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THE INSTITUTE OF CULTURAL AFFAIRS
CONCERNED WITH THE HUMAN FACTOR IN WORLD DEVELOPMENT

31 October 1981

TO: The Latin American Houses and
Chicago Nexus

Dear Colleagues,

Greetings from the Caribbean. This is a mid-quarter newsletter.

During the Global Council, the Kingston House staff conducted two Community Forums and a Youth Forum. Immediately following the Global Council, a series of six Community Forums and 3 LENS seminars, the first held in the Caribbean, were held in September - with the National Commercial Bank (33), the Basic Services Project of the Government of Jamaica (6 Ministries) and UNICEF (30 participants from the 6 Ministries, 6 villages, after a Community Forum each, and UNICEF personnel) and the Diocese of Jamaica of the Anglican Church (90 participants including 3 Bishops, one of which is Chairman of the Caribbean Conference of Churches.) These three LENS have established a first-class track record with the four sectors. The Jamaican Potential Coordinating Committee and the Kingston Regional Team also held meetings during Quarter I. During the LENS seminars, LENS pedagogy was held and 3 House staff helped lead the 3 LENS. The House also used the LENS method to plan 1981-82, followed by maneuver building, a House PSU and a celebration in Kingston and at Yallah's beach.

Quarter II took off with a House staff of 12 adults and 6 e.g. (from Jamaica, Kenya, USA and Canada.) The focus of the quarter has been the launching of the region's intensive mode - the BLUE MOUNTAIN HUMAN DEVELOPMENT CLUSTER - in 15 villages in a 5 mile radius of Woburn Lawn. The House, still in Woburn Lawn, has assigned itself to Operations, Development and Management. Operations has primary responsibility for the intensive and extensive strategies for the region and area. Development, in raising funds, inkinding and marketing LENS, sees itself doing a probe strategy. Management, through grants accountability and ICA incorporation, sees itself doing a flanking strategy.

In the first five weeks of Quarter II, the House staff and Social Development Commission staff, have conducted 10 mini-consults (5 hours each) in Cluster villages, involving over 600 villagers. A four sector coalition for the Cluster is emerging with the 16 villages, the Government of Jamaica/UNICEF's Basic Services Project (6 Ministries), C.I.D.A., the Jamaica Agricultural

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Society, Goodyear Jamaica Ltd., the ICA and the inter-church committee. (A Memorandum on the Cluster is enclosed.) We have seen three Permanent-Secretaries and will see four more in the next 2 weeks. Rotary and USAID have both made site-visits to Woburn Lawn and are still interested in funding the HDTS. Partners International has also made a site visit and is very favourably disposed.

Development has inkinded lumber, paint, drinks, plasticware, maps, etc. for the Cluster and has a Ja\$15,000 commitment from the SDC through the Basic Services Project for training in the Cluster and over Ja\$10,000 working with the private sector. LENS is being marketed to 3-M and SDC.

Management is working with IDB, EEC, ECUSA. ICA Ltd. (Caribbean) is 4 weeks from incorporation with 6 prominent Jamaicans and 1 Barbadian signing the Articles and Memorandum and becoming the first Board of Directors (from the 4 sectors.)

Week 4, Research and Development Centrum representatives from Chicago Nexus were here. We grounded the theoretical frame (site selection criteria, pillars, and dynamics) of a Human Development Zone in the reality of the Kingston Region and were excited to see that an HDZ is emerging in the south-eastern segment of Jamaica.

We have already learned that launching a Cluster is not easy, and is only one pillar of the HDZ, but is the crucial dynamic of multiple primal community around which the other 3 sectors are enlivened. We are now struggling with the sequencing of the components of planning, training and organization for all four sectors.

Reports we have received from throughout Latin America have excited us with the new momentum of Human Development across the continent. We look forward to working through common models with you during our December Continental Council.

Grace and peace,

Rob & Mary work

MEMORANDUM RE:

A BLUE MOUNTAIN HUMAN DEVELOPMENT CLUSTER PROJECT (1981-1982)

INTENDED TO DEMONSTRATE AN EFFECTIVE APPROACH TO MULTI-COMMUNITY SOCIO-ECONOMIC DEVELOPMENT IN PARTNERSHIP WITH THE PUBLIC, PRIVATE AND VOLUNTARY SECTORS.

This Cluster Project is the first phase of implementation of strategic component No. 9, "Demonstration Projects Extension," of THE JAMAICAN POTENTIAL, a national consultation on Human Development in the 1980's. THE JAMAICAN POTENTIAL was co-sponsored by the Ministry of Youth and Community Development, the Private Sector Organization of Jamaica, the Council of Voluntary Social Services, the Woburn Lawn Economic Development Co-operative Society, Ltd, the University of the West Indies and The Institute of Cultural Affairs - a four sector coalition (public, private, voluntary and local.)

This Cluster Project is being initiated by a four sector coalition within St. Thomas Parish of the 16 participating villages (Woburn Lawn, Hagley Gap, Epping Farm, Minto, Penlyne Castle, Bethel Gap, Mango Row, Cedar Valley, Grove, Mount Vernon, Richmond Vale, Richmond Gap, Windsor Forest, Goat Ridge, River Head and Albion Mountain,) the Basic Services Project of the Government of Jamaica and UNICEF, the Jamaica Agricultural Society, C.I.D.A. and The Institute of Cultural Affairs.

This Cluster Project is an extension of the nationally recognized Human Development Project of The Institute of Cultural Affairs in Woburn Lawn. After three years of demonstrating an effective approach to economic self-sufficiency, social self-reliance and cultural self-confidence, Woburn Lawn is ready to "reach out" to 15 surrounding villages in the Blue Mountains in northwestern St. Thomas. This cluster falls within the Basic Services Project area, which is the Government of Jamaica/UNICEF demonstration of Integrated Rural Development - to be replicated islandwide. The parish of St. Thomas has been designated by the Ministry of Youth and Community Development as the pilot parish for the 250 Community Centre programme - an islandwide scheme of income generating skills training.

This Cluster Project will be launched in three stages: Initiation, Consultation and Implementation. Through village leaders meetings, village mini-consults, village core workshops and a cluster development committee, the Local Sector of 16 villages will involve over 800 local citizens in beginning to create an "action plan." An active partnership with the Public, Private and Voluntary Sectors will be achieved through visits, meetings, a Human Development Methods seminar and an Integrated Rural Development workshop. The Consultation will involve all four sectors in a week long workshop, resulting in a comprehensive, four year plan for the Cluster. The Implementation will involve cluster leaders training institutes, monthly village visits and simultaneous start-up programmes in economic, social and human development. To the degree that this "cluster concept" proves effective, it will be replicated islandwide.