

CAPE TOWN CENTRAL CITY
IMPROVEMENT DISTRICT
ANNUAL REPORT 2008



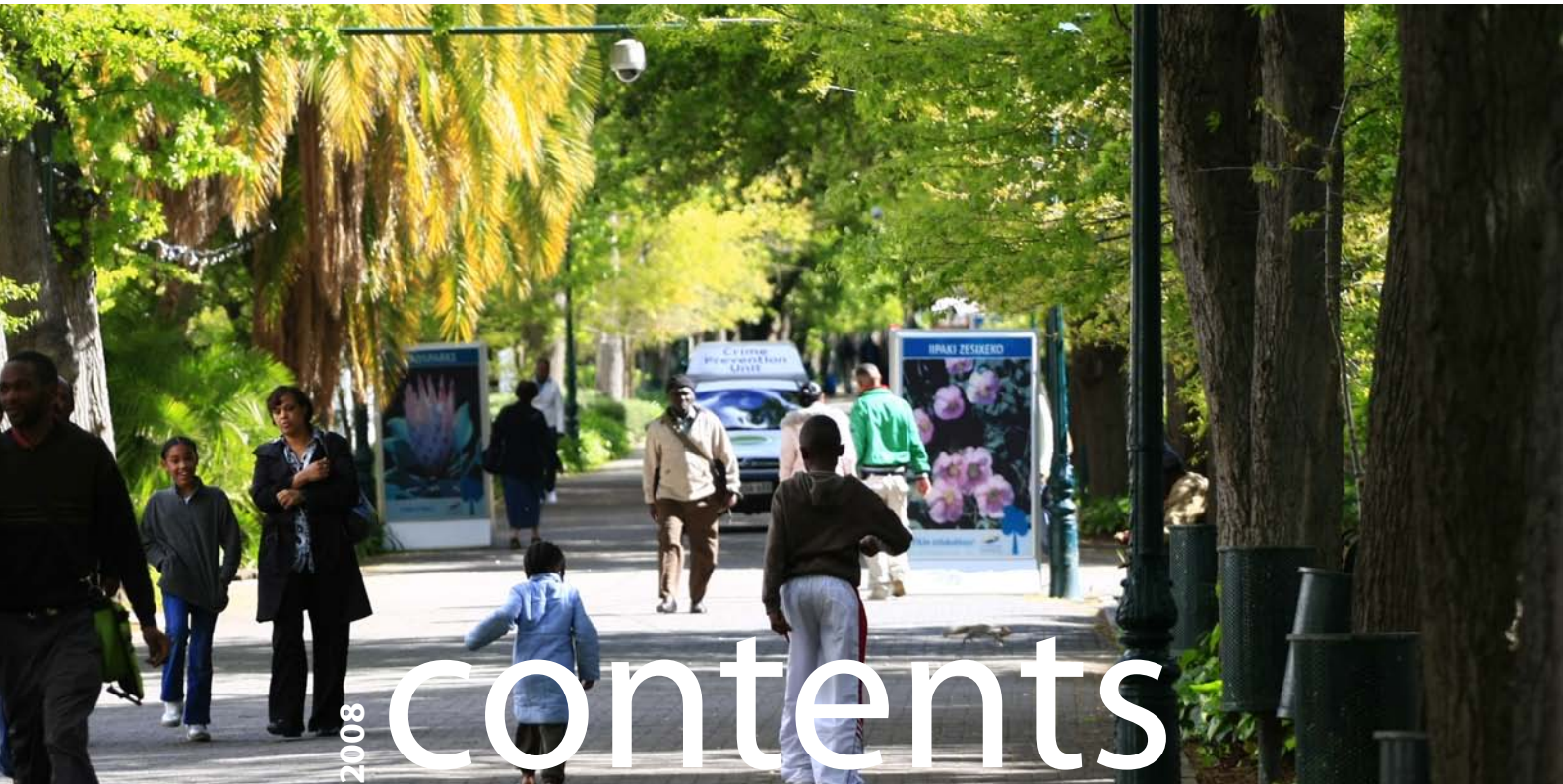
who we are | The Cape Town Central City Improvement District (CCID) is a private-public partnership formed by property owners of a defined geographical area to provide top-up or complementary services over and above what the City of Cape Town provides – to prevent the degeneration of the Central City and the consequent urban decay. Economic growth and sustainable development are the result of this facilitation of the upliftment of the area.

