

UMC Party Manifesto Ratification

3rd May 2026

Foreword

Political transition, the promise of reform remains incomplete. Institutions were not fully rebuilt, public systems were not fully modernised, and accountability mechanisms were not sufficiently strengthened. **Trust in governance** has weakened, the **cost of living continues to outpace incomes, and too many** citizens experience public administration as slow, inconsistent, and unresponsive.

These challenges are **structural** rather than temporary. They reflect gaps in **enforcement, fragmented public administration, uneven institutional reform, and economic policies that have not sufficiently prioritised domestic value creation, productive capacity, and dignity for ordinary households.** Without deliberate correction, these weaknesses will continue to erode confidence in both government and national opportunity.

Our mission is to build a just, inclusive, and prosperous nation through transformative development. Our vision is a self-reliant Gambia in which opportunity is expanded, institutions are credible, and growth translates into measurable improvement in people's lives.

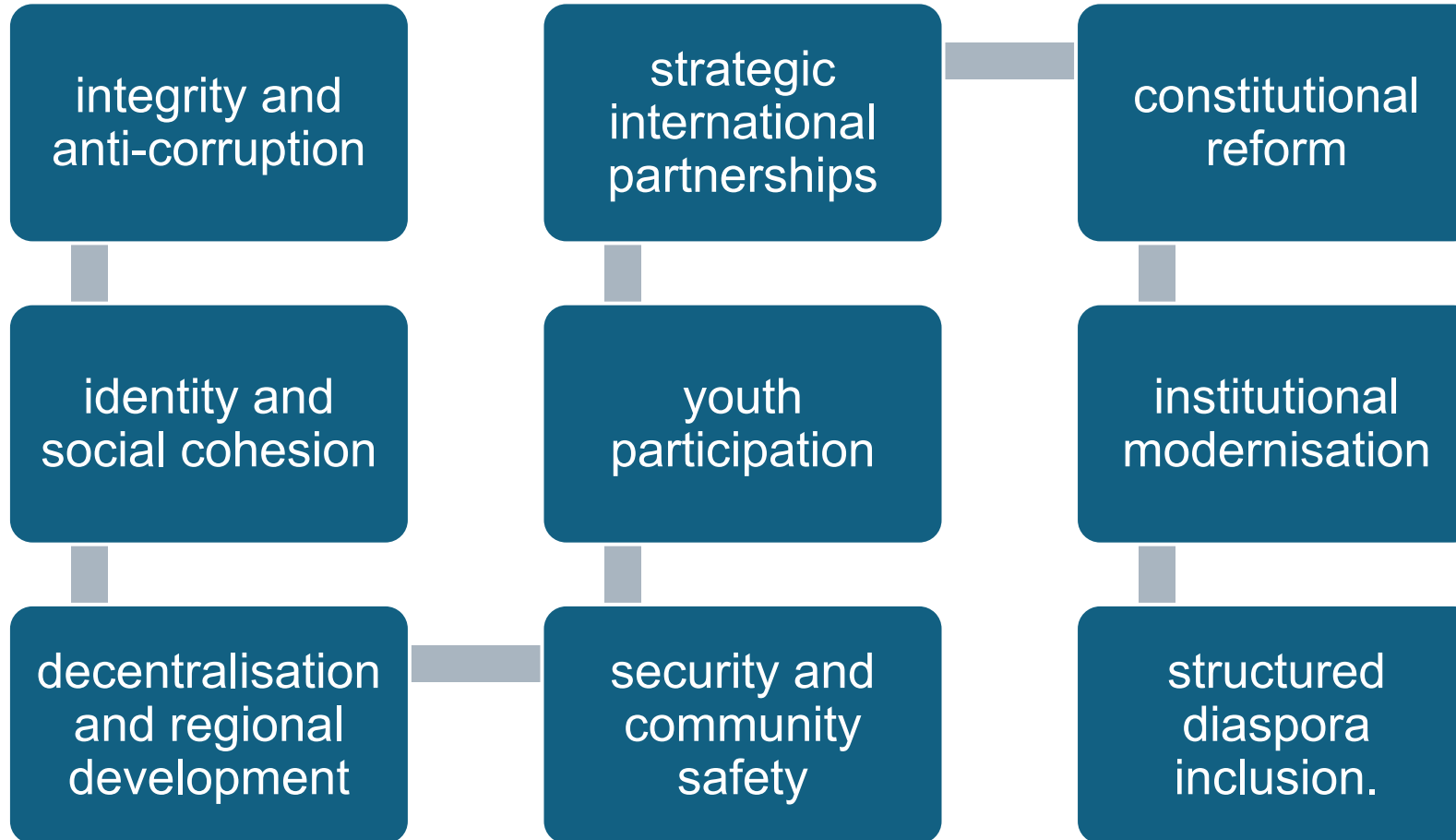
Core Pillars

- **Governance & Trust**
- **Human Development**
- **Economic Integrity.**

Governance must be credible and accountable. Human capability must be strengthened and protected. The economy must produce, retain value, and reward work with dignity.



Governance and Trust



GT1 - Integrity and Corruption

- **Context and Problem**

Corruption in The Gambia is not sustained by a lack of laws, but by weak systems, poor enforcement, and selective accountability. Public resources are lost through opaque procurement, weak recordkeeping, and informal decision-making processes that make misconduct difficult to trace and easy to deny. Audit reports are produced year after year, yet findings are rarely followed by recovery, prosecution, or consequences. This has normalised impunity and weakened public confidence in the state.

- **Structural Failure**

Weak systems, poor enforcement, informal decision-making processes, and selective accountability make misconduct difficult to trace and easy to deny. Oversight mechanisms exist on paper, but they are not structurally empowered to enforce consequences consistently or independently. Procurement processes lack full transparency and real-time public scrutiny, creating space for manipulation, favouritism, and inflated contracts. Government

Our Commitment

- Fully digitise core government operations within 24 months and ensure official business is conducted through secure public systems.
- Mandate use of official government email systems for all public business within 12 months.
- Establish centralised digital records and a searchable government database within 24 months to enable traceability and institutional memory.
- Launch a public online procurement platform within 12 months where tenders, awards, complaints and outcomes are visible in real time.
- Enforce annual asset declaration and independent verification for senior officials, with penalties for non-compliance, within the first 18 months.
- Ensure corruption cases(especially those arising from Auditor General reports and documented misconduct) are actively investigated, prosecuted, and outcomes publicly reported annually.



