



Concept illustration - not an actual site or approved design

INCREDIBLE JAMAICA

Project & Partnership Overview

Addressing Jamaica's need for affordable homes.

Homes, protected food production, solar energy and water infrastructure. A development proposal for discussion with NHT.

Concept & feasibility stage | September 2026

THE JAMAICAN OPPORTUNITY

A home must be affordable to live in, as well as to buy.

Incredible Jamaica aims to widen access to homeownership while creating opportunities to earn from agriculture and manage essential household costs.

01

Housing that can work in practice

Affordability needs to be tested against household income, access to finance, construction costs and ongoing charges. A low headline construction price alone is not enough.

02

Growing with a route to market

Protected agriculture would need suitable crops, reliable water, skilled operators and buyers. Income is an objective to test, not a promised outcome for residents.

03

Energy and water planned together

Solar, storage, drainage and water systems should be assessed alongside homes and growing facilities, including maintenance and replacement costs.

Jamaican housing context

NHT identifies a gap between housing demand and supply in its 2025 Chantilly Gardens announcement. Source: NHT, “NHT Breaks Ground for Chantilly Gardens”.

OUR SOLUTION

Three practical elements. One coordinated concept.

Incredible Jamaica explores an integrated development model. The design must connect its parts without hiding one activity's losses inside another.

HOMES

Housing options, infrastructure and household finance.

AGRICULTURE

Growing facilities, operator support, crop buyers and logistics.

CLEAN ENERGY

Solar and storage where justified by demand and lifecycle cost.

What holds the model together

A suitable site, a coherent masterplan, defined operating responsibilities and an integrated financial model. Skills and local enterprise are intended benefits; employment and impact targets will require evidence before publication.

THE COMMUNITY MODEL

A place to live. A chance to grow.



Concept illustration only. Not a real site, completed development or approved design.

Shape the community around local needs

Explore homes, protected growing spaces, shared infrastructure and access to essential services. The precise mix depends on land suitability, demand, approvals and an affordable operating model.

Roles remain to be agreed

Participation in farming, ownership arrangements, resident services and estate management must be designed with prospective residents and delivery partners. No household income or service outcome is guaranteed.

WHY JAMAICA / WHY NOW

A Jamaican model needs Jamaican evidence.

The development concept is being adapted to Jamaica. Historical overseas assumptions are not a substitute for local feasibility.

01

Understand demand

Establish who would live in the development, what they could afford and which home-finance routes are genuinely available.

02

Design for the conditions

Assess flood, wind and other site-specific hazards; engineering standards; water availability; utilities and maintenance capacity.

03

Build the operating case

Validate crops, yields, labour, inputs, buyer demand and logistics with experienced local agricultural operators.

No public-agency commitment is claimed

NHT involvement, buyer finance and any grant or concessional funding remain matters for direct verification and written agreement.

OUR PILOT DEVELOPMENT

Start with a feasible site. Set the scale from the evidence.

01

Site assessment

Title and control, access, services, water, topography, planning and climate exposure.

02

Demand and affordability

Household needs, housing costs, finance eligibility and willingness to participate.

03

Technical and operating design

Housing options, growing systems, energy, water, maintenance and operator responsibilities.

04

Delivery and funding

Independent costs, permissions, partner capacity, finance conditions and a phased delivery plan.

Not yet announced: site, parish, land area, unit count, specification, budget, build programme or funding commitment.

COMMERCIAL APPROACH

Make each part work. Then test the whole.

This public overview describes the work needed to establish viability. It does not publish projected returns or seek investment subscriptions.

Housing and infrastructure

Test development and construction costs, professional fees, contingencies, sales or rental demand, resident finance and infrastructure obligations.

Agriculture and energy

Assess operating costs, crop sales, logistics, energy demand, maintenance and replacement reserves. Potential revenues must be supported by demand and appropriate agreements.

Governance and responsibilities

Agree the project's operating entity, land arrangements, partner appointments, funding responsibilities and ongoing management before contractual commitments.

Detailed financial models and fundraising proposals are separate workstreams. Any external fundraising material requires verified inputs and appropriate professional review.

IMPACT & NEXT STEPS

Discuss the proposal's fit with NHT.

We welcome an initial discussion about contributor needs, the appropriate development route and the evidence required for further consideration.

Households and affordability

Discuss the intended buyer profile, housing costs, eligibility and recurring charges.

Development route

Establish which NHT route, if any, could fit the eventual land and delivery arrangements.

Evidence for consideration

Clarify the site information, designs, cost plan and developer capability needed.

Housing and productive assets

Consider residential finance separately from greenhouse finance and farm operations.

A useful first conversation

Discuss the proposed development and information needed for an initial review. NHT participation is not agreed. Potential investors will receive separate pitch material when prepared; this document is not an investment offer.