportunities for redevelopment
- Plan long term, phased and layered redevelopment programmes that are flexible in order to work with fluctuating annual budgets
- Develop long term funding programmes to ensure adequate financial base to continue implementation plans
- Establish a strong, community-based NGO to be the initiator, driver and implementor of the redevelopment programme

What does Folkestone need from a NGO Board?

- a champion to press the Government for the required financing to fund the capital redevelopment
- support for the establishment of a NGO to work with and on behalf of Folkestone Park and Marine Reserve
- advocate for community engagement processes that will raise awareness and interest in volunteerism to further support FPMR objectives
- use individual corporate contacts to bring strong private enterprise funding support to the project through the NGO
- help to develop new levels of trust and belief in the front-line staff, resident and user communities and private enterprise in order that they enthusiastically support this initiative

Lessons Learned

- Need to engage strong partner
- Need to balance objectives of FPMR with needs, wants, and desires of stakeholders
- Need to set practical, attainable, structured goals.



Friends of
Folkestone
Park and Marine Reserve



Folkestone Park and Marine Reserve
A Sustainable Eco-Tourism Centre