GT2- Identity and Social Cohesion

- **Context (Problem Diagnosis)**

The Gambia is experiencing a growing crisis of belonging. Many citizens, especially young people and marginalised communities, feel disconnected from national life, are distrustful of institutions, and uncertain about their place in the country's future. While the democratic

- **Structural Failure**

This failure is not only economic, but social and political. Transitional justice processes opened space for truth and accountability, but the deeper work of rebuilding trust, dignity, and shared national purpose was left incomplete. Civic education, dialogue, and reconciliation were pursued in form rather than substance, often failing to reach communities in ways that foster ownership and unity. In the absence of deliberate nation-building leadership, social divisions have hardened, trust has eroded, and disengagement has grown.



Our Commitment

- Strengthen civic and citizenship education at the primary and secondary school level nationwide within 24 months.
- Invest in structured community dialogue and reconciliation programmes in all regions within the first 24 months, prioritising community-level delivery.
- Set and publish inclusion benchmarks for public institutions within 12 months, and report annually on progress.
- Establish and fund a national cohesion and cultural initiatives window within the first fiscal year to support arts, sports, heritage, youth leadership, and community initiatives.
- Allocate annual budgetary allocation to the Victims Reparations Commission within the first fiscal year, clear outstanding verified claims within 24 months, expand psychosocial support services nationwide, and publish biannual public progress.

GT-3 Decentralisation and Regional Development

- **Context**

Development in The Gambia remains deeply uneven. Economic opportunity, public services, and infrastructure are concentrated in a few urban centres, while many regions face poor infrastructure, limited access to healthcare and education, weak local economies, and high youth unemployment. This imbalance drives internal migration, overstretches urban centres, and leaves entire regions unable to realise their potential.

- **Structural Failure**

This is a structural governance failure rooted in a failed decentralization policy. Regional and local governments are assigned responsibilities without the authority, resources, or sufficient funding needed to fulfil them. Subventions are almost non-existent, fiscal powers are limited, and decision-making remains concentrated in central government. As a result, councils struggle to plan, deliver services, or invest in local growth.



Our Commitments

- Pay all overdue local government subventions within the first fiscal year.
- Allocate defined tax quotas from national revenue sources to municipal authorities within 12 months and publish annual transfers.
- Return identified local taxes (fuel pump fees, car park fees, billboard fees none TDA tourism leisure and recreation businesses) to municipal authorities within 12 months.
- Transfer decentralised service functions (health, education, police, physical planning, environment) to local councils in phases over 3 years, with capacity support.
- Re-institute the non-unified Local Government Service Commission within 18 months to professionalise local public administration.



A row of five wooden figures, one red and four white, on a white surface. The red figure is in the center, and the white figures are on either side. The background is a light blue gradient.

GT4 - Security and Community Safety

- **Context (Problem Diagnosis)**

Security and community safety have become major concerns for many Gambians. Rising crime, drug trafficking, slow police response, and delayed justice, particularly in cases involving women and children, have weakened confidence in protection and the rule of law. At the national level, long-term dependence on foreign forces reflects incomplete security sector reform and fragile public trust in domestic institutions.

- **Structural Failure**

This is not a failure of citizens or frontline officers, but of policy and structure. Security has been treated as force and control rather than community safety, dignity, and quality of life. Poor coordination between police, prosecutors, courts, and social services has weakened the link between arrest, justice, and protection, while chronic neglect of welfare and professionalism has undermined morale and effectiveness.

Our Commitments

- Conduct a security-sector human resource and institutional audit within 12 months to assess staffing, skills, deployment, and fitness for purpose.
- Establish minimum police presence and response coverage standards within 18 months, prioritising growing urban and peri-urban areas.
- Ensure every police station has trained welfare officers within 24 months, with clear mandates for cases involving children, women, and survivors of sexual or gender-based violence.
- Adopt national SOPs within 12 months to coordinate police, prosecutors, courts, and social services so arrests translate into timely investigation, prosecution, and victim protection.
- Establish a specialist Public Order Unit within the Police Force dedicated to demonstration management, stadium security, civil unrest response, and community disturbance response.
- Modernise policing communications, record-keeping, and case management within 24 months to improve response times, accountability, and evidence handling.
- Complete security sector reform within 5 years, strengthening national ownership and reducing reliance on foreign forces under constitutional authority and civilian oversight

GT5 – Youth Participation

- **Context**

Young Gambians have lost trust in governance, and for good reason. Despite being the majority of the population, they remain excluded from real decision-making, while corruption, poor leadership, and broken promises continue without consequence. Political spaces often feel closed, performative, or inaccessible, leaving many young people disengaged and sceptical of institutions meant to serve them.

- **Structural Failure**

Young people have seen rules applied selectively, accountability avoided by the powerful, and public resources mismanaged without consequence. Participation has been encouraged in rhetoric but blocked in practice, reinforcing the belief that power protects itself rather than the public interest.



Our Commitment

- Within 12 months, restructure and resource the National Youth Council
- ensure independent representation, transparent governance, and formal advisory input into Cabinet-level decision-making, with annual public reporting on implementation outcomes.
- Guarantee protections for civic participation including the right to organize and protest within 12 months, including enforcement against intimidation and abuse.
- Publish an annual Youth Participation and Accountability Report starting Year 1, tracking youth influence in decision-making and implementation.
- Expand entrepreneurship support and financing for youth-led enterprises within 24 months, including mentorship and market linkages.