The CCID represents ratepayers who formed a Section 21 Company governed by a Board of Directors, drawn from a range of partners and stakeholders. Theodore Yach is the chairperson of the CCID. It is managed by the Cape Town Partnership under the Chief Executive, Andrew Boraine. The CCID is managed on an operational level by Tasso Evangelinos, the Chief Operations Officer.



safe, clean and caring

The CCID is built on four pillars, namely Security, Urban Management, Social Development and Marketing & Communications



annual report 2008

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200 | The number of CCID officers on patrol 24/7 51 201 | The number of preventative crime measures by CCID officers in the Central City 9 570 | The number of arrests CCID officers assisted SAPS with 1 069 tons | The amount of waste collected by the CCID's cleansing partners in the Central City 86 tons | The amount of Central City waste recycled 100 | The number of jobless people employed for cleansing via our partner Straatwerk 40 | The number of bollards in St George's Mall to make it car-free 50 | The number of CCID cigarette butt bins placed in the Central City 286 | The number of major road defects reported by the CCID's precinct managers 143 | The number of children taken to shelters during the year 2,5 tons | The amount of donations collected in town during the xenophobia crisis

chairperson's review

it's the small things



Theodore Yach

How do you build a great city? Brick by brick. Fixing the small things. A pothole, a leakage, a sidewalk, a public open space. Reuniting a child with its family, providing shelter for the homeless and helping the unemployed earn a living.

By focusing on the small things, the Central City Improvement District (CCID) is steadily rejuvenating the Cape Town Central City into an environment where Capetonians and visitors feel safe to experience its many pleasures.

The past financial year was probably one of the most difficult in the eight-year history of the CCID. Retailers and property owners in Town are feeling the pinch. But despite this, there is huge optimism about the future of the Central City – especially in the light of Cape Town's host city status during the 2010 Soccer World Cup.

To be a great city, a city needs to be a sustainable one. One of the highlights of this year is a small partnership that achieved a huge success – that of recycling 15% of collected waste in the Central City. More than 86 tons of glass, tins, paper and other recyclable waste were diverted from landfill.

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celebrating partnerships



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A small management team such as the CCID's can only achieve the results they do, by forming strong partnerships.

We celebrate these partnerships by saying thank you to them all:

To our security partnerships with SAPS, Cyclops, Law Enforcement, the Traffic Department and Metro Police, for their ongoing efforts to bring down the crime rate with a more than 60% reduction over the past five years.

Thank you to our security services provider, G4S, for six years of dedication.

We welcome our new security service providers, Illiso Protection Services and Alexandra Security Services who have taken over to secure the streets of the Central City.

Thanks to all members of the private security industry who are our eyes and ears in the Central City.

We thank members of the sector policing forums for participating in community safety initiatives.

To Straatwerk, a social development NGO, which – through its Projek Opruim – has created 2 310 shifts for people to work and created six permanent jobs in Straatwerk, whilst performing other important functions such as graffiti removal, weeding, illegal poster removal, cleaning and sweeping the streets of the Central City.

To J&M Cleansing, our cleansing partner, who created 63 jobs, collected 1 069 tons of waste and conducted 1 618 cleaning operations throughout the Central City.

To the SA National Defence Force and J&M Cleansing – our partners in the recycling project – for reaching our target of

15% for recycling.

To Metropolitan Life, the City of Cape Town and Gimme That! for providing street traders on Adderley Street with uniform trading barrows.

To the kerbside parking marshalls who help us manage parking spaces in the Central City.

On the social side, we thank organisations such as Home of Hope, The Haven shelters in District Six and in Napier Street, the Homestead, Ons Plek and Men on the Side of the Road for their social upliftment endeavours to help make our city a more caring place.

To the City of Cape Town's various operational departments for helping maintain a great city, for assisting us with events and for paying attention to the small details.

