

CAPE TOWN CENTRAL CITY IMPROVEMENT DISTRICT ANNUAL REPORT 2010



MISSION

The term 'City Improvement District' refers to a specific geographic area, approved by the City Council in terms of the Municipal Property Rates Act, Section 22 (Special Rates Area) and the CID Bylaw, in which complementary services are provided.

The mandate of the Central City Improvement District (CCID) is to ensure that the Central City is safe and secure; the environment is well-managed; social issues are addressed and the Central City is promoted.

The CCID provides complementary or 'top-up' services over and above those provided by the City of Cape Town.

Established in November 2000, this public-private partnership formed by property owners in the area distinguished Cape Town as the first major city in South Africa to implement a fully constituted, legally bound City Improvement District covering the entire core of the Central City (CBD).



CAPE TOWN CENTRAL CITY IMPROVEMENT DISTRICT ANNUAL REPORT 2010 FOR THE YEAR ENDED 30 JUNE 2010



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AN AUSPICIOUS DECADE

This story is not only about 2010 and soccer in the city, nor is it just about 2006 when preparations for hosting games of the 2010 FIFA World Cup in Cape Town™, first began. It all started in 1999, when a group of concerned men and women came together through the Cape Town Partnership to address the urban decay that characterised the Central Business District (CBD) of Cape Town.



**“IT IS MY
PERSONAL
WISH
FOR THE
CENTRAL
CITY TO
BECOME
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24-HOUR
CITY.”**

At the time, challenges included growing vacancies of all grades of office accommodation, capital flight to decentralised business nodes and regional shopping centres, a loss in the value of buildings and a concomitant decrease in the municipal rates base. There was a critical shortage of parking. Kerbside parking was unmanaged with self-appointed parking marshals harassing motorists. Public space was badly managed, with litter and illegal dumping rife. Meanwhile, high and rising crime rates had led to a decline in tourism numbers.

A user survey of business people, property owners, visitors and other interested parties, as well as exhaustive discussions following

the findings, concluded that the immediate solution was to address these issues and for the Partnership to set up a City Improvement District (CID). And so, the Central City Improvement District (CCID) was born – in November 2000.

In order to stem the tide of urban degeneration, the first thing that needed to be done was to get the basics right. This meant putting sound urban-management processes in place. In the CCID’s case, the pressing concern was to reduce the crime and grime that characterised the area. It was only once these fundamentals were in place that the focus could shift to activities relating to positioning and promoting the Central City’s social upliftment and sustainable development.

ROB KANE

A civil engineer who has spent most of his life in property development – some of those years working in cities around the globe – Rob took over the chair of the Cape Town Central Improvement District (CCID) Board earlier this year. A passionate Capetonian who loves surfing and hiking in the natural environment around the city, he feels it is equally important to keep the ambience of the “old city” alive. Many of his company’s development projects are intent on rejuvenating the city’s old buildings while preserving their outer façades to add to the historic character of Cape Town.

What single improvement has bettered life in the Central City?

The emergence of our own café society, in my opinion, is the aspect of our inner city that has really meant a great deal to the atmosphere here. The lively streetlife with people spilling out onto the pavements shows that people feel safe and relaxed to be here.

If you had to show someone a snapshot of town in the future, what would it look like?

In my picture there will be life on the streets after the working day is done. People will enjoy shopping in retail outlets later and there will be a vibe after office hours and before the nightlife starts. To achieve this scenario we will need more city residents to sustain these businesses and therefore affordable housing complexes should also be found in this future inner city. And naturally the snapshot will feature fewer cars, more pedestrians and more public transport!



**“WHEN THE
FAN WALK
WAS MOOTED
I WAS
SCEPTICAL
AS TO
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THE WAY
— HOW
WRONG
I WAS!”**

ROSE LEMKUS,
INNER CITY
SHOP OWNER

It has not been an easy road, but with the help of its partners, the CCID has largely been able to turn the situation around. Crime has dramatically decreased, and the Central City is arguably the cleanest CBD in the country. Read more about the milestones in the history of the CCID further in this report.

I am excited to take up the chair of the CCID during this auspicious year. I have been a member of the CCID's Board of Directors since January 2007 and am all too aware of the daunting task ahead of me, particularly filling the role so ably executed by outgoing chairperson, Theodore Yach.

Theodore has been around from the very beginning. He is one of the founding members of the Cape Town Partnership, as well as of the CCID. Theodore possesses a wealth of information on the machinations of the Central City, the City of Cape Town and the CCID. He also knows all

the best spots and secret hideaways! I am therefore very glad that Theodore has agreed to continue serving on the CCID Board and that we will benefit from his insights and expertise.

During the past year, we bid board member Piet Pienaar goodbye and good luck as he retired from Woolworths and therefore the CCID Board. Piet was a member of the board from October 2006 and will be missed. He is replaced by Riaan van Wyk. Welcome, Riaan! Michel du Toit, John Hall and Lindelo Matya also retired from the board this year.

As this annual report commemorates 10 years of regeneration in the Central City and the people who made it all possible, I want to thank my predecessors Alan le Roux, Mike Flax and Theodore Yach.

On the occasion of the CCID's tenth anniversary, I'd like to thank all the long-standing board members who had a vision



The revamped bridge connecting the station to the Grand Parade.



Public spaces such as Church Square are now being enjoyed by Capetonians during their lunch hours.

for the Central City that went beyond the grim reality of the CBD during the 1990s.

Derek Bock, the former Chief Operations Officer, also deserves a special mention.

Thanks to Tasso Evangelinos, the CCID's current Chief Operations Officer and his group of dedicated staff who work tirelessly and enthusiastically to ensure that the Central City is indeed clean, safe and caring.

Thank you to the Cape Town Partnership, which has ably managed the CCID for the past decade.

This year is auspicious not only because it is the year of the CCID's tenth birthday, but also because Cape Town successfully hosted eight matches of the 2010 FIFA World Cup™. This was the culmination of four years of planning and hard work. We hope to see the spirit of cooperation between all spheres of government and between the public and private sectors continue. It was this cooperation that was largely responsible for the City meeting its Host City obligations to FIFA.

Thanks to the World Cup, Capetonians will soon have the start of improved public transport, with further improvements to follow in the course of the next 10 years. Buitengragt boasts not one, but two pedestrian bridges, which facilitate crossing this extremely busy road. The Central City now has several new and enhanced pedestrian-prioritised roads and bicycle tracks. Road upgrades have made



travelling into the Central City that much easier for those who insist on driving here.

Through various beautification projects, like the decorated flowerpots in Long Street and the "Hanging Gardens" in St George's Mall to name a few, the Central City is that much more attractive too. During the World Cup, several new public artworks were installed as befits a city centre that prides itself on its creativity.

The reactions to the Central City voiced by visitors and Capetonians during the World Cup is proof that we are doing things right. It is hard to imagine that the vibrant, safe and clean Central City is the same place it was 10 years ago. The next 10 years look even brighter.

Of course we are not out of the woods yet. Due to the recession, retail vacancies are a concern and many million-rand developments are currently on hold. On this sobering note, we will continue in our mandate to promote the Central City to visitors and locals. During the World Cup, we witnessed the growth of the night-time economy and it is my personal wish for the Central City to become a truly 24-hour city. Let's make it happen!

Rob Kane

Chairperson

Cape Town Central City Improvement District

CCID BOARD MEMBERS: TENURE 2000 – 2010

The CCID has been privileged to have a committed group of people at the helm of the organisation and three of our board members have been with us the entire 10 years. Thank you to them all for their valuable contribution and exemplary leadership.

10 YEARS

Julian Leibman
Martin Rippon
Theodore Yach

9 YEARS

Mike Flax

7 YEARS

Henry Truter
Michel du Toit
Nawal Ramasar
Richard Harris

6 YEARS

Martin Kearns

5 YEARS

Lindelo Matya

4 YEARS

Charles Keefer
John Hall
Piet Pienaar
Rob Kane

2 YEARS

David Stoll
Faieda Jacobs

WHAT A DIFFERENCE

“IT WAS ONLY DUE TO THE REDUCTION IN THE CRIME AND GRIME THAT PEOPLE ACTUALLY WANTED TO LIVE IN THE CITY AGAIN.”

MIKE FLAX,
CHAIRPERSON OF
THE CCID 2003 – 2006



ALAN LE ROUX,
CEO ALR
PROPERTY
VENTURES
(PTY) LTD
Chairperson of
the CCID 2000
– 2003

“As part of the team of private businessmen who decided to tackle the deterioration of the inner city in the nineties, I remember that one of the biggest challenges was to keep the process on track. We had to balance the many different agendas and objectives of both big business players and the city council’s plans for other under-developed parts of the city.

What swung the momentum was that we had the critical mass – most big business and property players in the city agreed that this improvement was necessary. The city council realised that a major portion of their rates were collected in the Central City and therefore it made business sense to keep the city centre an attractive place to invest.

To my mind the best decision we made was to conduct research in 2000 to benchmark Cape Town against other cities in the world in terms of cleanliness, safety and

good working systems. We owe a lot of our success in the formative years to the diplomatic skills of Michael Farr, the chief operations manager at the time. He played a fundamental role in negotiating the unique performance-level contract that allowed the CCID to supplement the city’s services, and allowed for penalties if they did not.

Looking back, I feel it was a tremendous endeavour to be part of and even though it took many hours of hard work, it really has paid off for Cape Town.”



MIKE FLAX
EXECUTIVE
DIRECTOR
OF REDEFINE
PROPERTIES
Chairperson of
the CCID 2003
– 2006

“During this time we saw a ‘dream’ realised as the permanent Central City population rose significantly. This came about through a multitude of residential conversions of older office blocks into swish, new city ‘pads’.

It was only due to the reduction in the crime and grime that people actually wanted



MESSAGE FROM THE MAYOR

On behalf of the City of Cape Town I am very proud of the relationship that we have established with the CCID. This successful public-private partnership has been assisting the City in providing essential services to the Central City. I would like to commend the CCID for its commitment to the people of our City and the initiative taken to offer its assistance. The formation of the CCID was a significant moment for the City as it was the first of its kind in the whole of South Africa. The assistance over the past 10 years cannot be undervalued and I would like to use this platform to congratulate the CCID for its amazing work. I hope that this unique partnership can be extended and act as a role model for other sectors seeking partnerships with local government.