GT6 – Strategic International Partnerships

- **Context (Problem Diagnosis)**

The Gambia relies on international partnerships for development, trade, and security, yet too often these relationships are fragmented, reactive, and shaped by external priorities rather than a clear national vision. Many partnerships deliver short-term projects instead of long-term outcomes that create jobs, build skills, and strengthen national capacity.

- **Structural Failure**

As global dynamics shift and reliance on external resources becomes increasingly uncertain, countries that lack clarity and strategic direction risk being sidelined. Weak coordination across government, limited negotiation capacity, and the absence of a clear foreign policy and economic diplomacy strategy have reduced the country's ability to translate partnerships into tangible benefits for Gambians

Our Commitment

- Publish a National Economic Diplomacy Strategy within 12 months aligning international partnerships with job creation, skills transfer, investment, and regional influence.
- Establish a Strategic Partnerships Coordination Unit within 12 months to coordinate major bilateral and multilateral agreements.
- Require skills transfer, local employment targets, and local content clauses in all major partnership agreements within 18 months.
- Implement annual negotiation capacity-building programmes for relevant ministries starting Year 1.
- Publish an annual Partnerships Delivery Report starting Year 2 covering major projects, including financial flows, deliverables, and outcomes.

GT7 – Constitutional and Legislative Reform

- **Context (Problem Diagnosis)**

Gambians gave a clear mandate for constitutional reform in 2016. The 2020 Draft Constitution reflected national aspirations for term limits, stronger rights protections, and accountable governance, yet it was never put to a referendum. As a result, the country remains governed by an outdated constitutional framework that no longer reflects the values Gambians have already endorsed.

- **Structural Failure**

This failure has weakened rights protection, created legal uncertainty, and strained institutions, particularly the judiciary, which is forced to interpret modern democratic claims through an old constitutional lens while remaining under-resource



Our Commitment

- Organise a constitutional referendum within 24 months to enact the following emergency constitutional pillars:

- Enact a two-term limit for the President through the constitutional referendum within 24 months.

- Enshrine the right to freedom of assembly and repeal or amend restrictive provisions of the Public Order Act within 18 months.

- Introduce a governance chapter anchored in integrity and accountability through the constitutional process within 24 months.

- Separate the Attorney General from the Minister of Justice within 18 months, removing the Attorney General from Cabinet and mandating the office to represent the public interest.

- Reintroduce and complete the constitutional review process within the first 12 months, leading to a referendum within 24 months.

- Increase investment in strengthening the judiciary within the first 3 years to digitalise all courts in the country, install a children's court and special criminal court in every region.

- Give full fiscal and enforcement autonomy to the following commissions within 24 months:

- Anti-Corruption Commission

- Access to Information Commission

- Human Rights Commission



GT8 – Institutional Modernisation

- **Context (Problem Diagnosis)**

Nearly a decade after democratic change, institutional reform remains unfinished. Government structures have largely been carried forward unchanged, even as recurrent expenditure has increased and service outcomes have stagnated. Oversight remains weak, and public spending has too often failed to translate into measurable improvements in citizens' lives.

- Structural Failure

UNITE will shift the public service from a culture of inputs and procedures to one focused on delivery capability, and public value. We will undertake a comprehensive, evidenced-based review of the public service to ensure that institutions, staffing, skills, and resources are aligned to national priorities and the government's medium-term development agenda. The objective is a public service that is fit for purpose, affordable, accountable, and capable of delivering results.

Our Commitment



- CONDUCT A SERVICE-WIDE HUMAN RESOURCE AND INSTITUTIONAL AUDIT WITHIN 12 MONTHS TO ASSESS FITNESS FOR ROLES, IDENTIFY SKILLS GAPS, AND GUIDE RETRAINING, REDEPLOYMENT, OR RESTRUCTURING.



- REVIEW THE STRUCTURE, MANDATES, AND NECESSITY OF ALL MINISTRIES, DEPARTMENTS, AND AGENCIES WITHIN 18 MONTHS TO IDENTIFY DUPLICATION AND MISALIGNMENT.



- ALIGN PUBLIC SERVICE STAFFING, SKILLS, AND INSTITUTIONAL DESIGN WITH THE GOVERNMENT'S POLICY AGENDA AND FIVE-YEAR NATIONAL DEVELOPMENT PLAN WITHIN 24 MONTHS.



- ESTABLISH CLEAR ACCOUNTABILITY AND PERFORMANCE MANAGEMENT FRAMEWORKS WITH MEASURABLE TARGETS FOR INSTITUTIONS AND SENIOR OFFICIALS WITHIN 18 MONTHS, TIED TO SERVICE DELIVERY OUTCOMES

GT9 – Diaspora Inclusion

- **Context (Problem Diagnosis)**

The Gambian diaspora is a vital part of the nation, contributing significantly to household incomes, foreign exchange stability, and social support. Yet despite this contribution, many diaspora Gambians remain excluded from formal national planning, decision-making, and political participation.

- **Structural Failure**

The absence of a coherent diaspora engagement framework has meant that remittances flow, skills transfer, investment, and civic participation remain underutilised. Most critically, diaspora voting, guaranteed in law, has not been implemented, effectively disenfranchising hundreds of thousands of Gambians abroad.



Our Commitment

- Operationalise diaspora voting before the next electoral cycle and establish diaspora representation mechanisms within 24 months.

- Create structured pathways for skills transfer, investment, and entrepreneurship within 18 months, linked to priority national sectors.

- Publish a national diaspora engagement framework within 12 months and report annually on participation and outcomes.

Human Development

Education and
Skills
Development

Health and
Wellbeing

Youth opportunity
and Participation

Migration,
Reintegration
and Mobility

Women and
Gender Justice

Child Wellbeing
and Protection

Environmental
Resilience

Urban
Development
and Liveable
Communities

HD1 – Education and Skills Development

- **Context**

The future of The Gambia depends on the education and skills of its people. While access to basic education has expanded, learning outcomes remain weak, particularly in literacy, numeracy, science, and technical skills. Education to Employment ?? Teachers remain under-resourced, under-supported, and unevenly distributed, especially in STEM and technical fields.