To our various sponsors for providing gifts, donations, services and advice during the year.

To the Cape Town Partnership for strategic guidance throughout the year.

Thank you to the staff of the CCID and the Cape Town Partnership for going the extra mile in fulfilling our mandate.

To our board for their valuable guidance and advice during the year.

And lastly, thank you to all the stakeholders in the Central City – for helping us build a great city.



looking ahead

Our work for the next year is cut out for us. We need to prepare the Central City for the 2010 Soccer World Cup and beyond.

How we are going to do that? We will keep on focusing on the small things, getting the basics right and laying the foundation for visitors to walk and experience a clean and safe city – during the day and at night.

The first phase of an Integrated Rapid Transit system has commenced and we look forward to seeing less traffic congestion in Town and safer, more convenient and cost-effective access to the Central City. The CCID is fortunate to have been involved in this process for the past few years by offering advice and recommendations regarding what we believe will be the key to future developments in the Central City.

The past year saw many public open spaces being returned to Capetonians and visitors in a much improved condition than before. One such example is Pier Place on the Foreshore. Another is Greenmarket Square – temporarily closing off the surrounding streets has opened up this square and provided another space for café culture in the centre of the city. Here, on our second oldest square, the formal and informal sectors are moulded together seamlessly, which creates a safe and attractive atmosphere.

Soon our oldest public square – the Grand Parade – will be restored into a major space for events and gatherings.

ACCOLADES

The work of the CCID's social development department was rewarded this year when they received the International Downtown Association's Special Achievement Award for their social development programme – which assists homeless people in finding shelter; providing help for street children and assisting jobless people to find employment in the Central City. Congratulations to the CCID's social development team for working long hours to care for the



homeless and most vulnerable people. They make a real contribution to the caring heart of the city.

In our endeavour to become a more sustainable city, we will continue our efforts in encouraging property owners to reduce their energy consumption, to join in our recycling projects and to contribute to the creation of further clean open spaces for Capetonians and visitors to enjoy.

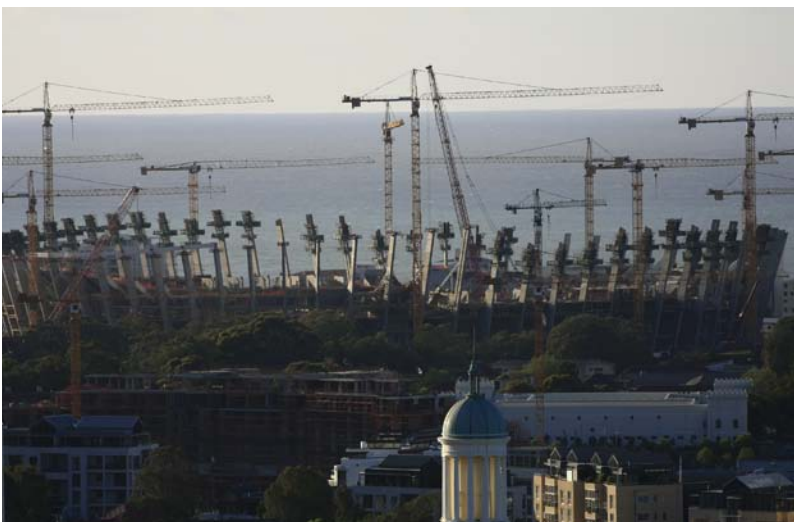
We will build on the successes we've achieved during the year. We will continue to fight crime, fix sidewalks, take care of the homeless and provide opportunities for the jobless.

We're looking forward to an exciting 2009!

Tasso Evangelinos, COO of the CCID with the IDA Award. With him are social development field workers Dean Ramjoomia (left) and John Philmon

THEODORE YACH CHAIRPERSON

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Visible
policing:
a priority



CCID security manager
Muneeb Hendricks (left) and
assistant security manager
Alec van de Rheede



The CCID's
urban
management
team from
left: precinct
managers
Mmiselo
Ntsime,
Richard
Beesley, Abe
Abrahams
and Abdul
Kerbelker,
senior precinct
manager

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chief operations officer's report



Tasso Evangelinos

taking ownership

The past year was one of consolidation for the Central City Improvement District's (CCID's) team. We cleaned house. We took ownership of our projects and we initiated ways to work smarter and more innovatively.