Dan Plato

Executive Mayor

TEN YEARS MAKE!

to live in the city again. Another of the many positive knock-on effects was the absorption of vacant office space by these conversions causing inner-city property vacancy rates to plunge quickly.

Other victories included the rejuvenation of the Company's Gardens, one of the City's oldest and most significant green public spaces. The CCID drove this initiative hard with the City Council.

Headway was also made in reducing the number of homeless people on the Cape Town streets through our social-services department."



THEODORE YACH
ZENPROP CAPE
TOWN PARTNER
Chairperson of
the CCID 2006
– 2010

"Looking back

I am struck with the fantastic success we have had, and the change in our city is just unquantifiable. It is largely the result of an ongoing and consistent effort, and for this we have to thank the dedicated people involved with the CCID. Their excellent relationships

with partners such as the City Council, the police and NGOs have changed things around. Our strength has been our ability to micromanage every square metre of the city, 24 hours a day and seven days a week. Our other major success story is the work done by the Social Development team, who I think has done more for the dignity of the homeless and delivered more support than many others – all with a limited budget.

The Central City is in good hands and the private-public partnership has really delivered in making Cape Town attractive to its own inhabitants.

We continue to have challenges that we still need to address. One is the restitution of District Six, which remains such a blot on our national conscience, and the fact that we have not been able to uplift the area into affordable housing is a major concern. The same holds true for the Culemborg area where even 150 hectares of development could accommodate approximately 25 000 – 30 000 people in affordable housing closer to employment opportunities and will also act as incubation for the upliftment of Salt River and Woodstock."



MESSAGE FROM THE PREMIER

The CCID has played an invaluable role in significantly reducing crime in the Cape Town Central City over the past 10 years. The Cape Town CBD was at risk of becoming a no-go area, especially at night and over weekends, as Capetonians stayed away because of mugging and other crime. This also posed a serious threat to our burgeoning tourism sector, which forms a valuable part of our economy. As a result of the work done by the Cape Town Partnership and the CCID, the Central City is once again a thriving economic, social and cultural centre.

Helen Zille

Premier of the Western Cape

TEN YEARS ON THE STORY OF THE CCID



2000

- The CCID business plan is introduced to property owners within five areas of the Central City. At a packed public meeting in the City Hall in July, a formal steering committee is elected.
- The CCID is established in November, with chairperson Alan le Roux, formerly of Gensec Properties, at the helm.
- Investec and the Cape Town International Convention Centre show a positive interest in the CBD with a R600-million investment.

2001

- Amongst the first orders of business is dividing the Central City into four CCID precincts – each with a dedicated precinct manager reporting to an overall CCID manager.
- Volunteers assist the CCID and Cape Town Partnership to launch Project Company's Garden Clean-up.
- More than 200 permanent jobs are created by introducing kerbside parking attendants.

2002

- An extensive user survey showed that a remarkable turnaround had been achieved in just two years. More than 52% of people interviewed in the Central City say that they regard the level of security in the area as acceptable.
- The employment of private security with response vehicles to police the streets provides the CCID with better command and control.

2003

- The incidences of vacant shops drop by 66% in the inner city.

2004

- Underpinning a new social-development programme and helping to foster better relationships between the CCID and NGOs involved in social development, a social-development coordinator and two social-development fieldworkers are employed.
- The CCID begins to provide supplementary cleansing and security services for key events like the Community Chest Twilight Team Run, the Mother City Queer Festival and the Cape Town Festival.



2005

- Walking tours are introduced – more than 1 500 visitors get introduced to or reacquainted with the revitalised Central City.
- The CCID assists the SA Police Service (SAPS) in the establishment and implementation of the sector-policing project making Cape Town the pilot project in the Western Cape.
- CCID assists in the establishment of the community courts to deal with minor offences such as antisocial behaviour.
- Cyclops – City Camera Unit: CCID assists by acting as response team for this unit.





2008

- Visitor numbers to Cape Town Central City are up.
- In recognition of its social development efforts, the CCID receives a second special achievement award from the IDA in recognition of its innovative work with homeless people.
- The CCID distributes 2.5 tons of donations from citizens of Cape Town to victims of xenophobia.
- CCID's Tasso Evangelinos attends the 54th IDA congress in Calgary, Canada, to present a paper on Cape Town's readiness in preparation for the 2010 World Cup.

2009

- Greenmarket Square gets a revamp.
- The year concludes on a high note with the hosting of the **FIFA Final Draw event**. The CCID assists with preparations for the event and makes sure the revellers have a good time.



2010

- The CCID introduces several new innovations, like four mobile security kiosks and decentralised break rooms in three of the four precincts.
- The CCID with some of its social partners bring soccer fever closer for 2 000 homeless people with TV viewings, food and snacks.
- Eight matches of the **2010 FIFA World Cup** go off with success. By working around the clock before and during this event, the CCID and its partners prove that it was all about business as usual.

2006

- The fourth annual Homeless World Cup for street soccer takes place on the Grand Parade.
- The CCID establishes specialised units to deal with incidents of robbery, ATM fraud, drugs and land invasion.



- The revamp of **Church Square** begins – a desolate parking space transforms into a public space with a memorial to mark the city's slave history.

2007

- An **annual winter campaign** is launched by the CCID social team to provide blankets to various organisations.
- The CCID receives an award from the International Downtown Association (IDA).
- The CCID launches a new logo.



PROGRESS IN NUMBERS

RESIDENCES

73% increase in residential units from 2000 to 2010

10–30%

Increase reported by retailers in revenue in the 2010 World Cup Retail Opinion Survey

GOVERNMENT SERVICES

91 Government offices and departments are located in the Central City (National, Provincial and Local)

34

OFF-STREET PARKING FACILITIES OFFERING A TOTAL OF 4 500 DAILY BAYS

SOCIAL INTERVENTIONS

From 2004 – 2010

440 the number of adults placed in shelters

211 the number of adults reunited with their families



OFFICE VACANCIES

6 AND 7% RESPECTIVELY

THE STEADY OCCUPANCY LEVELS AT WHICH A- AND B-GRADE OFFICE PROPERTIES REMAINED FROM MARCH 2006 TO JULY 2010

COFFEE SHOPS

30% INCREASE IN NUMBER OF COFFEE SHOPS IN THE CENTRAL CITY (2003 - 2010)



n for American travellers
ranked 30th in the Inter-
gress and Convention
s list of the most popular
destinations in the
"Ther
lous bea
bly inex
Strate
Cape Town
scores big
with CCID



OVER R250 MILLION IN CCID LEVIES INVESTED IN THE CENTRAL CITY OVER THE LAST 10 YEARS

680
NUMBER
OF STREET
TRADERS
IN THE
INNER CITY

(INFORMAL TRADE
SURVEY OF 2009)

INVESTMENT

Summary of the investment status in the
Central City*.

2000 – 2006

Completed projects +- R5 billion

2007 – 2010

Completed projects +- R9 billion or
projects underway

2007+

Planned projects Potential for at least
R17 billion to be
invested over the
next five to 10 years

2007+

Projects in the
watch list Potential R7 billion
on the investment
watch list

* These investments cover a geographical area including
the Central City, Woodstock and Green Point.

**EXTRA
SECURITY
PAYS
DIVIDENDS
AS CRIME
DROPS BY
40%**

THE SATURDAY ARGUS
13 OCTOBER 2001

123%
Increase in the number of
hotels since 2000 in the
Central City area (from
13 to 29 hotels)

HOTELS

ers
New energy: research shows shopping set to
Argus 12 May
egy spells
e dream
e for city
e of greatest by 2040

SMS the Argus
SMS your views to 32027
Each SMS costs R1

focused on sustainability.
"The city cannot continue
with a 'business as usual'
approach; old ways of meeting
new challenges are likely to fail,"
Nelson said.

Six focus areas have been
identified to help the city realise
the "broad storyline of a prefer-
able future for Cape Town" con-
tained in its vision 2040.

is on
drive
upgr

Cape Argus

When money...

It's a mix of emotions
familiar to us all. It usually
starts with sympathy. Then
comes suspicion, and
followed by guilt. Next up is
pity, possibly even sympathy
helpless. As you decide not to give,
and then shame overwhelms you
like a dark, heavy cloud.
You experience all of this in
about 10 seconds. Set-over and done
and over again, every single day.
You can't seem to escape it either.
The trend is everywhere: at every set
of traffic lights, on the streets,
outside the shops, and at your front
door.

Wherever you go, someone is
asking you for help. And most of the
time the help they want is in the
form of cash.

So often we give out of a sense of
obligation, manipulation or guilt. Or
it's on a whim, depending on how
feels we're feeling.
Just how often does one person
be confronted with daily begging
unwillingly to compassion fatigue?
How does one discern the real need
from the sincerely worthy person?
And even if you could tell them
apart, how can you give to everyone
who's worthy?

Isn't the real question: what
should we be giving and to whom?
It's a question that social worker
Pat Kelly has grappled with long and
hard.

She works for the Central City
Improvement District (CCID) as the
social development manager.

She's the driving force behind the
Give Responsibly campaign, which
aims to discourage the public from
giving to street people and instead
encourage support for organisations
that support and equip people to

Giving to people on the streets in its final analysis is the most un-
do. This is the tough message from Cape Town's Central City Im-

ANGELIQUE ARDE
Good
Stuff



CREATING AN ALTERNATIVE: The CCID team in their Blue Street office, from left, Head of Social Development, Pat Kelly, and Social Development Manager, Angelique Arde.

BEHIND THE SCENES

In reviewing the year that was, it is very tempting to skip ahead to June and July. However, this year we've had more to celebrate than hosting eight matches of the 2010 FIFA World Cup™. In November 2010, we mark the 10th anniversary of the establishment of the CCID. We have achieved much during the past year, as we have throughout our 10-year history.



The newly erected pedestrian bridge over Buitengragt.



When a user survey was conducted among businesspeople, property owners, visitors and other Central City stakeholders in 1999, the findings of this survey and the extensive discussions that followed pointed the way forward to stem the pervasive urban decay in the area. The short-term objective was to set up a City Improvement District (CID) while medium-term priorities such as parking, informal trading conditions as well as the plight of homeless children and adults, were also placed on the agenda.