This gap between education and opportunity fuels unemployment, underemployment, and migration. The education system remains poorly aligned with labour market needs and national development priorities, while technical and vocational education is undervalued and underdeveloped.

- **Structural Failures**

The education challenge is not simply about access, but about system design and delivery. Curriculum development, teacher deployment, and skills planning are not consistently aligned with labour market demand or national economic strategy. Technical and vocational education remains fragmented, underfunded, and socially undervalued, limiting its ability to serve as a credible alternative pathway.

Teacher recruitment, training, and retention policies lack strategic coherence, particularly in STEM and specialised technical fields. Data on learning outcomes are collected but not systematically used to drive reform. As a result, the system measures enrolment more effectively than it measures competence, and progression through school does not guarantee readiness for work or entrepreneurship.

Without structural alignment between education, skills, and economic planning, the country risks producing graduates without pathways, while employers struggle to find relevant talent

Our Commitment

- Improve teaching quality within 3 years through a national teacher professional development programme, classroom performance standards, and structured mentoring support.
- Expand access to secondary and technical education within 5 years by increasing school capacity in underserved regions and growing enrolment in accredited TVET institutions by at least 40%.
- Strengthen STEM and digital skills and align curricula with labour market needs through curriculum updates within 24 months.
- Prioritise teacher recruitment, training, and retention starting Year 1, including targeted incentives and competitive remuneration.
- Increase public education financing progressively over the first 3 fiscal years and formalise public–private collaboration agreements to position The Gambia as a regional education hub.
- Establish a School Readiness Support Programme within 24 months to address hunger, learning materials
- Establish a School Readiness Support Programme within 24 months to address hunger, learning materials gaps, and basic student welfare needs in underserved public schools, beginning with the lowest-performing districts and publishing annual coverage and impact reports.

HD2 – Health and Wellbeing

Context (Problem Diagnosis)

Access to quality and affordable healthcare remains a major challenge for many Gambians. Public health facilities face chronic shortages of staff, medicines, and equipment, while non-communicable diseases are rising rapidly. Out-of-pocket health spending remains unacceptably high, particularly for the elderly and those with chronic conditions, forcing households to rely on private care even when they cannot afford it.

- **Structural Failure**

These challenges reflect weak system coordination, limited preventive care, and underinvestment in the health workforce. The promise of health insurance reform has yet to translate into meaningful relief for most citizens, and confidence in public healthcare continues to erode. Unite will restore confidence in the public health care system

Our Commitment

- We will increase health financing, strengthen preventive and primary healthcare, reduce out-of-pocket costs, and improve coordination between public and private providers
- Investment in health workers, facilities, equipment, and digital health systems will be prioritised, and decentralisation will ensure services reach communities where they live
- Increase the national health budget to 15% within 3 years in line with the Abuja Declaration.
- Provide the National Health Insurance Agency the necessary resources to function within 18 months, with published service coverage targets.
- Launch a national preventive care programme within 12 months targeting non-communicable diseases, with annual reporting.
- Decentralise and strengthen primary healthcare services over 3 years to increase efficiency and reach.
- Formalise referral and coordination linkages between public and private providers within 24 months.

HD3 – Youth Opportunity and Participation

- **Context (Problem Diagnosis)**

Young people are central to The Gambia's future, yet they remain excluded from decision-making and economic opportunity. Youth are often invited into consultations, programmes, and initiatives, but rarely into spaces where real decisions are made. This disconnect has fuelled frustration, disengagement, and declining trust in public institutions.

- **Structural Failure**

Youth participation has too often been symbolic rather than substantive, offering representation without influence and consultation without consequence. At the same time, limited employment opportunities and skills pathways leave many young people without viable futures at home.

Our Commitment

- Embed young people in decision-making, implementation, and accountability structures across sectors within 18 months, with published representation standards.
- Within 24 months, link youth policy to measurable outcomes in skills, employment, entrepreneurship, and leadership opportunities.
- Expand entrepreneurship support and financing for youth-led enterprises within 24 months, including mentorship and market linkages.
- Publish annual youth influence and outcomes reporting starting Year 1.



HD4 -Migration, Reintegration and Mobility

- **Context (Problem Diagnosis)**

Migration is one of the defining realities of modern Gambian life. Limited economic opportunity, unemployment, and skills gaps have pushed many young Gambians to seek livelihoods abroad, often through irregular and dangerous routes. The consequences have been tragic loss of life, trauma, family separation, and long-term social strain. At the same time, The Gambia functions as both a transit and destination country, placing pressure on public services without a coherent national migration framework.

- **Structural Failure**

Migration policy has too often been reactive; focused on emergency repatriation or border control rather than on structured preparation, protection, and reintegration. Returning migrants frequently come home without clear pathways into employment, training, or enterprise, creating economic strain for both individuals and communities.

Our Commitment

- Strengthen migrant protection and documentation within 18 months by expanding consular support capacity, establishing a migrant registration and documentation system, and publishing annual protection and regularisation outcomes.
- Establish the Migration Return Ready Partnership framework within 24 months, securing at least three bilateral agreements linking return to structured skills training, certification, and employment preparation prior to reintegration.
- Launch a Government-Backed Migration Enterprise Fund within 18 months, capitalised through public allocation and negotiated partner contributions, providing concessional financing and partial credit guarantees to at least 500 returnee-led enterprises within the first three years.
- Integrate returning migrants into priority sectors by developing sector-specific reintegration pathways within 12 months, aligned with national development and labour market strategies, and publish annual placement data.
- Provide structured reintegration services within 12 months, including skills recognition, job placement support, and enterprise mentoring, with measurable reintegration tracking for at least 70% of registered returnees.
- Ensure safe and dignified repatriation protocols within 12 months, including emergency response arrangements and government-facilitated evacuation mechanisms for vulnerable migrants, at no cost to those unable to pay.