Eight years ago our mandate was to make the Central City clean and safe through sound urban management and effective security strategies. To find social solutions for the homeless and to help create job opportunities for the jobless. The underpinning premise was that if these attempts were succesful, it would provide a sound foundation for investment and further development.

Today we wake up in a city where, on the Atlantic side, a major soccer stadium is being built. A new cultural hub is emerging in the east, with an abundance of creative industries flocking to the area. Within these borders, a contingent of cleaners, security officers and social workers work daily to help maintain the Central City environment.

Our efforts during the past year centred on fostering better communications – with our team and with our partners. We focused on developing our staff members by giving them opportunities in which they could grow and expand their skills. An environment has been created in which staff can take ownership of their areas and bring forward valuable innovations to work smarter.

4	precinct managers	63	cleaners
2	security managers	200+	security officers
5	security vehicles	12	bicycle squad members



This has paid off. We reap the rewards not only in terms of a motivated staff, with high morale and energy, but also in the innovative ideas and suggestions emanating from within. One such innovation – a bollard system in St George's Mall – has come to pass. We now have a controlled pedestrian-friendly environment, free of cars. Furthermore, and a great point of pride, is the bestowal of an award by the International Downtown Association (IDA) in recognition of the sterling work of the CCID's social development department.

a safe central city

Over the past year, we've managed to reduce crime in the Central City significantly by almost 28% through building, maintaining and improving partnerships with the SAPS, Law Enforcement, the Traffic Department, Cyclops (the "eyes" of the Central City) and various private security companies. Through sector policing and an effective security forum, our efforts are directed in eradicating crime in the Central City around the clock.

By working smarter, the security team now offers more than just a visible policing service. Our officers assist lost visitors and tourists, provide assistance at accident scenes, assist the community courts, help in the training of security personnel, organise crime awareness campaigns and assist during major events in Town, to name a few.

Some of the security highlights of the year, include:

The launching of the CCID's bicycle squad – a contingent of four day and four night security officers on bicycles.

For reasons of transparency, our security contract was placed on tender. Iliso Protection Services (a fully black female-owned firm) and Alexandra Security (with largely black ownership), successfully took over the contract in August and merged to better serve the CCID and by extension, the Central City.

This "merger" has resulted in a massive improvement in services.

We bought smaller vehicles which resulted in a cost saving of almost R10 000 in fuel costs per month.

We kitted out all security staff with new uniforms which make them extremely visible and recognisable as such in Town.

We've established a joint Central Improvement District (CID) forum to facilitate the sharing of information on

9 570 | the number of arrests
the CCID's security team assisted with
4 753 | the number of times the
CCID's security team has assisted the
public 51 201 | the amount of
preventative measures taken by the
CCID's security team 180 | the
amount of times CCID security officers
assisted at accident scenes 243 | the
amount of time the CCID security officers
assisted medical teams in town

security issues across CID borders.

We have assisted the SAPS in cracking major syndicates in ATM fraud and drug dealing.

We've successfully participated in drug raids under the guidance and in support of the SAPS.

Crime hotspots have been identified and targeted adding new meaning to the term, "if you can't stand the heat".

The CCID and its Security Manager Muneeb Hendricks have been instrumental in the establishment of a Security Forum which brings all law enforcement agencies and security companies operating in the Central City area together so that collective solutions may be found to further deter criminal activity.