Then, like now, we set about getting the basics right. Crime and unlawful behaviour were the first targets and today we can confidently say that we are the safest major CBD in the country.

This function will continue to be a large part of our operations in the future.

But increasingly our focus has shifted to social development. By solving some of the poverty and social problems on our streets, we will leverage more successes in bettering the quality of life of all citizens.

The recent 2009 festive season was very successful. A number of high-profile events were hosted over this period. These included the Cape Town Night Market and the New Year's Minstrel Carnival. All precincts teemed with people. Thanks to our cleansing service providers and the City of Cape Town's cleansing department, the Central City was spotless after each event. We have been enormously proud of how clean we have helped our city become.

Very low levels of crime were reported during the festive season, as per the South African Police Services (SAPS) statistics. The CCID complaints log further revealed that most of the complaints (90%) were of a minor nature.

The FIFA Final Draw event in December 2009 drew more than 100 000 revellers to the Central City. The period leading up to this event was a busy time for us. We assisted the City of Cape Town and various event organisers with preparations around the FIFA Final Draw. We sent out various communications to business and residential complexes in all four precincts.

95%

of retailers in the inner city expressed positive feelings on the work of the CCID.

TASSO EVANGELINOS

Tasso is Chief Operations Officer – and he places the emphasis squarely on the operational in his job. His can-do attitude has been highly successful in raising the profile of the Cape Town Central Improvement District (CCID) brand in the inner city.

What single improvement has bettered life in the Central City?

It was not just one single improvement but the consistency of a number of interventions that has led to a huge positive change in perception about the inner city among the people of Cape Town. This change has allowed people to again rediscover the centre of town and walk the streets of Cape Town as we have seen during the 2010 World Cup event. This has not happened overnight but is the result of a gradual enjoyment of the urban spaces and just being in town. Now we need to expand and build on the momentum of this new-found interest in our city.

If you had to show someone a snapshot of town in the future, what would it look like?

I would like a city that lives 24 hours with a very marketable downtown, which is open for business. I can see people in private and public sectors all working in an effective and efficient way to create a highly productive city. People are able to walk and explore the city and with an eclectic mix of entertainment, cultural and business activities it is definitely the place where everybody meets!



We also assisted with the signing of noise waivers, regular onsite inspections, the compilation of an Upper Long Street defects list (with precinct managers overseeing repairs in conjunction with relevant City departments and property owners), distribution of letters outlining road closures, and one-on-one correspondence and intervention with stakeholders whenever problems arose.

For the first time in its history, the CCID was successfully converted into an all-day and all-night operation during the World Cup period. All staff members participated, working a minimum of 12-hour shifts, with some working up to 16 hours!

One of the important things we learnt from our around-the-clock operations is that the night-time economy has grown substantially. This growth brings challenges too, and it highlighted the need for a CCID night manager. Luckily, in February this year we filled the new post of an operational night manager.

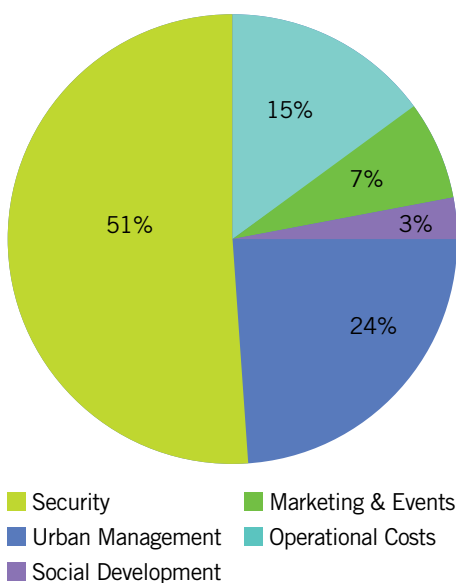
In the build-up to the World Cup, several strategic meetings were held with

law-enforcement agencies to address security concerns during the month-long event. We deployed four mobile security kiosks in the Central City. We successfully launched our 2010 Ambassadors programme with all CCID security officers undergoing training to assist visitors and locals with information regarding match schedules, transport queries and directions.

During the World Cup period, the Central City experienced a huge influx of police and other security agencies. As a result, crime was almost nonexistent. Our offices were converted into a 24-hour base with daily debriefing sessions to aid the transition between the day and night shifts. Our service providers adapted their programmes and services to fit, and the transition was remarkably smooth.

It has been well documented how clean the Central City was during the World Cup period. Besides the City's cleansing department, which deployed more than 300 cleaners, we employed an additional 70 Straatwerk cleaners over and above our current cleansing staff. In terms of our job creation project with Straatwerk,

ACTUAL EXPENDITURE CCID 2009/2010



Men at work in Adderley Street.



we topped the 250 mark in the number of regular job opportunities provided monthly, which rose as high as 320 during the World Cup months of June and July.

During the World Cup, we partnered with the Scalabrini Centre, Youth Solutions Africa and The Carpenter's Shop to organise an event for homeless people to be included in the soccer festivities in the Central City. We showed 22 games at the Scalabrini Centre in Commercial Street. The hall was decorated with the flags of the 32 participating countries, and a hot meal, coffee and snacks were served to all who attended. A total of 2 339 people attended the event with an average daily attendance of 116 at each match shown.

In another first a CCID Maintenance Team was established to address defects. More than 1 500 defects were addressed between February 2010 and the end of July 2010 to prepare the city for the World Cup event.

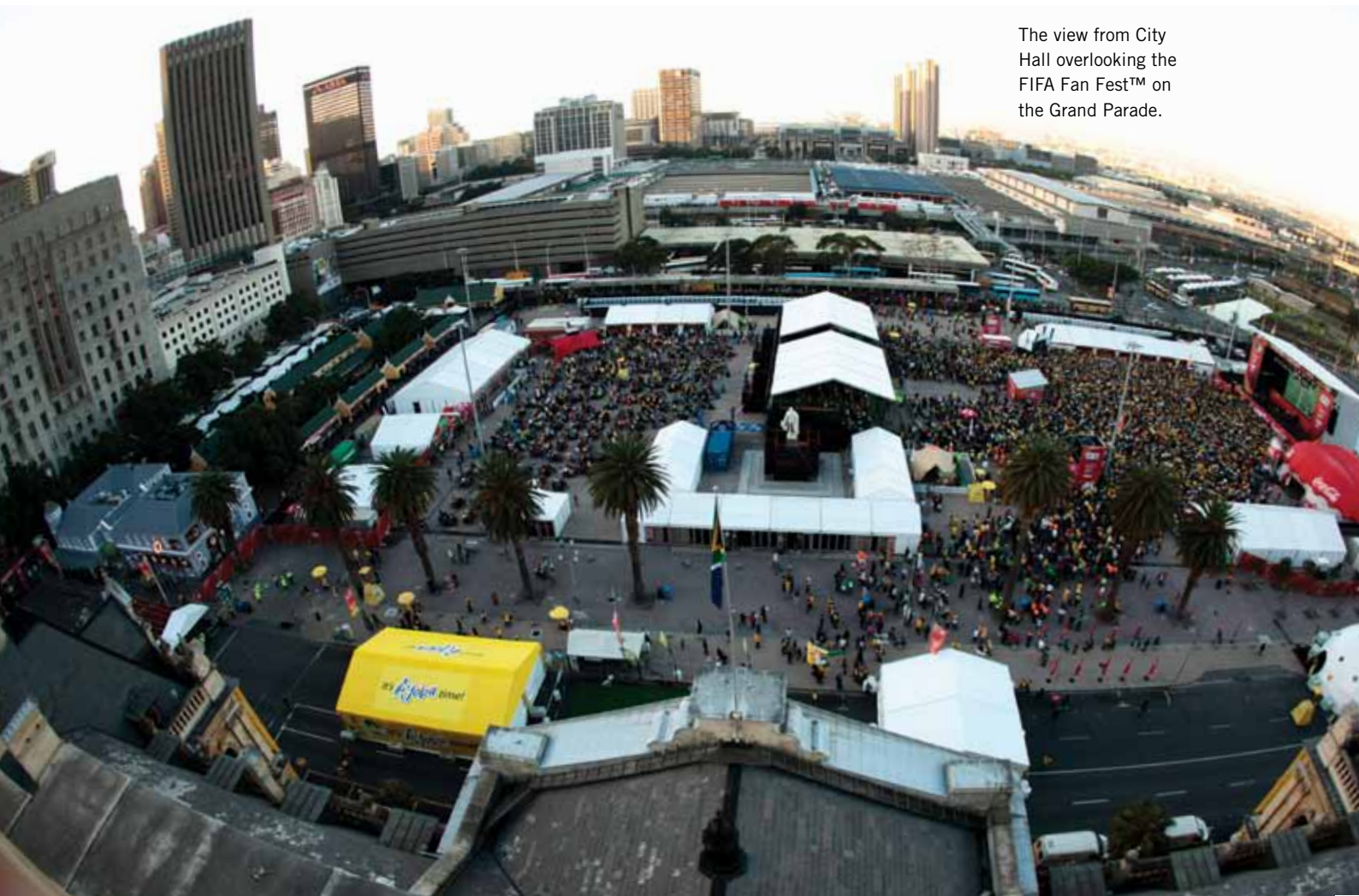
We initiated a direct-marketing initiative distributing more than 4 000 goody bags to businesses above ground-floor level in all commercial buildings in the CBD.

These contained our marketing collateral for visitors and locals. Our social, security and urban-management teams personally visited all the retailers in the Central City to promote awareness. We are pleased to report that 95% of those visited expressed positive feelings on what we do.

We printed a record 200 000 copies of our annual 2010 *Time Out Cape Town: Best of Cape Town Central City* guide. In June we printed 120 000 copies of a special 16-page 2010 edition of our monthly newspaper, *City Views*, and in July 96 000 copies. We have improved our distribution strategy for *City Views*, which has become a credible source of news regarding the Central City. In addition, we engaged a public relations company to promote the Central City and its many offerings.