HD5 - Women And Gender Justice

- **Context (Problem Diagnosis)**

Women continue to face structural barriers that limit their economic mobility, leadership participation, and personal security. Gender-based discrimination continues to shape everyday experiences for many women and girls. It appears in subtle barriers, unequal expectations, limited representation, and uneven treatment across social, economic, and civic spaces. For many women, advancement requires navigating systems that were not designed with their full participation in mind. At the same time, gender-based and sexual violence remain serious threats to women's safety and dignity. Too many women experience harassment, abuse, or violence in homes, workplaces, and communities, often with limited protection or recourse. While women carry a disproportionate share of unpaid care responsibilities and sustain households, communities, and local economies, their safety and rights are not consistently safeguarded.

- **Structural Failure**

This exclusion is not inevitable; it reflects institutional gaps and insufficiently coordinated policy responses. While progress has been made in advancing women's rights, implementation has often been uneven, and existing frameworks have not consistently translated into lived equality. Civil society organisations, women's groups, and community leaders have carried much of the burden of advocacy, protection, and support, often without sustained structural backing.

Without deliberate, coordinated reform across public institutions, and stronger partnership with those already working at community-level, inequality will persist, and national development will remain incomplete.

Our Commitment

- • Expand women's access to skills development, finance, markets, and leadership opportunities within 24 months.
- • Achieve at least 40% representation of women on public boards and commissions within 3 years, with annual reporting.
- • Introduce procurement and enterprise support reforms within 18 months to increase opportunities for women-led initiatives, with defined targets and reporting.
- • Introduce mandatory gender-sensitivity and survivor-centred response training for police officers, healthcare workers, and frontline public servants within 18 months, with

HD6 – Child Wellbeing and Protection

- **Context (Problem Diagnosis)**

Too many Gambian children are denied a safe and dignified childhood. Child labour, violence, exploitation, early marriage, and weak protection systems expose children to harm rather than opportunity. Gaps in education, health, nutrition, and birth registration leave many children vulnerable, particularly in rural and underserved communities.

- **Structural Failure**

These failures risk entrenching poverty and trauma across generations. Child protection frameworks exist, but enforcement, coordination, and resourcing remain inconsistent. Social welfare services are often overstretched, community-level reporting mechanisms are weak, and cases involving abuse or exploitation do not always move efficiently through the justice system. Prevention efforts are fragmented, and data systems do not consistently track vulnerability or response outcomes.

Without strong, coordinated protection systems and sustained investment in early childhood wellbeing, the country cannot build a future grounded in dignity, safety, and human potential.

Our Commitment

- Strengthen child protection systems within 24 months, including trained social welfare staffing and enforcement coordination.

- Reduce child labour, exploitation, and early marriage through enforcement and prevention programmes starting Year 1, with annual reporting.

- Expand access to education, healthcare, and social support for vulnerable children within 3 years, prioritising rural and underserved communities.

HD6 – Environmental Resilience

- **Context (Problem Diagnosis)**
- Environmental degradation and climate vulnerability pose growing risks to livelihoods, public health, food security, and infrastructure across The Gambia. Coastal erosion continues to threaten settlements and economic assets, flooding disrupts urban and rural communities, land degradation reduces agricultural productivity, and biodiversity loss weakens ecosystems that sustain fishing and tourism. Unplanned urbanisation has intensified pressure on drainage, waste management, and sanitation systems, increasing environmental and health risks.
- At the same time, climate change is amplifying these pressures. Rising temperatures, unpredictable rainfall patterns, and riverine and coastal vulnerability along the River Gambia and beyond are increasing exposure to climate shocks. Without deliberate resilience planning, environmental risks will continue to undermine economic stability and long-term development.



Structural Failure

- **Structural Failure**
- Environmental vulnerability in The Gambia is not only the result of global climate change, but of domestic planning and enforcement gaps. Land-use regulations are inconsistently applied, environmental impact assessments are not always rigorously enforced, and urban expansion has often outpaced infrastructure and drainage systems. As a result, communities face preventable flooding, erosion, and land degradation.
- Institutional coordination between environmental, agricultural, urban planning, and disaster management authorities remains fragmented. Climate resilience is frequently treated as a standalone environmental issue rather than integrated into economic planning, infrastructure



Our Commitment

- Strengthen environmental governance and expand renewable energy over 5 years, with clear targets and annual reporting.

- Protect natural resources and biodiversity through stronger enforcement within 24 months and ongoing monitoring.

- Strengthen disaster preparedness and climate resilience within 24 months, including early warning systems and coordination

HD7 – Urban Development and Liveable Cities

- **Context (Problem Diagnosis)**

- Urban growth in The Gambia has been largely unplanned and uneven, resulting in overcrowding, informal settlements, inadequate drainage, poor sanitation, unsafe housing, traffic congestion, and rising service costs. Rapid expansion has outpaced infrastructure development, placing pressure on water systems, waste management, roads, and public spaces.

- **Structural Failure**

- Weak spatial planning, inconsistent enforcement of development regulations, limited infrastructure coordination, and the absence of modern addressing and land-use systems undermine public health, security, and economic activity. Land allocation has often preceded infrastructure planning, and urban expansion has not been matched by investment in transport, drainage, waste systems, and social amenities. Without coherent urban governance, informal growth becomes the default.

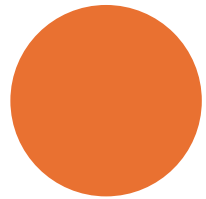
Our Commitment

- Strengthen local planning and enforcement and improve sanitation and infrastructure over 5 years, prioritising high-need communities.

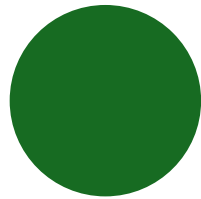
- Introduce a modern national addressing system within 24 months, prioritising major urban centres.