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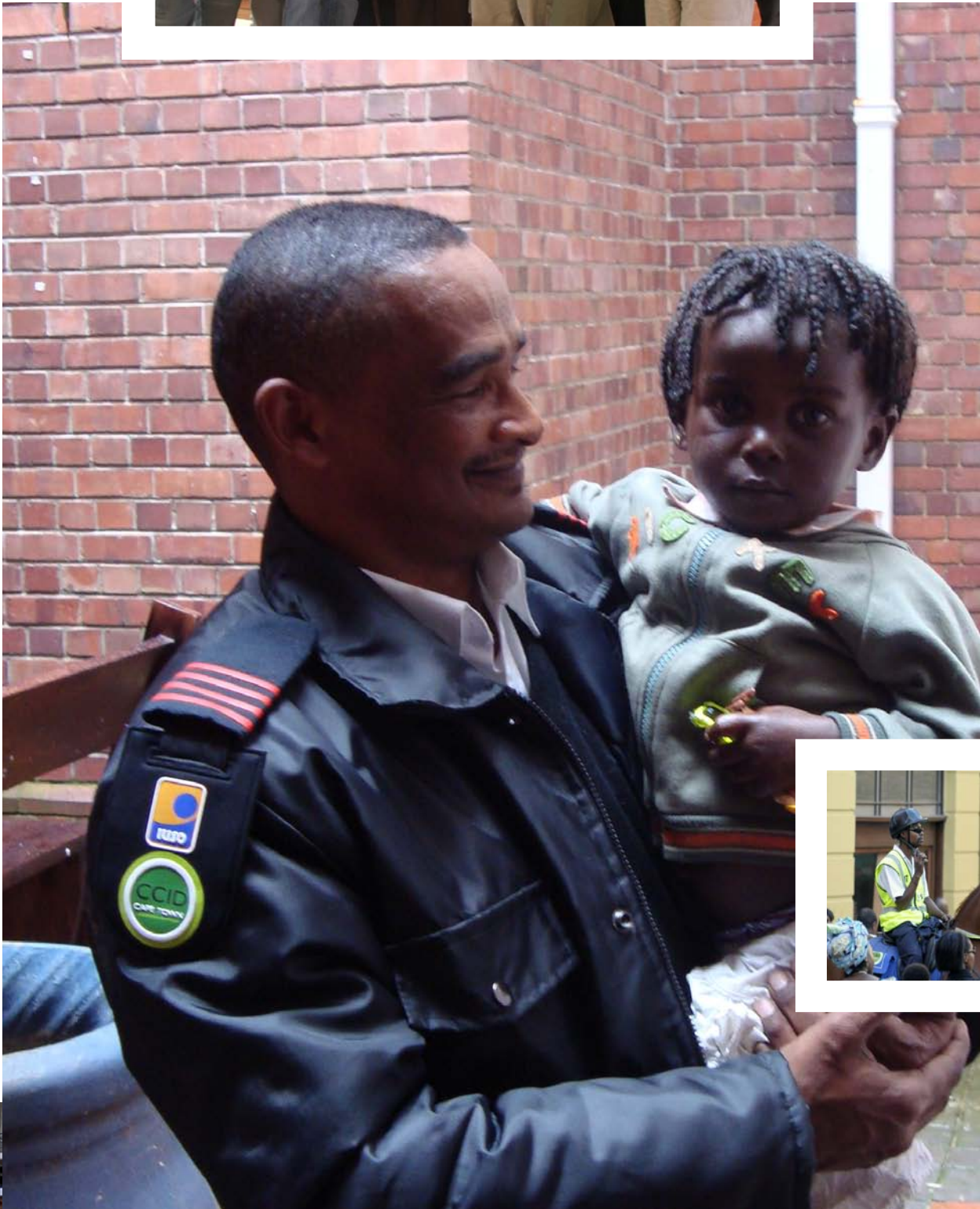




Left: Members of the Security Forum – a platform for information and knowledge sharing on crime trends and a means of finding solutions together



SAPS and CCID security patrolling St George's Mall during lunch time



Returning a lost child to his mother: CCID security in action





chief operations officer's report
A HIGH QUALITY SUSTAINABLE URBAN ENVIRONMENT

adding quality



Trading places: Informal and untidy stands blocking pedestrian sidewalks on Adderley Street gave rise to an initiative to replace them with uniform branded and neat stands that can be locked and stored at night. The partnership that made it happen were Metropolitan Life, the City of Cape Town, Gimme That! and the CCID



Recycling partnerships: Staff members of the CCID and members of the SA National Defence Force and J&M Cleansing at the recycling plant in Youngsfield

One of the highlights of the past year, is the progress made with the upgrading of various public open spaces in town. In addition to the current R21 million upgrade of the Grand Parade – South Africa's oldest public open space, work on the popular Greenmarket Square will commence early in January next year – in time to celebrate this square's 300th birthday in 2010.