Don't take our word for it, take a walk through the streets of the Central City and discover how much has changed for the better since the CCID was first established 10 years ago. Like so many visitors during the months of June and July, you'll be pleasantly surprised.

**"IT HAS
BEEN WELL
DOCUMENTED
HOW CLEAN
THE CENTRAL
CITY WAS
DURING THE
WORLD CUP
PERIOD."**



The view from City Hall overlooking the FIFA Fan Fest™ on the Grand Parade.



THANK YOU

This year we welcomed two valuable members of staff, each of whom filled new positions within our organisation.

Laura Brown joined the CCID in October 2009 as my personal assistant, while Toerien Loubser joined the CCID in February 2009 in the position of night manager. Abe Abrahams left us in September after 10 years with the organisation.

The CCID has a very enthusiastic and involved Board of Directors. Thank you to you for the many hours you spend championing the Central City. Your support is greatly appreciated.

I would like to thank the management and staff of our cleansing partner, J&M Cleaning, and our NGO partner, Straatwerk, who continue to exceed our expectations. Our security service providers, Iliso Protection Services and Alexa Security Solutions, work tirelessly to make the Central City a safe place to be. I'd also like to thank our many marketing and communications partners including Hippo Communications, Design Infestation and New Media Publishing to name a few, as well as our many distribution partners who ensure that our messages get spread. The media too, deserve a special mention. Thank you for your support – and for keeping us on our toes!

Our social-development department would not function without the support of the many NGOs who support our work. Here, I thank The Carpenter's Shop, the Scalabrini Centre, the Haven Shelters, St Anne's, ACVV, Booth Memorial Hospital, Robbie Nurock and Chapel Street Community Day Hospitals and The Ark.

The City of Cape Town is our crucial partner and there are specific teams and individuals who deserve mention.

Johan de Beer and the City's Roads Department; Richard Bosman and his law-enforcement team; Ian Gildenhuys, Bettie Leedo and Dr Ivan Bromfield from the City's Department of Health and Environmental Affairs, Dave Curren and Chris Buys from Parks and Forests; Claire McKinnon from the Cleansing Department; Paul Williamson and Janice Adams from the City's Business Area Management Department, and Eddie Scott, Joepie Joubert and Runan Rossouw from the City's CID Department. I would also like to thank Brigadier Van der Ross and his team from SAPS, and Wesley Schuller and his traffic department.

A special thanks to Andrew Boraime and his team at the Cape Town Partnership. My own team is fully aware of how much I appreciate them. Thank you for your tireless efforts in the months leading to and during the 2010 FIFA World Cup™. Thanks to you, our organisation is now a truly all-day and all-night operation.

We have achieved so much during the past 10 years. Thanks to all the wonderful believers who made the CCID the organisation it is today. We are grateful for your contribution and look forward to working with you and forging new partnerships as we reshape the Central City of tomorrow.



Tasso Evangelinos

Chief Operations Officer

Cape Town Central City Improvement District

**“WE HAVE
ACHIEVED
SO MUCH
DURING
THE PAST
10 YEARS”**

LEFT: The CCID team in 2010

Back row: Mark Williams, field worker and Abe Abrahams, precinct manager

2nd row: Pat Eddy social development manager, Mmiselo Ntsime, precinct manager, Dean Ramjoomia, field worker

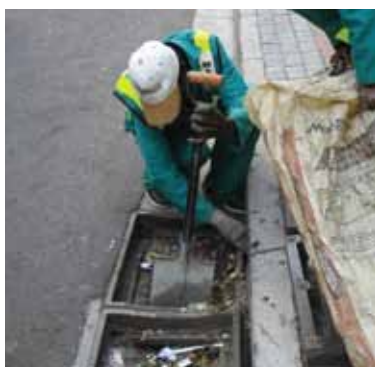
3rd row: Laura Brown CCID operations assistant and PA to COO, Richard Beesley precinct manager, Headman Siralarala field worker, Mo Hendricks Security Manager

4th row: Alec van de Rheede, deputy security manager, Sarel Strydom, precinct manager

Front: Tasso Evangelinos Chief Operations Officer.

01 URBAN MANAGEMENT

While we have many beautiful buildings and parks in Central Cape Town, with a wonderful mountain as a backdrop, maintaining and managing our public spaces, our historical squares and our streets and pavements have been a constant focus of activities at the CCID since 2000.



Waste removal remains a big part of our work but we are getting a lot more involved in beautification and physical maintenance.

Cleaners removed about 1 800 tons of waste from the Central City streets, over and above what City services collect. Approximately 400 tons of this waste were recycled.

Our urban management teams are responsible for:

- Interacting between public and private sector, walking the beat, communicating with retailers and property owners;
- overseeing the cleaning of storm-water drains;
- weeding, spraying and tree pruning;
- hot-spot cleansing;
- the removal of graffiti and posters;
- ensuring that road signs, directional signs, as well as road defects and pavement surfaces are attended to;
- any other urban-management issues such as conducting night-time audits of streetlights every six weeks, which is then submitted to the City electricity department.

Our urban-management team continues to oversee all road-maintenance projects within the CCID area on behalf of the City. This is paying off in that all defects and poor quality workmanship is being addressed on an ongoing basis.

CLEAN-UP

J&M Cleaning, our cleansing service provider, continues to perform to high standards and their teams are highly visible in the Central City. The difference they make is visible too! Through J&M, we provide a top-up service with more than 65 cleaning and maintenance staff to maintain the urban environment.

Our recycling efforts continue through J&M Cleaning. However, we are currently searching for new premises to locate our recycling depot.

The level of services performed by Straatwerk has increased by 25% this year, with a substantial increase in the CCID budget allocated towards social development linked to job-creation projects. We've increased the frequency of our cleansing shifts and

1118

drains unblocked and cleaned prior to the 2010 World Cup period.



LEFT: Teams at work early morning after a World Cup event. BELOW: Businesses became involved designing colourful planters to beautify the streets.



introduced a new “Dawn Patrol” squad working from 4am to 7am.

During the year, we equipped Straatwerk teams with the appropriate tools for various jobs. This has enabled them to be more effective in the field.

Straatwerk teams are also responsible for drain cleaning. These teams have successfully maintained all drains in the Central City, clearing them of waste and rubble. This preventative measure helps to reduce flooding during the winter months. Straatwerk teams are involved in projects throughout the year, like special operations to repair and replace broken electrical-pole covers, graffiti and illegal poster removal.

PROJECTS ROLLED OUT

This year we launched our own road maintenance team. Six previously unskilled workers received training from the City of Cape Town’s **road-maintenance team** in the following areas: pothole repairs, paving repair, curb-stone repair, installation of drain covers, road-sign repair and painting of lines, stop signs and other road signage. The team

assisted with defects relating to the FIFA Final Draw, fixing more than 80 defects in Long Street alone. This unit is dedicated to the Central City and works five days a week.

We have approached the Cape Peninsula University of Technology’s Department of Design (CPUT) to develop two **mobile trolleys** to replace the system that we currently use to repair defects. The aim is that these uniquely designed vehicles are both durable and practical for their tasks in the Central City.

Many locals and visitors to the Central City during the 2010 FIFA World Cup™ marvelled at how clean the area was. Much has changed during the past 10 years. We are pleased to report that halfway into the month-long event, we reduced the amount of **cleansing services** we offered as it was soon apparent that the City Council and CCID’s normal cleansing services were more than adequate.

Naturally, in the Central City, we spruced things up to make visitors and locals feel more at home during the event. These improvements will be enjoyed

“ONE OF MY ENORMOUS PLEASURES WAS THE BROOM BRIGADE AND SEEING WHAT AN IMPACT WE MADE WITH PEOPLE WHO WERE DOWN AND OUT.”

WENDY HARTSHORNE,
FOUNDING MEMBER,
CAPE TOWN PARTNERSHIP

“COMPARATIVELY SPEAKING, CID ORGANISATIONS IN CAPE TOWN SET NEW STANDARDS FOR ACCOUNTABILITY.”

— LORLENE HOYT, ASSOCIATED PROFESSOR OF URBAN STUDIES AND PLANNING AT MASSACHUSETTS INSTITUTE OF TECHNOLOGY IN BOSTON



National flags in St George's Mall and Greenmarket Square prepared the city for the World Cup period.

URBAN MILESTONES



2001

- Outsourced cleansing service providers gather an extra 20 tons of waste per month from the Central City by the CCID.

2003

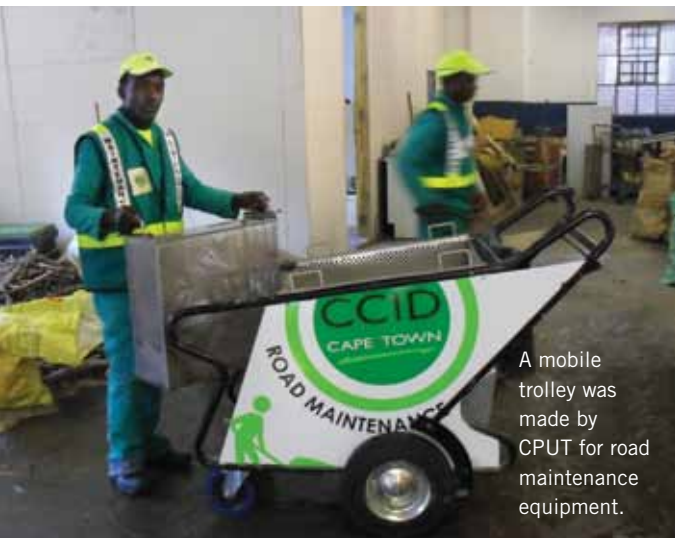
- 634 tons of waste is removed from the streets by CCID.

2007

- The urban management teams were involved in 103 506 specialised maintenance incidents*.



* These range from channel cleaning, maintaining tree wells, repair of electrical pole covers, clearing storm-water drains, marking roads, repairing paving and drain lids.



A mobile trolley was made by CPUT for road maintenance equipment.



An example of the beautification projects spearheaded by the CCID is the "Hanging Gardens" in St George's Mall.

long afterwards. The Grand Parade and Greenmarket Square both underwent **extensive upgrades**. The Grand Parade was the venue for the FIFA Fan Fest during the World Cup and prior to the festivities was upgraded through the resurfacing of the entire area, installation of new lighting and beautification through the planting of a double row of stone pine trees.