- Adopt people-centred urban development guidelines within 12 months and integrate them into planning and approvals

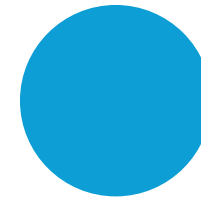
Economic Integrity



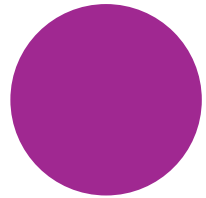
Cost of living and economic stability



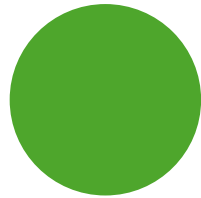
Agriculture, Fisheries and food security



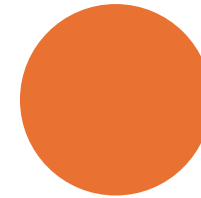
Tourism and Visitor Economy



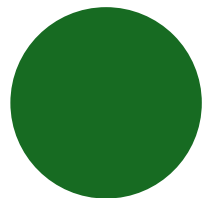
Land Governance and Fair Access



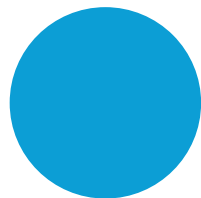
Labour Dignity and Fair Work



Electricity and Energy Access



Water Security and Access



infrastructure and Transportation

EI1- Cost of Living and Economic stability

- **Context (Problem Diagnosis)**

- For most Gambians, the cost of living continues to rise faster than incomes. Food, electricity, transport, rent, and basic household goods consume an increasing share of earnings, leaving families under constant financial pressure. When essential prices increase, there are few buffers to absorb the shock.
- The economy remains heavily dependent on imports for food, manufactured goods, and energy inputs. This exposes households to exchange-rate volatility and global price fluctuations. Limited domestic production and weak value addition mean that when external prices rise, the impact is felt immediately at the market stall and in household budgets.

- **Structural Failure**

- This is not simply a matter of global shocks; it reflects structural economic weaknesses. Domestic manufacturing remains limited, agro-processing is underdeveloped, and productive sectors struggle with high energy costs and limited access to affordable credit. As a result, the economy lacks the internal capacity to stabilise prices when external conditions shift.
- Distribution inefficiencies, market concentration in certain sectors, and rising urban housing costs further compound price pressures. Without deliberate supply-side strengthening and production-focused policy, inflationary pressures will continue to erode household purchasing power.

Our Commitments



EI2 - Agriculture, Fisheries and Food Security

- **Context (Problem Diagnosis)**

- Agriculture employs nearly half of the population and remains central to rural livelihoods, yet it is treated as survival rather than opportunity. Low productivity, climate vulnerability, weak value chains, and post-harvest losses keep farmers poor and the country food-insecure. Heavy reliance on food imports exposes families to rising prices and undermines national resilience.

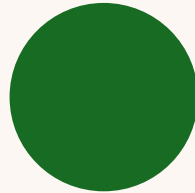
- **Structural Failure**

- Agriculture and fisheries have received sustained political attention and budgetary allocation, yet outcomes have not consistently matched investment. Programmes have been launched and funds allocated, but productivity gains, farmer incomes, and domestic value addition remain limited. This reflects a structural gap between policy ambition and measurable delivery.
- Public investment has often been input-focused rather than outcome-driven, with weak coordination across production, irrigation, mechanisation, storage, processing, financing, and market access. Monitoring systems do not consistently link spending to performance indicators such as yield improvement, reduced post-harvest losses, or income growth. As a result, increased spending has not translated into systemic transformation.
- Smallholder farmers and agricultural SMEs — who form the backbone of rural production — continue to face barriers to affordable credit, insurance, mechanisation services, irrigation
- access, and structured market linkages. Many remain price-takers in fragmented value chains, with limited bargaining power and inadequate protection against climate shocks.
- In fisheries, similar structural weaknesses persist. Regulatory enforcement and monitoring capacity remain uneven, and a significant share of downstream value is not retained domestically. Limited local processing, insufficient landing oversight, and weak integration of coastal communities into higher-value segments of the industry reduce national value capture despite abundant marine resources.
- Without stronger governance, value-chain integration, SME-centred support, climate resilience planning, and clear accountability for results, increased attention and budget allocations alone will not produce agricultural transformation or food security.

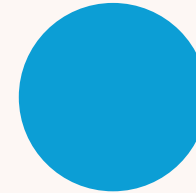
Our Commitment



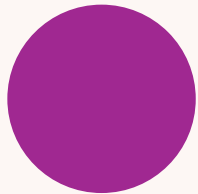
- Halt the expansion of industrial fishing and fish meal pressure by issuing no new licences for fishing trawlers or fishmeal factories, and commencing a managed phasing out of these entities



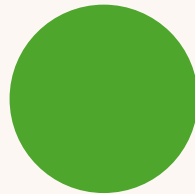
- Invest directly in irrigation as national economic infrastructure, integrating irrigation systems into government infrastructure rollout programmes to support year-round agricultural production and climate resilience



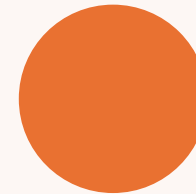
- Enable farmers to access long-term, concessionary financing targeted specifically at food production, agro-processing, and storage, working with the banking sector and development partners to reduce risk and cost



- Institutionalise a national agricultural mechanisation programme, providing shared access to machinery, equipment, and technical support so farmers can increase scale, productivity, and reliability of output



- Use tariffs strategically to protect domestic food production, applying targeted tariffs on competing imported food products where local production is viable, while safeguarding affordability and food security



- Revitalise river-based transport for agriculture, rehabilitating jetties along the River Gambia and promoting waterborne movement of agricultural produce to reduce transport costs and improve regional connectivity

EI3 – Tourism and Visitor Economy

- **Context (Problem Diagnosis)**
- Tourism remains a major pillar of the Gambian economy and a critical source of foreign exchange and employment. However, too many Gambians working in the sector remain concentrated in informal, low-paid, and seasonal jobs with limited upward mobility. Economic participation often stops at frontline services, while higher-value segments ownership, management, procurement, and logistics, are less accessible to local actors.
- At the same time, significant value leaks out of the country through foreign operators, imported inputs, and limited domestic supply chain integration. The sector remains heavily dependent on a narrow visitor profile and seasonal European markets, leaving it vulnerable to global shocks, airline disruptions, and regional competition.
- **Structural Failure**
- This reflects a failure to align tourism policy with decent work standards, domestic value retention, skills upgrading, and local ownership. Tourism development has not been fully integrated with agriculture, fisheries, creative industries, and SMEs, limiting multiplier effects across the economy.
- Investment frameworks have prioritised expansion of bed capacity and arrivals without equal focus on local supply chain development, professional training, regulatory enforcement, and product diversification. As a result, growth in visitor numbers has not consistently translated into broad-based income growth or resilient sector development.