During the past year, the CCID was instrumental in partly pedestrianising the area around Green Market Square as part of the Green Market Square Steering Committee. The aim is to ignite a pavement culture and afford the retailers extra trading space around their restaurants and coffee shops. An application is pending to permanently pedestrianise this area.

St George's Mall has been enhanced for pedestrians as they no longer have to look out for cars in this popular walkway. Thanks to an innovative idea, this area is now cordoned off by 26 fixed and 14 collapsible bollards which only allow certain vehicles in during peak times on the walkway. This system will be controlled by the CCID to ensure that pedestrians can enjoy this concourse without having to dodge traffic.

Thanks to the implementation of new lighting, St George's Mall is now also a much safer environment to enjoy after hours. In partnership with the City of Cape Town's lighting department, 15 new and improved lights were installed on the Mall.

One of the highlights on our urban management calendar for the year, was that after the winter's worst downpouring of rain, the Central City's drains

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63 | the amount of cleaners from J&M Cleansing sweeping the streets of the Central City 50 | the amount of cigarette bins placed in the Central City 54 | the amount of electrical pole covers reinstalled 176 | the amount of permanent jobs created through our various partnerships 528 | The number of cleansing incidents reported and attended to 823 | the number of graffiti removals in the Central City 286 | the number of defects attended to 25 | the number of street signs straightened and re-attached 28 | the number of obsolete poles removed 830 | The number of dangerous pole stumps cut down and cemented to prevent accidents

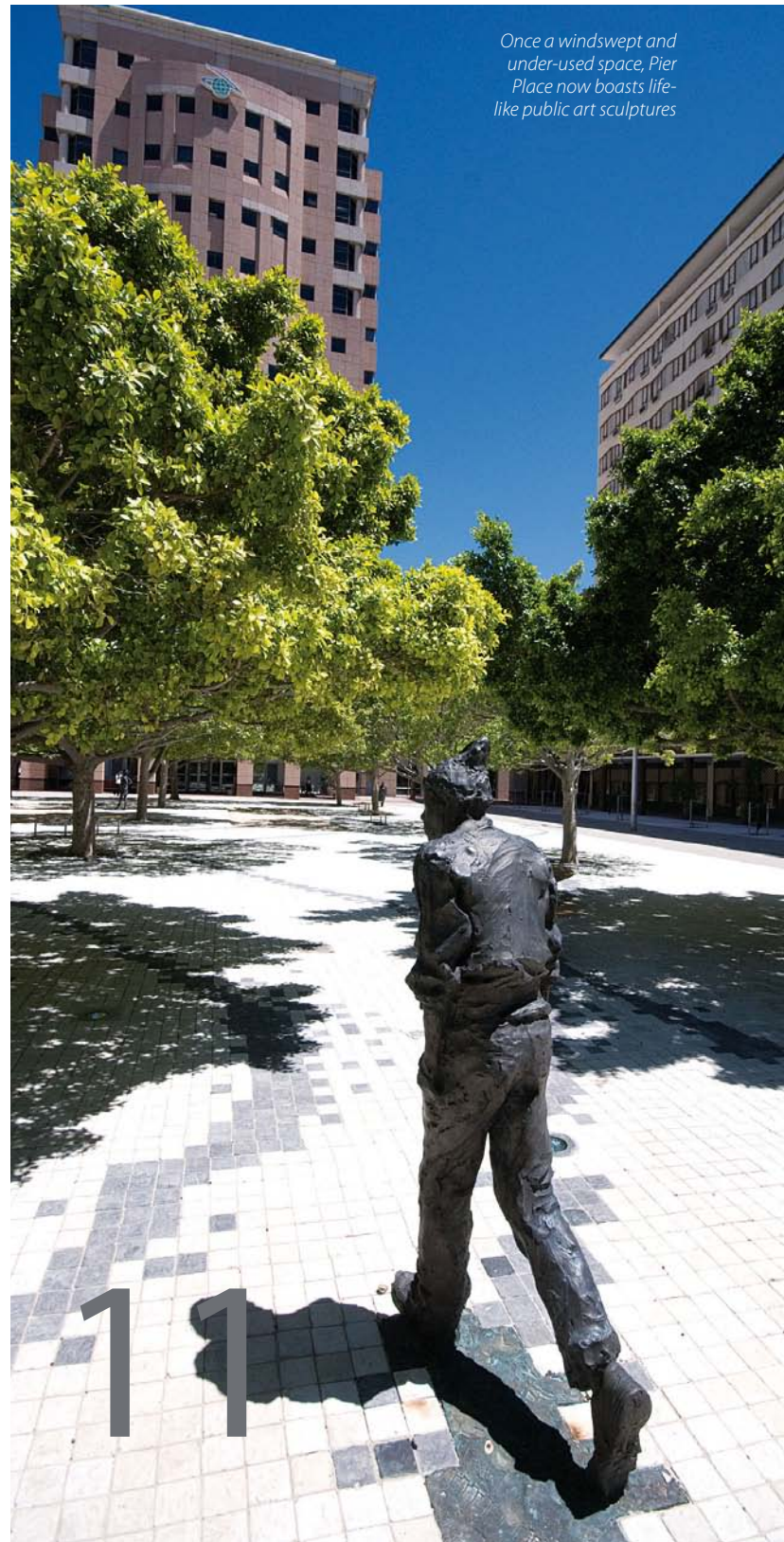
miraculously withstood the floods. Only a few drains were reported blocked or flooded, most of which were caused by building rubble.