Greenmarket Square celebrated its 300th birthday in 2010. The revamp entailed repolished cobble stones raised to the level of the surrounding pavements, the installation of better lighting, and a new performance stage constructed above the upgraded ablution block. The area is now a pedestrian zone as cars are prevented from driving around the square. The redesigned trading area with an improved layout and wider aisles between stalls has earned the traders' stamps of approval.

We began beautifying Harrington Street in the previous year of review. This year, we took things further by placing an additional 15 large pots and plants in Harrington Street, and 21 large **concrete planters** were placed on the square that is currently the Harrington Car Park. We placed 46 large planters in upper Long Street between Wale and Buitensingel Streets.

499

tons of waste have been recycled in the year 2008.

431

tons of glass, paper, cardboard and plastic have been placed into recycling in 2009.

117

tons of waste have been recycled in the first part of 2010.

2008

- 884 projects of beautifying the Central City were completed*.
- 138 008 specialised maintenance incidents were completed.

2009

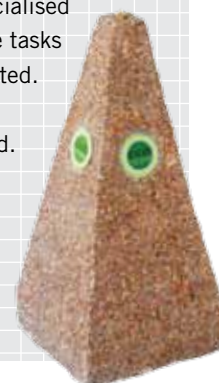
- 11 752 incidents of beautifying the Central City.
- 69 004 specialised maintenance incidents were completed.

* These range from incidents of tree pruning and planting, wrapping trees, installing hanging baskets and cigarette bins.



2010

- 12 024 projects of beautifying the Central City were completed.
- 47 772 specialised maintenance tasks were completed.
- 100 cigarette bins were placed.



82

pots and plants were placed around the city.

100

cigarette bins were placed around the Central City.

30

hanging baskets were installed in upper St George's Mall from Wale to Longmarket Street.

Retailers were asked to take ownership and paint the pots, with a competition for the best design.

Meanwhile, 15 concrete planters were relocated from Greenmarket Square to upper Bree Street. Another **beautification project** of which we are very proud, is the "Hanging Gardens" in St George's Mall, which add a splash of colour. We installed national flags along St George's Mall and Greenmarket Square and wrapped trees with colourful fabric in preparation for the World Cup.

In the years ahead, we will concentrate on increasing our recycling and planting efforts in order to be a greener Central City. We look forward to strengthening our partnerships with both the City and our service providers and hope to be in a position to provide further employment opportunities for those who need it the most. Above all, we will continue to maintain the high cleansing standards for which our Central City has become known. It is a far cry from the situation of 10 years ago.

"Our Black Empowerment rating of AAA+ means nothing if our service levels do not match," says this determined lady.

Sharon did not make it in this business for 20 years by being a slouch when it comes to standards. Her workers are crisply dressed and have a uniform parade each morning.

Two working shifts a day ensure that even after a night of partying, Cape Town is clean.

The CCID awarded the cleaning contract to J&M Cleaning Services four years ago and the 63 cleaners now provide top-up cleaning services to those supplied by the City of Cape Town.

This is a one-of-a-kind partnership with the CCID, explains Sharon. She loves comparing the cleanliness of Cape Town to other places she visits. "Tasso and his team are so devoted to Cape Town and it shows. We are lucky to have such a winning team in Cape Town."

While it is a dirty and often thankless task, she says the cleaners have taken ownership of the environment in the CBD. "We often express our gratitude for the work they do and because they can see leadership also getting involved with clean-ups they feel more motivated. There is never a reluctance to do their jobs and that speaks volumes!" comments Sharon.



ACTION FIGURES

Managing Director of J&M Cleaning Services, Sharon Fortune (left), believes that words should translate into actions.

In the first six months of 2010, 99 road signs were repaired.



Two branded trucks pick up garbage bags and empty the green bins every day.



JAMES MANDEAU

James is a technical manager for Straatwerk and a man who knows the city inside out. His keen eye does not miss a patch of unkept grass, a scrap of litter in open spaces, a pothole or blocked drain. With his team of maintenance workers he regularly clears storm-water drains, sanitises plots of land and repairs the city's roads and sidewalks.

What single improvement has bettered life in the Central City?

I have seen a dramatic change in the last few years in the face of the city. It has been great to see fewer empty buildings and more residential spaces. The infrastructure of the city looks well kept, and historical buildings are being renovated and new ones built. I think the CCID was driven to change it around and they have succeeded as I think many people are coming back to the CBD.

If you had to show someone a snapshot of town in the future, what would it look like?

I see a greener city in more ways than one. I imagine policies in place to force people to think about pollution and 'green' technology. I see fewer cars that are trying to find parking while spewing out exhaust gases. The city is a more beautiful place and projects are launched to inspire people to make it greener. We are planting trees and flowers and keeping spaces pretty.

I would like to see us using water more effectively – storm water that just washes away to the sea can be diverted into some form of energy generation.

02 SOCIAL DEVELOPMENT

We take social development so seriously that it is one of the four pillars upon which the CCID is built. By being aware of the various factors that may lead people to seek a better life on the city streets and by appreciating that there are no “quick-fix” solutions, we try to manage this function in a sensitive manner.



The role of the CCID’s social-development department is to link homeless people on the streets of the Central Business District to appropriate social services and resources in communities.

GIVING BACK

In 2008, we introduced our *Give Responsibly* campaign, which raises awareness around not giving random donations to people on the street – something that entrenches dependency – but rather to non-governmental organisations (NGOs) aimed at providing long-term solutions to the problems faced by homeless people. It is the age-old dilemma of feeding a person for a day, or teaching them to fish. During the past year, we held a *Give Responsibly* winter drive, during which we collected much-needed goods for destitute people who had lost their possessions during the winter floods.

Another *Give Responsibly* campaign, which kicked off in December 2009,

focused on the needs of specific Central City healthcare institutions. We consulted some of the institutions around the Central City to determine their needs.

The aim was to match organisations with donors to form sustainable partnerships. A good example of this is the Westin Grand Hotel, which supplies the Booth Memorial Hospital with sheets, towels, face cloths, dressing gowns, slippers and toiletries.

SOCCER FEVER

Just before the World Cup, the CCID’s social-development staff and various NGOs held a meeting with homeless people to allay their fears that they would be removed from the Central City during the event. We arranged for 1 000 winter care bags containing toiletries, as well as items like socks and caps, to protect the most vulnerable during winter. These bags were distributed to our NGO partners.

Soccer fever is contagious, and the CCID was involved in two initiatives to share the

spirit. In October 2009, we sponsored a team through the Dreamfields Project.

This initiative involved finding sponsorships for soccer kits for 10 teams of underprivileged school children. The first Central City Dreamfields Event was successfully staged at Cape Town High School in the same month.

During the World Cup, the CCID and its partners decided that it was important to offer additional viewing arrangements for people who did not want to attend the FIFA Fan Fest at the Grand Parade.

The CCID partnered with the Scalabrini Centre, Youth Solutions Africa and The Carpenter's Shop offering an additional viewing option. The venue was able to cater for up to 150 viewers at a time, who were treated to meals and snacks, as well as hot beverages while watching the matches on the big screen.

Pastor John Philmon from Youth Solutions Africa was appointed the manager of the project. "It was a unique opportunity to spend a couple of hours each day with the people who chose to view the games with us in order to better assist in finding solutions to the challenges that homeless people face."

PROJECTS ROLLED OUT

Before, during and after the World Cup, it is back to the basics for the CCID's social-development team. During the year, all three of our social-development fieldworkers received additional **first-aid training** as we found that often street people require basic medical assistance, but are reluctant to visit a hospital or clinic.

We aim for our work in the inner city to have impact further afield. By helping to set up a **fieldworkers forum**, which meets on a monthly basis, fieldworkers from four CIDs around Cape Town and six shelters as far as Retreat exchange ideas. The CCID social-development department met with the Woodstock CID to share our knowledge and experience in this regard.

During December 2009 we distributed 1 000 **care bags** consisting of basic toiletries amongst our partners. This assists with the care and personal hygiene of people living on the streets. Our partners often struggle to provide these products for their clients as they usually do not have the budgetary capacity.

We conducted a comprehensive survey in order to compile a **database** of homeless people within the Central City. This

THE ARK

is a refuge for destitute people and received the following donations from CCID stakeholders for its residents in 2009:

28 PILLOWCASES

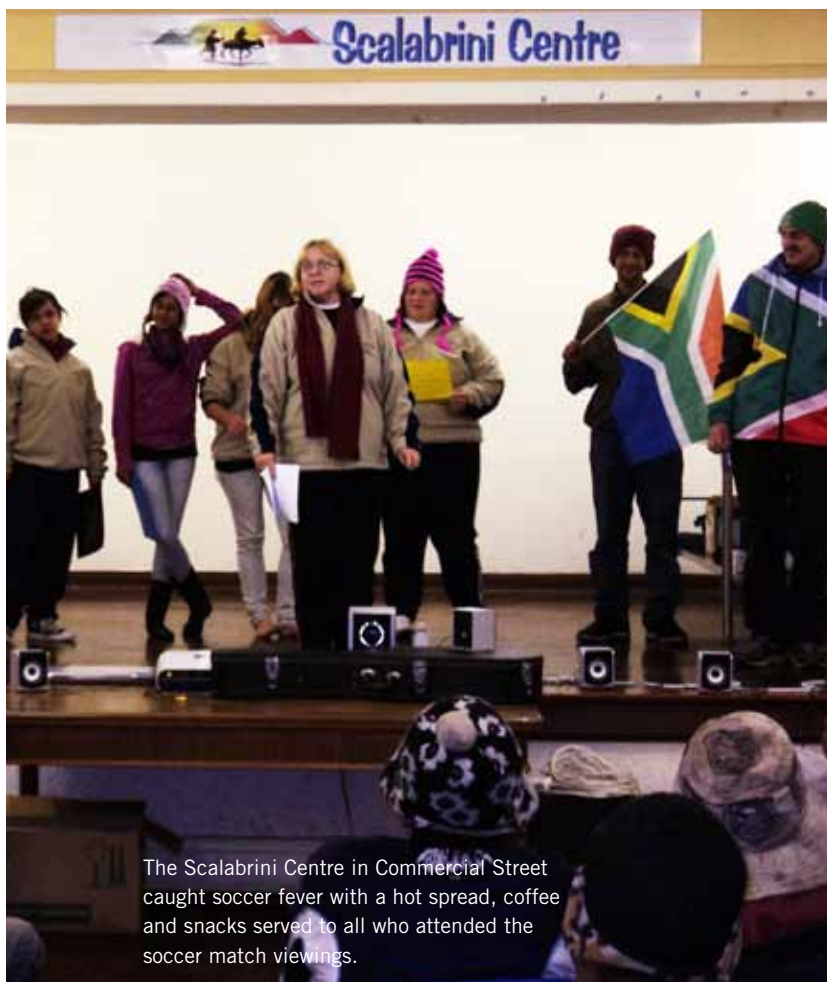
37 SHEETS

88 TOWELS.

Give campaigners raise awareness among Capetonians of the need for responsible donations.