Our Commitment



EI4 – Land Governance and fair Access

- **Context (Problem Diagnosis)**

- Land has become a major source of inequality, tension, and exclusion, particularly in urban and tourism corridors. Ad-hoc allocations, inconsistent enforcement of planning rules, and weak recordkeeping have contributed to speculation, overlapping claims, disputes, and displacement. Many ordinary Gambians struggle to access secure land for housing, farming, or enterprise, while rising land prices outpace incomes.
- Unclear boundaries between customary and statutory systems, limited digitisation of records, and weak transparency in allocation processes have further complicated access and undermined public confidence.

- **Structural Failure**

- This is a governance failure rooted in fragmented land administration, weak transparency, and insufficient long-term planning. Land-use decisions are not always guided by coherent spatial strategies, and enforcement mechanisms remain inconsistent. Record systems remain largely manual and incomplete, increasing the risk of duplication, manipulation, and prolonged disputes.
- Without modern land administration, integrated planning, and transparent allocation frameworks, land becomes a source of conflict rather than opportunity.

Our Commitment

- ● Digitise and register at least 80% of land parcels nationwide within 5 years into a single, secure, searchable national land database, including verified ownership, title history, and classification of tenure arrangements, aligned with internationally recognised land administration standards. Annual public progress reports will be published.
- ● Undertake a comprehensive national land audit within 24 months, clarifying the ownership, use, and legal status of all public, customary, and state-held land, with findings published to ensure transparency and reduce disputes.
- ● Suspend new discretionary government land allocations within the first 6 months of administration, pending the establishment of a transparent, rules-based allocation framework approved and published within 12 months.
- ● Introduce transparent residential land allocation processes within 18 months, using public calls for applications, clearly defined eligibility criteria, digital tracking of applications, and published beneficiary lists to ensure fair and equitable access.
- ● Facilitate the development of at least 10,000 affordable housing units over 5 years, including rental and low-cost ownership models, through structured concessional financing arrangements in partnership with the Social Security and Housing Finance Corporation and other financial institutions.
- ● Strengthen enforcement of land-use planning and zoning regulations within 24 months, including digital permitting systems and compliance monitoring, ensuring clear separation of commercial, residential, agricultural, and environmentally protected areas.
- ● Legally designate and register all major public spaces, including parks, beaches, wetlands, and community areas within 36 months, protecting them from encroachment and publishing their protected status in the national land database.
- ● Strengthen enforcement of existing restrictions on foreign ownership of strategic land resources within 18 months, including transparent monitoring mechanisms and compliance reporting.
- ● Establish transparent commercial land access frameworks within 18 months, including published eligibility criteria, standardised lease terms, and time-bound approval processes not exceeding 90 days.

EI5 – Labour Dignity and Fair work

- **Context (Problem Diagnosis)**

- Economic growth has not consistently translated into dignified work for many Gambians. Low wages, weak labour protections, informal employment arrangements, and limited opportunities for skills progression persist even in expanding sectors. Many workers remain vulnerable to unstable contracts, seasonal income, and limited social protection coverage.
- At the same time, indigenous enterprises face structural barriers to scaling — including limited access to affordable finance, high energy costs, constrained industrial land, and restricted market access. Market concentration in certain sectors and weak regulatory enforcement undermine fair competition and limit opportunities for domestic firms.

- **Structural Failure**

- This reflects a structural imbalance in economic policy. Growth strategies have not sufficiently prioritised decent work standards, industrial upgrading, and domestic enterprise development. Labour enforcement capacity remains limited, and industrial policy has not consistently aligned investment incentives with measurable national benefit, skills transfer, and local value addition.
- As a result, productivity gains do not consistently translate into wage growth, formalisation, or stronger domestic manufacturing capacity. Without deliberate policy correction, economic expansion risks deepening inequality rather than broadening prosperity.

Our Commitments

- ● Adopt and implement a “Gambians First” public procurement framework within 12 months, requiring that at least 40% of eligible public procurement value be awarded to Gambian-owned or Gambian-led enterprises where verified domestic capacity exists. Annual compliance reports will be published.
- ● Introduce mandatory local content requirements within 18 months, linking major public contracts to measurable domestic job creation, skills transfer, and local value addition benchmarks, with clear reporting obligations for contractors.
- ● Establish a sector-based minimum wage framework within 18 months, beginning with mature and formal sectors such as tourism, banking, and finance, and expanding progressively based on productivity growth and economic capacity. Wage levels will be reviewed every 2 years through a tripartite mechanism (government, labour, private sector).
- ● Strengthen labour market regulation within 12 months, requiring employers to demonstrate local recruitment efforts before hiring low-skilled labour from outside the ECOWAS region, in line with regional agreements and national interest.
- ● Introduce transparent employment access standards within 18 months, including published recruitment criteria for public-sector and state-supported roles, to eliminate non-transparent exclusion and ensure equal opportunity for qualified Gambians.
- ● Redirect a defined share of public and development finance, at least 30% of industrial and enterprise support financing within 3 years, toward Gambian-led manufacturing, agro-processing, and value-addition enterprises, with performance-based monitoring.