This report will not be complete without mentioning our cleansing partner, J&M Cleansing, whose team of cleaners remove an average of around 100 tons of waste from the streets every month. A recycling plant has been set up at Youngsfield in conjunction with the South African National Defence Force (SANDF), J&M Cleansing and ourselves. As much as 86 tons of waste collected in the Central City has been recycled.

Our informal trading partner, Gimme That! together with sponsors Metropolitan Life and SAMWUMED, have ensured the installation of 22 neat and uniform trading barrows on Adderley Street. The good news of this project, is that for every six barrows installed, two new jobs are created.



The pedestrianisation of Greenmarket Square started this year



Once a windswept and under-used space, Pier Place now boasts life-like public art sculptures



chief operations officer's report
SOCIAL DEVELOPMENT

caring



Almost 500 grandparents were taken to the ZipZap Circus School in the Founder's Gardens on Grandparent's Day

A large number of grandparents were treated to a day at the Circus, with delicious food and great entertainment thanks to the CCID and its generous sponsors: the Capetonian Hotel, , Woolworths Adderley Street, Wimpy St George's Mall and Iliso Protection Services. Media24 and New Media Publishing, JMC Melnick (Lindt truffles), Aspen Flowers, Adams Fruiterers, Fruit and Veg, Spar, Madam Zingara, Camelot Spa, and the Zip Zap Circus School, Alvon Collison and the Cape Town Goema Minstrel Entertainers all contributed to making the day a special one.

The sterling work of the CCID's social development team was recognised this year when they received a Special

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partnerships

14 | the number of children aged 12-16 years living on the streets of the Central City compared to the 25 of last year **55** | the number of children aged 12-18 years returned home **71** | the number of homeless adults in the Central City placed in shelters **12** | the number of shelters assisting the CCID in placing homeless people **41** | the number of adults reunited with their families **2** | lost children successfully reunited with their parents **24** | the number of adults provided with permanent employment through our partnerships **11** | the number of persons medically assisted **2,5 tons** | The amount of donations collected by the CCID and partners for the victims of xenophobia **500** | the number of grandparents treated to a day at the Zip Zap Circus School on Grandparent's day

Achievement Award from the International Downtown Association. Even more significant is the fact that the CCID beat out 76 entries from around the globe.

This award would not be possible without our partnerships with various NGOs and other organisations who assist us on a daily (and often nightly) basis. Thanks to these associations, we were able to limit the number of children living on the streets. A core of 14 remains. Due to a lack of long-term rehabilitation facilities for these children, we see them returning to Town on a regular basis. We have placed these 14 children in shelters 143 times in the past year alone.