GIVE RESPONSIBLY





The Scalabrini Centre in Commercial Street caught soccer fever with a hot spread, coffee and snacks served to all who attended the soccer match viewings.

2339

people attended the social events in the Scalabrini Centre during the World Cup period.

encompassed an area beyond the CCID borders. More than 350 people were surveyed, which represented a significant decrease from surveys conducted a few months previously.

The CCID's social department met with all Central City retailers and businesses as part of our **direct marketing initiative**. This has been well received and allowed retailers and businesses an opportunity to express their concerns and their gratitude for the work we do.

SUCCESS IN 2010 AND BEYOND

During the past 10 years, the CCID has helped to reduce the number of self-appointed car guards, some of whom harassed motorists into paying for parking. It has successfully intervened with many homeless adults, controlled aggressive behaviour to a large extent, and reduced poverty through job-creation projects, particularly through the Straatwerk NGO.

We have developed good relationships with our partners in both the adult and children's sector. We have developed

JOHN PHILMON

A pastor from Philippi with three youth development projects under his watch, a djembe musician who has rocked audiences in Germany and a man with a heart as big as the mountain behind him, John Philmon is known by all on the streets of Cape Town as a caring guy. Humble and self-effacing, he laughs off all compliments saying he is just someone who finds fulfilment beyond money.

What single improvement has bettered life in the Central City?

Looking at it from the perspective of our organisation, Youth Solutions Africa, I think the appointment of a social development manager with the CCID has made a great impact on the situation of homeless people who are living on the streets in our city. Their fieldworkers were able to provide more support to us working with homeless people and we felt we had a connection with people who cared about the work we do.

If you had to show someone a snapshot of town in the future, what would it look like?

I would love to see the Central City business district again become a destination – just like in my childhood when it was always a great occasion to come into town for shopping! At the same time I would love to see fewer homeless people, more shelters with sustainable development programmes and more facilities for job creation so that people who want to better themselves can move on and not be stuck in a desperate situation forever. My hope would also be that there is more awareness of the plight of the destitute people and greater sensitivity to why they are in the city. By rather connecting with these people, business owners will become aware of the issues and could help solve the problems with direct funding to create sustainable jobs.



36

adults placed
in shelters.

35

Adults reunited
with family.

26

children
returned home.

a holistic intervention for our “hardened” street children which has shown success. Our representatives also attend meetings of Street People Forum (SPF) where we discuss and look at strategies to deal with major challenges for adults on the streets with our partners.

We understand that our great strength lies in fieldwork. Through their interactions with people living on the streets, our fieldworkers have built up a relationship of trust. Although we always attempt to encourage our clients to accept the intervention offered, we at all times accept his or her right to self-determination. However, persistence does pay off.

In the next 10 years, we will continue to work closely with our partners to focus on poverty reduction; public awareness and education drives; linking back to communities of origin and supporting projects in these communities. Our emergency interventions and humanitarian drives will remain as temporary relief to individuals and families and the finding of alternative employment opportunities.

We will continue to introduce street children and youth to educational

opportunities and to appropriate recreational facilities. Internally, we will continue to sensitise and induct our security officers on how to interact with homeless people and to contribute to the CCID security officer’s training manual.



IT'S WORK AND PROGRESS

Hannes van der Merwe (*left*), project manager for Straatwerk, does not believe in job creation.

“We have to supply economically sustainable services that can add economic value in a city that is growing,” he qualifies this statement.

Since the CCID has come on board as a partner, this is just what the non-governmental organisation (NGO), Straatwerk does. After 40 years of helping and advising desperate and often destitute people, it was able to create a channel to do more for people than provide advice and spiritual ministry.

By earning cash in hand on the projects, they learn to appreciate work for remuneration.



Pam Golding and Give Responsibly launched a social initiative at The Carpenter’s Shop this year. The final delivery is done by (from left) Erna Roe, Scott Irving, Headman Siralarala, Jeanne Hingston, Delene Roberts, Pat Eddy and Mariel Burger.

"The fact that we proved ourselves with a small contract cleaning up the Grand Parade for the CCID, meant that we were given more and more projects to look after," says Hannes. Today the Straatwerk teams in Projek Opruim are doing work for other City Improvement Districts and clients as well.

Hannes stresses that the objective is to provide unskilled labour that works effectively for four hours under supervision of a foreman. He points to his shift board where 89 shifts are allocated for the week. "We have been able to grow the work and keep ourselves reasonably self-sufficient. I am proud of this model and think we can successfully replicate it in other areas."

Some teams are starting to render more specialised services. Many of the teams in Project Dignity, the next phase after Projek Ophelp, are performing so well that they can operate as small businesses with some administrative back-up from the NGO.

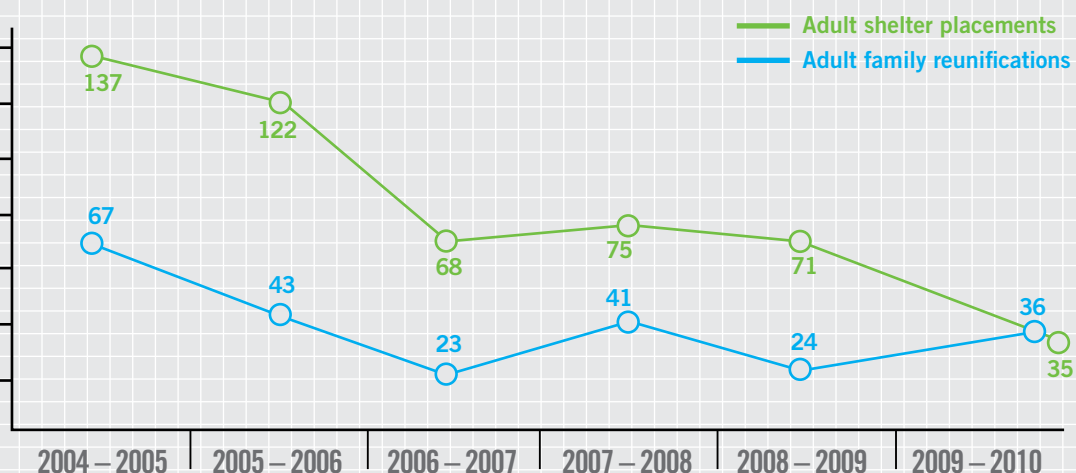
The successful partnership with the CCID has given Hannes the impetus to dream bigger and for that he is grateful. "It opens up the possibility to have a greater impact on their lives," he smiles.



More than 250 individuals have found employment in CCID projects. Teams from Straatwerk are rehabilitated through work.

SOCIAL MILESTONES

During 2008–9 we spent R12 600 on family reunification. An estimated 24 individuals were reunited!



03 SAFETY & SECURITY

One of the most successful interventions brought about in the Central City by the CCID in the past 10 years has been a visible security presence. The objective to ensure that the Central City is a safe environment for visitors and citizens has in the past year had the desired result when Cape Town's hosting of a mega world event went off without major incidents.

Every year we undergo an assessment to evaluate the current security system and the environment in which both ourselves, and our security service providers work. In addition, we conduct quarterly assessments. The nature of CCID security constantly changes due to operational demands and we are forced to adapt very quickly to these demands.

Operationally, the CCID's security department has been very active with a high rate of arrest and strong visibility.

Our law-enforcement program is exceptionally successful. Law-enforcement officers have the power to issue fines and these fines are beginning to inculcate a law-abiding culture as illegal dumping, cars in loading zones, drivers refusing to pay for parking and illegal trading are targeted on a daily basis.

We successfully negotiated with the City of Cape Town to reallocate the eight law-enforcement officers who initially worked day shifts only, to cover nights. Now, six officers work the day shift and two officers cover the night shift.



SPECIAL FOCUS AREAS

During the year, concerns were raised about security around the club scene, particularly around upper Long Street. Upon investigation, it was found that most of these crimes were of an antisocial nature, relating to drunken or drugged behaviour, which leads to other incidents such as arguments, fights and aggressive begging. CCID social-development field-workers were deployed to the area during the affected times. CCID security called for joint operations with the SAPS crime-prevention units. The Long Street Association was reactivated and a new security concept has evolved in Long Street. It incorporates a zero-tolerance approach with an increase in security personnel which has already begun to reap rewards.

However, the Senator Park building remains a problem – but one within our sights. The CCID will continue to engage with property owners and various agencies to find a joint solution to the issues around Senator Park. One of the positive spin-offs of our engagement has been the election of a new board of trustees, which has been given a mandate to use all legal channels

to resolve the issues presented to them. The CCID and the SAPS regularly deploy security personnel to monitor activities outside the building.

Informal trading operations in the Central City continue to take up much monitoring. The CCID works tirelessly to regulate this sector to ensure that all traders complied with the Bylaw.

PROJECTS ROLLED OUT

The City installed 16 new **security cameras** throughout the Central City. The CCID assisted with identifying locations for these, concentrating on blind spots and areas of concern. The most prominent of these are the three cameras around the Senator Park building.

Innovations introduced this year include **decentralised break rooms** in three precincts which increases visibility in the area and provides a nearby place for CCID security officers to enjoy their lunch and tea breaks. This avoids time wasted as officers in outlying precincts no longer have to make their way back to our security headquarters in Commercial Street to eat and freshen up. We rolled out

KUDOS!