EI6 – Electricity and Energy Access

- **Context (Problem Diagnosis)**
- Electricity remains expensive, unreliable, and inefficient, raising the cost of living and limiting productivity. Heavy dependence on imported fuel, high system losses, weak maintenance, and poor management have kept tariffs high despite expanded access.
- **Structural Failure**
- The energy challenge is not only technical; it is structural. Heavy reliance on imported fuel exposes the sector to exchange-rate volatility and global price fluctuations. At the same time, high transmission and distribution losses, weak billing and collection systems, ageing infrastructure, and inconsistent maintenance have reduced operational efficiency.
- Regulatory oversight and performance accountability mechanisms have not consistently enforced cost discipline, service standards, or long-term planning. Investment decisions have often prioritised short-term supply expansion over system modernisation and diversification into renewables. Without structural reform focused on efficiency, governance, and financial sustainability, expanded access alone will not deliver affordability or reliability.

Our Commitment

- ● Treat electricity as an economic foundation and make affordability a central objective, ensuring that access to power lowers the cost of living and the cost of doing business
- ● Within 2 years restructure the electricity sector by separating generation, transmission, distribution, and sales, creating a clear, transparent framework that encourages efficiency, competition, and accountability
- ● Privatise the state-owned electricity provider through strategic majority investment, bringing in a credible institutional investor to modernise the grid, improve management, and expand capacity
- ● Open the energy sector to private investment, particularly in renewable energy generation, through clear regulation, bankable frameworks, and long-term planning certainty
- ● Prioritise local energy generation to secure base load supply, reducing dependence on imported fuel and insulating the economy from external price shocks
- ● Invest in skills transfer and workforce localisation, ensuring Gambians are trained, recruited, and employed at every level of the electricity value chain, from technical operations to management

EI7 – Water Security and Access

- **Context (Problem Diagnosis)**

- Access to safe and reliable water remains uneven and costly, particularly in urban and peri-urban areas. Aging infrastructure, unplanned settlements, and weak regulation have forced many households to rely on private boreholes and informal vendors, increasing household costs and deepening inequality. Pressure on groundwater resources continues to grow, raising long-term sustainability concerns.

- **Structural Failure**

- Water governance has not kept pace with urban expansion and population growth. Infrastructure investment has been inconsistent, maintenance systems under-resourced, and planning fragmented between water supply, sanitation, and land development authorities. Weak monitoring of groundwater extraction and limited enforcement capacity have increased environmental risk.
- Cost recovery pressures, technical losses, and operational inefficiencies have further constrained service reliability. Without coordinated infrastructure modernisation, regulatory strengthening, and sustainable resource management, water insecurity will continue to expand alongside urban growth.

Our Commitments

- Adopt a National Water Security Policy within 12 months, formally recognising water as a public good and establishing clear standards for affordability, service reliability, and water quality, with annual public reporting on compliance.
- Complete a comprehensive technical and financial audit of the national water utility within 12 months, covering infrastructure condition, non-revenue water losses, billing systems, treatment capacity, and long-term sustainability needs. Audit findings will be published.
- Undertake structured sector reform within 24 months, including performance-based restructuring of the national water utility and, where appropriate, strategic private-sector participation through transparent competitive processes tied to measurable service expansion, efficiency gains, and tariff protection safeguards.
- Reduce non-revenue water (technical and commercial losses) by at least 30% within 5 years, through network rehabilitation, metering expansion, and billing system modernisation.
- Strengthen groundwater regulation within 18 months, including mandatory registration of commercial boreholes, monitoring of extraction levels, and environmental safeguards to protect aquifers while safeguarding household access.
- Integrate water infrastructure planning into all major urban and housing developments within 12 months, requiring certified water access plans before approval of large-scale projects.



EI8 – Infrastructure and Transportation

- **Context (Problem Diagnosis)**
- Weak and fragmented infrastructure raises the cost of living and limits economic opportunity. Roads, drainage, water, electricity, and transport systems are often planned in isolation, reducing impact and increasing long-term costs. The River Gambia, a major national asset, remains underutilised as a transport corridor, while congestion and limited logistics coordination increase the cost of moving goods and people.
- **Structural Failure**
- Infrastructure development has been project-driven rather than system-driven. Planning cycles are often disconnected across ministries and agencies, resulting in duplication, misalignment, and missed opportunities for integrated investment. Maintenance funding is frequently inadequate, leading to asset deterioration and higher long-term rehabilitation costs.



Our Commitments

- Develop and publish a 50-year National Infrastructure and Transport Master Plan within 24 months, aligned with population projections, climate risk assessments, and economic growth targets, covering roads, bridges, ports, river transport, utilities, logistics hubs, and urban expansion corridors.
- Introduce a 5-year rolling implementation framework within 30 months, linking infrastructure investment to measurable connectivity outcomes — including reduced travel time between major regions, lower freight costs, and improved access to productive agricultural and industrial zones.
- Revitalise the River Gambia as a strategic transport corridor within 5 years, including the rehabilitation of key landing points, acquisition or refurbishment of river vessels, and establishment of scheduled freight and passenger services to reduce inland transport costs and improve regional trade connectivity.
- Ensure that 100% of major infrastructure projects are aligned with integrated land-use and climate resilience standards within 18 months, including mandatory flood risk assessment, drainage integration, and long-term maintenance planning before project approval.

Conclusion, Responsibility and Direction

The reforms set out in this manifesto are interconnected. Governance reform supports economic stability. Human development strengthens national productivity. Economic integrity reinforces institutional credibility. Together, they form a deliberate programme of national renewal.

The Gambia's challenges are not abstract. They affect the price of food, the reliability of electricity, the strength of institutions, the safety of communities, and the opportunities available to young people. Addressing them requires more than adjustment; it requires structural correction, disciplined implementation, and consistent accountability.

This document sets out a clear direction: modern institutions, accountable leadership, empowered local government, strengthened human capability, domestic production, fair work, and resilient infrastructure. Each commitment is designed to be implemented, measured, and reported.

The work ahead will require seriousness, competence, and sustained effort. Reform will not be achieved through rhetoric, but through systems, law, enforcement, and delivery.

The responsibility now rests with the electorate.

The future of The Gambia will be determined not by promise alone, but by the quality of leadership entrusted to implement reform.

UNITE stands ready to assume that responsibility.

Thank you all

Jerejef

Ajarama

Merci,

Albarka