We will continue to lobby around issues and trends regarding street children and homeless people and are committed to finding permanent solutions for these and other social ills. Our relationship with the SAPS in this regard has strengthened during the past year and we rely on them to assist us in the rehabilitation process

going forward. This is crucial for a more lasting alternative to kids choosing to live on the streets, vulnerable to abuse and neglect.

For the first time, the CCID has appointed a full-time social development manager to take this programme to the next level. She will be responsible for developing and implementing a holistic strategy focusing on the main areas of intervention, namely shelters, emergency interventions, reunification, job creation, diversion programmes and channelling donations.

spreading

The past year saw the CCID getting into new gear. Our new logo – symbolising the traditional CBD sign – is suddenly everywhere in the Central City. On the uniforms of security officers uniforms, cleansing staff, maintenance staff and the odd precinct manager. We've branded some 50 cigarette butt bins, adorned a big window kindly donated to us by the Fountains Hotel on the Foreshore and have given our graffiti removal unit a makeover and now have a second unit!

CityViews, our Central City newspaper now has a wider reach than just the Central City. It is dropped off in over 3 000 residential postboxes within the Central City.

We have just launched our brand new website together with the Cape Town

YOUR PAPER FOR THE CAPE TOWN CENTRAL CITY

CITY VIEWS

IN ASSOCIATION WITH MEDIA 24

OCTOBER 2008

Grand ol' time



Need an electrician?

Discount for pensioners • 24-hour service

SCHMIDHAUSER

ALWAYS ON

YOUR PAPER FOR THE CAPE TOWN CENTRAL CITY

CITY VIEWS

IN ASSOCIATION WITH MEDIA 24

SEPTEMBER 2008

Zip Zap Circus School stars in Cape Town



Print 30 – 100 digital prints
and receive a **FREE** 2000 dpi photo collage worth R20.00

Print 101 – 200 digital prints
and receive a **FREE** 2000 dpi photo collage worth R20.00

OPENING SPECIAL

Print 201 – 300 digital prints
and receive a **FREE** personalised All Photo Book worth R10.00

Print 300+ digital prints
and receive a **FREE** personalised All Photo Book worth R10.00

FUJIFILM
ONLY RESELL

Fujifilm Finepix
A550 Camera

8.1 megapixels
3.0" digital screen
2.8" LCD
picture stabilization
SD card slot

FOTO FIRST

City Views, the CCID's monthly city newspaper of which 50 000 copies are being distributed in the Central City and its environs

Greenmarket Square below – once again the venue for a very successful free Community Jazz Concert as part of the annual International Jazz Festival in the CTICC



the message

50 000 | the number of CCID City Views newspapers distributed in the City and its immediate environs **www.capetowncid.co.za** |

The CCID's new website address (under the auspices of the Cape Town Partnership)

100 000+ | the number of people who visited the Adderley Street Night Market in December 2007 **60 000** | the number of the CCID's new eating

guide – *Taste the City* – distributed in the City and environs

Partnership at www.capetowncid.co.za. This site hosts accommodation, eating, public spaces and shopping directories of the Central City area and provides the user with detailed maps on how to reach the various establishments.

The past year has been a busy one, but also a fruitful one. With 2010 around the corner and the Final Draw scheduled to take place in Cape Town in 2009, the year ahead promises to be even busier. In laying the groundwork for a successful 2010 Soccer World Cup, we will continue to focus on the small things, while keeping sight of the larger picture. We will capitalise on our legacy as one of the host cities of this gargantuan world event.

So expect more of the same, just better: enhanced public spaces, safer and cleaner environments and a Central City that shows it cares through the establishment of proper rehabilitation programmes and improved facilities for all.



Local Food Editors taken on a walking tour to "taste" the Central City. With them is Andrew Borraine, CE of the Cape Town Partnership

A new corporate identity for the Partnership, CCID and Creative Cape Town



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annual financial statements

FOR THE YEAR ENDED 30 JUNE 2008

(Association incorporated under Section 21)

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