**Ivor Jones,
Stage Director for
FIFA's Draw 2010:**

"I have just spent 11 days in Cape Town and I want to tell you that you are doing the most incredible job and the city of Cape Town is indeed a pleasure to visit. I was staying at The Cullinan Hotel and could walk anywhere without a sense of fear. In Joburg I could never do this and it was so wonderful to be able to walk and see your lovely city on foot."



The security mobile kiosk can be deployed anywhere and at short notice.





“WE WANT TO BRING FAMILIES BACK INTO CAPE TOWN AND BREAK THE NOTION THAT THE TOWN IS UNSAFE AT NIGHT.”

DEREK BOCK, FORMER CHIEF OPERATIONS OFFICER CCID

two mobile security kiosks and the success of this project led to sponsorship of a further two CCID-branded kiosks. A fifth kiosk is being mooted for the East City. Watch this space!

The CCID teamed up with the Department of Correctional Services in a further measure to prevent crime. We offered logistical support to the department, which entails receiving information and photographs of all absconding **parolees** as well as joint operations at known spots. In addition, through the CCID’s social-development department, we offer assistance to parolees looking for a second chance, to be given opportunities through skills-training programmes.

We created a CCID **training manual** detailing Bylaws and other important Acts. This is particularly helpful for new recruits as the CCID’s security needs differ vastly from that of other private security organisations. Our law-enforcement officers benefited from training with a representative from the public prosecutor’s office, which concentrated especially on the correct completion and compilation of statements. This initiative will go a long way in ensuring that arrested suspects are successfully convicted.

We also help other organisations. In the past year, we assisted surrounding areas like Bo-Kaap with setting up their own **neighbourhood watch groups**.

We distribute thousands of **security-tips cards** in the Central City every year – to

SECURITY MILESTONES

2000

- 112 Community Policing Officers deployed.

2001

- 143 security personnel deployed.
- Crime in the Central City decreased by 40-80%.

2002

- 160 security officers, two mobile units and 10 horses deployed.
- Crime decreases 24% within a 12-month period.



2006

- 200 security officers, six response vehicles, six bicycles and two contract managers deployed.
- Awareness campaigns, education and communication strategies employed to promote safety services of CCID.

members of the public, visitors, including conference delegates, and retailers throughout the area. The CCID security manager conducts presentations at several organisations with the aim of promoting the CCID and educating the public on safety and security issues. He is an elected member of the City Ward Forum.

The officers do not carry firearms any more, but have switched to **non-lethal air pistols** due to the nature of crime in the CBD being reduced to minor offences.

SUCCESS DURING 2010 AND BEYOND

All our interventions have racked up enormous success during the year. Not least, during the entire period of the 2010 FIFA World Cup™ no major incidents or crimes were reported. This is largely thanks to the City and FIFA's intensive safety and security plans, as well as our increased security presence (from 200 to 240 officers). All 240 of our security officers underwent 2010 Ambassadorial training to provide visitors with basic information relating to the World Cup.

We have also increasingly liaised with security companies at buildings and hotels in our monitoring activities.

In the next 10 years, we will continue to assist SAPS and all other law-enforcement agencies to ensure that the Central City remains a safe and secure urban environment, one in which visitors and

locals can feel free to enjoy the city by day and by night. We commit to maintaining strong working relationships with all our partners and stakeholders to ensure that this goal is met.



THE EYE ON THE STREET

When one meets soft-spoken and petite Thuli Sanqela (*left*) she does not strike one as the head of a crime-busting organisation. She is quick to point out that she is more comfortable with the term peacemaker...

Since the inception of the CCID the security contingent from Iliso Protection Services has been involved in changing the urban environment into a safer one.

Thuli says her staff is the primary service provider offering a complete service of foot patrols, mobile units, bicycles, a rapid-response unit and coordinating it all from a control room. "All along we have said that we are not just providing a body in a uniform," she says adamantly. "Our training focuses on being effective, making ordinary citizens feel safe in their city and winning their trust. We do not use force and we approach people in a sensitive and positive manner."

The sharing of this common objective with the CCID has meant that their partnership has gone from strength to strength. The teams work on both operational and

240

CCID security officers.

2

security managers.

8

law-enforcement officers.

4

mobile units per shift.

2009

- A night manager employed to represent the CCID at night.



2010

Today there are 200 officers (240 during the World Cup period), six vehicles, eight bicycle-squad members, eight law-enforcement officers.

senior level to iron out concerns from the streets and contribute to a proactive security strategy.

“Our success, I think, underlines the fact that we get positive feedback from the CCID management and they get involved. We forward all positive feedback from tourists and locals alike to the officers on the beat. They understand that their job is the most important ingredient in the bigger picture of a safe inner city,” says Thuli.



CUSTODIANS OF THE CITY

“You are constantly in the public eye; working conditions outdoors are not always pleasant and when people get aggressive you only have a baton to defend yourself. It’s a challenging environment to work in for a security officer.” With these words Harry White (*above*), managing director of Alexa Security Solutions, explains that it is no easy task to patrol the streets of a city every day or night.

Alexa’s 105-strong security complement working for the CCID has been making a difference to the city’s public safety in the past three years. “We are very proud of our contribution to making Cape Town one of the few inner cities in the country to have an environment where people feel safe to go out at night, walk the streets by day and browse around the open-air markets.”

He attributes the commitment of his staff to good training, a disciplined approach to their work and positive feedback on their work. “We train them in conflict resolution and the bylaws of the city as well as how to make visitors to the city feel welcome. In the past year, I have been really proud of them as they were great ambassadors for the city.

“They really take their role as custodians of the city seriously and the many letters of thanks that we receive from foreign visitors illustrate just how good the impression is that the CCID’s security staff are making.”



HENRIETTA DAX

When Henrietta joined Clarke's Bookshop in 1981, the Long Street bookshop had already been around for 25 years. It is much loved by bibliophiles around the world for its selection of new and second-hand books on Southern Africa. The Dickensian atmosphere happily rubs shoulders with the vibey coffee shops and glitzy bars in Cape Town's liveliest street.

What single improvement has bettered life in the Central City?

I definitely think the presence of the CCID security officers on the street has made a huge difference to the situation we faced in the '90s – it was frankly a nightmare. There were many informal parking guards harrassing our customers and petty crime was frequent. The CCID officers have been fantastic and the security managers Muneeb and Alec have both gone beyond the call of duty to help out in tricky situations. I also feel the way they approached the problem of the street children was sensitive and sensible.

If you had to show someone a snapshot of town in the future, what would it look like?

I would like Cape Town to be a city where people live. All the empty office buildings and factories would be turned into affordable lofts and apartments.

There would be theatres, cinemas, shops, cafes, all filled with young and old having fun. Long Street would only have very slow-moving traffic and the taxis ranks would be orderly and in the side streets – and not in my loading zone in front of the shop!

It would be a beautiful downtown with well-kept trees and flower beds everywhere.

04 COMMUNICATIONS & MARKETING

Together, marketing and communications form the fourth pillar of the CCID. The aim is to educate and inform visitors and citizens about the Central City, to share information and network with our local and international stakeholders.



ABOVE: Sprucing up our kiosk in St George's Mall formed a part of our branding strategy.

We believe we have a strong brand in the CCID that has already garnered accolades from locals and international organisations alike. We have also found our communication has a broader reach than just our CBD. It is our objective in the next few years to strengthen these two functions.

PROJECTS ROLLED OUT

Our communications team compiled a **pro-active walking-tours** strategy to complement our current “on-demand” strategy. The new strategy focuses on targeting specific groups of people in order

to “reintroduce” them to the Central City and its people.

One of our most unusual **walking tours** was that of 40 South African National Defence Force members who were interested in the urban regeneration within the Central City over the past 10 years. Their walking tour included a glimpse into the Cyclops CCTV control room and a walk up St George's Mall ending on the newly revamped Grand Parade. Another special walking tour was with the CCID's Board of Directors who voted their enthusiasm for the Central City with their feet!





A hundred days before the World Cup kick-off, a group from the Western Cape Department of Economic Development and Tourism were introduced to the Fan Walk.



Outdoor advertising at the Fountains Hotel.

Our security, urban-management and social-development teams also walked the city as never before this year, visiting every retailer and commercial building in the Central City. This campaign was launched to create further awareness about what we do. These visits formed part of **our direct-marketing initiative**. In addition to these personal visits, all retailers received a goody bag containing our publications and marketing collateral.

We currently print 50 000 copies of our **monthly newspaper**, *City Views*. In June 2010, we printed 120 000 copies – a 16-page bumper edition filled with information and celebrations around the 2010 FIFA World Cup™. Most of these copies were distributed in town during the event. We also printed 96 000 copies in July. We've overhauled the distribution strategy of *City Views*. This includes signing up new vendors, identifying new locations and expanding our circulation. We are now busy evaluating *City Views* with the aim of registering it as a newspaper and conducting a circulation audit.

Our **annual city guide** *Time Out: Central Cape Town* was published at the end of November 2009, with a bumper print run of 200 000 copies. We were able to

distribute the majority of these magazines by expanding our distribution to cover all residential areas as far as the Atlantic Seaboard on the one side and the City Bowl and places such as Kirstenbosch and Muizenberg further afield.

Research remains a vital ingredient in our planning processes and as such we constantly canvas stakeholders such as retailers, commercial property owners and residents in the inner city. We maintain a database of Government-owned properties, Council-owned properties, creative industries, hotels and backpackers, religious institutions, public and private parking facilities, residential properties, managing agents and large energy users.

We are increasing our visibility by expanding our **branding** strategy. Measures include CCID staff clothing, branding all our vehicles, our mobile kiosks and sprucing up our kiosk in St George's Mall as well as branding our new staff kiosks in all precincts.

During the year, we engaged a **public-relations company** to further promote the Central City.

The CCID's communication and marketing strategy is innately flexible. It is both responsive and proactive.

**“OUR
TEAMS
WALKED
THE CITY
AS NEVER
BEFORE
THIS YEAR,
VISITING
EVERY
RETAILER
AND
COMMERCIAL
BUILDING...”**

05 FUTURE STRATEGY

The main lesson we can take from the past 10 years and, more recently, the four years we spent planning for the 2010 FIFA World Cup™, is that collectively, we can make a difference. This is not mere lip service. In 10 years, we managed to turn a dying downtown area into the vibrant centre of a city. We achieved this incrementally, and through cooperation.



Safer and more viable public transport can only benefit the Central City.

The Central City, like the rest of South Africa and indeed the world, is still feeling the effects of the global economic recession. In many ways, infrastructure spending for 2010 masked the full effects of this recession, but it is real.

However, it is not all doom and gloom. If there's one character trait you require if you are prepared to turn a city around, it is optimism, and we at the CCID have it in spades. In the next few years, we are looking forward to a more

creative city through the East City Design Initiative (ECDI), which hopes to establish a research and innovation hub with a creative-industries focus in the East City.

NICE NEIGHBOURHOODS

The City of Cape Town and the Cape Town Partnership have made great strides in their Central City Development Strategy, which looks at ways to guide change and manage growth over the next 10 years. One of the key aspects of this strategy is to divide the

GUY LUNDY

Can Cape Town be one of the best places around the world to live and invest in? This is one of the questions that keeps business strategist Guy Lundy and the board of Accelerate Cape Town busy. The corporate think-tank came into being to ensure that Cape Town is developed as a global business destination.

What single improvement has bettered life in the Central City?

The vibrancy of life on the streets is one of Cape Town's best qualities and this, to me, is one of the real changes. There was a time when people saw the city as dangerous and run-down, but now they seem to have found a new freedom in the city – to walk, mingle at coffee shops and meet friends and colleagues over lunch time in St George's Mall and Greenmarket Square.

If you had to show someone a snapshot of town in the future, what would it look like?

In this future image of Cape Town, I would like to see a mix of residential properties and a diversity of people living inside the city centre.

We would have not only apartments among our office landscape, and luxurious lofts and penthouses, but we will also have developed tracts of land such as District Six. Here I think it would be lovely to see “gap” housing projects, accommodation in the price category where students, young professionals and small middle-class families can be accommodated.

I also see many business tourists milling about an expanded Cape Town International Convention Centre and besides these high caliber conferences there will also be more tourists attending mega events in the city.





“WE BELIEVE THAT SAFER AND MORE VIABLE PUBLIC TRANSPORT CAN ONLY BENEFIT THE CENTRAL CITY.”

Central City into 20 neighbourhoods, which paves the way for development protocols based on local characteristics. A set of developmental guidelines have already been introduced and are currently out for comment. If utilised, these will enhance the quality of the Central City through the promotion of people-friendly streets, increased residential opportunities and the protection of important heritage areas, green spaces and views.

EVENTS, BIG ONES

The City of Cape Town is working on an events strategy to attract further large-scale events. We contend that any such a strategy must highlight the many offerings of the Central City, which includes the Cape Town International Convention Centre as well as our many venues, public spaces, and the accommodation offerings to suit a variety of budgets and retail zones. It is a good way to leverage the infrastructure created for the World Cup.

WALK ABOUT TOWN

We look forward to the completion of the second phase of the Cape Town Station upgrade as well as the full rollout of the MyCiTi buses as part of the City’s

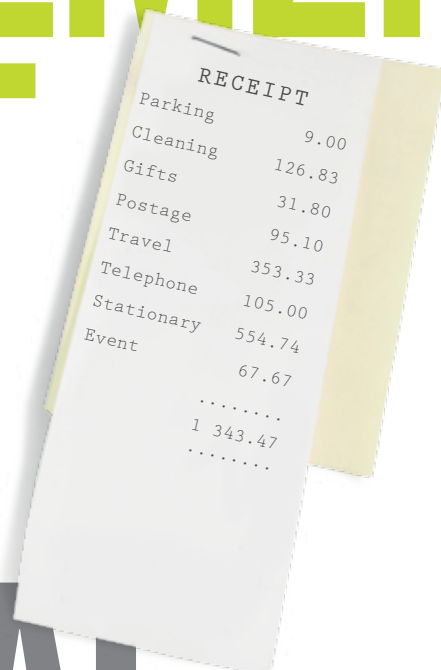
Integrated Rapid Transit plan. We believe that safer and more viable public transport can only benefit the Central City. We saw unprecedented numbers of locals embracing public transport during the World Cup and believe that this should be the norm and not the exception!

The several non-motorised transport (NMT) improvements further invite visitors and locals to walk about the Central City. The Fan Walk proved to be immensely popular, as have the pedestrian-prioritised roads and bicycle lanes. Several more NMT improvements are yet to be rolled out.

KEEP CHIPPING AWAY

In the future, we plan to continue doing what we do best. We will continue to work closely with strategic partners to ensure that the Central City remains clean, safe and inviting to all. We will focus our efforts on building the night-time economy in the area and work towards making the Central City a 24-hour city centre. Last but not least, we will continue to promote the area as a place for all and a leading centre for commercial, retail, residential, cultural, tourism, education, entertainment and leisure activities.

CAPE TOWN CENTRAL CITY IMPROVEMENT DISTRICT ANNUAL FINANCIAL STATEMENTS FOR THE YEAR ENDED 30 JUNE 2010



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DIRECTORS' RESPONSIBILITY STATEMENT

The directors are responsible for the preparation and fair presentation of the annual financial statements of Cape Town Central City Improvement District, comprising the statement of financial position at 30 June 2010, and the statement of comprehensive income, the statement of changes in reserves and statement of cash flows for the year then ended, and the notes to the financial statements, which include a summary of significant accounting policies and other explanatory notes, and the directors' report, in accordance with South African Statements of Generally Accepted Accounting Practice and in the manner required by the Companies Act of South Africa.

The directors' responsibility includes: designing, implementing and maintaining internal control relevant to the preparation and fair presentation of these financial statements that are free from material misstatement, whether due to fraud or error; selecting and applying appropriate accounting policies; and making accounting estimates that are reasonable in the circumstances.

The directors' responsibility also includes maintaining adequate accounting records and an effective system of risk management as well as the preparation of the supplementary schedules included in these financial statements.

The directors have made an assessment of the company's ability to continue as a going concern and have no reason to believe the business will not be a going concern in the year ahead.

The auditor is responsible for reporting on whether the annual financial statements are fairly presented in accordance with the applicable financial-reporting framework.

APPROVAL OF THE ANNUAL FINANCIAL STATEMENTS

The annual financial statements of Cape Town Central City Improvement District, as identified in the first paragraph, were approved by the board of directors on 23 August 2010 and are signed on its behalf by:



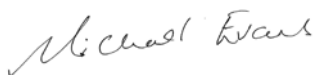
R Kane
(Chairman)



JM Rippon
(Director)

DECLARATION BY COMPANY SECRETARY

In my capacity as Company Secretary, I hereby confirm, in terms of the Companies Act, 1973, that for the year ended 30 June 2010, the Company has lodged with the Registrar of Companies all such returns as are required of a company in terms of this Act and that all such returns are true, correct and up to date.



Webber Wentzel
(Company Secretary)

INDEPENDENT AUDITOR'S REPORT

TO THE MEMBERS OF CAPE TOWN CENTRAL CITY IMPROVEMENT DISTRICT

(ASSOCIATION INCORPORATED UNDER SECTION 21)

We have audited the annual financial statements of Cape Town Central City Improvement District, which comprise the statement of financial position at 30 June 2010, and the statement of comprehensive income, the statement of changes in reserves and statement of cash flows for the year then ended, and the notes to the financial statements, which include a summary of significant accounting policies and other explanatory notes, and the directors' report as set out on pages 44 to 59.

DIRECTORS' RESPONSIBILITY FOR THE FINANCIAL STATEMENTS

The company's directors are responsible for the preparation and fair presentation of these financial statements in accordance with South African Statements of Generally Accepted Accounting Practice and in the manner required by the Companies Act of South Africa. This responsibility includes: designing, implementing and maintaining internal control relevant to the preparation and fair presentation of financial statements that are free from material misstatement, whether due to fraud or error; selecting and applying appropriate accounting policies; and making accounting estimates that are reasonable in the circumstances.

AUDITOR'S RESPONSIBILITY

Our responsibility is to express an opinion on these financial statements based on our audit. We conducted our audit in accordance with International Standards on Auditing. Those standards require that we comply with ethical requirements, and plan and perform the audit to obtain reasonable assurance whether the financial statements are free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial statements. The procedures selected depend on the auditor's judgement, including the assessment of the risks of material misstatement of the financial statements, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the entity's preparation and fair presentation of the financial statements in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the entity's internal control. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of accounting estimates made by management, as well as evaluating the overall presentation of the financial statements.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

OPINION

In our opinion, the financial statements present fairly, in all material respects, the financial position of Cape Town Central City Improvement District, at 30 June 2010, and its financial performance and cash flows for the year then ended in accordance with South African Statements of Generally Accepted Accounting Practice, and in the manner required by the Companies Act of South Africa.

OTHER MATTERS

The supplementary schedules set out on pages 60 to 61 do not form part of the annual financial statements and are presented as additional information. We have not audited these schedules and accordingly do not express an opinion on them.

KPMG Inc.



Per: BR Heuvel, Chartered Accountant (SA) Registered Auditor, Director. Date: 24 August 2010

DIRECTORS' REPORT

FOR THE YEAR ENDED 30 JUNE 2010

The directors have pleasure in presenting their report for the year ended 30 June 2010.

BUSINESS ACTIVITIES

The company provides additional security, cleansing, maintenance services, marketing and social development in the Cape Town City area.

GENERAL REVIEW OF OPERATIONS

The business and operations of the company during the year under review continued as in the past year and we have nothing further to report thereon.

The financial statements adequately reflect the results of the operations of the company for the year under review and no further explanations are considered necessary.

SHARE CAPITAL

The company does not have share capital but is limited by guarantee.

EVENTS SUBSEQUENT TO THE REPORTING DATE

There are no posts reporting events that need to be reported.

DIRECTORS

The following directors held office during the accounting period and/or at the date of this report:

Director	Date appointed
F Jacobs	26 February 2008
D Stoll	26 August 2008
R Kane (Chairperson)	03 January 2007
JM Hall	28 November 2006
CEP Keefer	24 October 2006
PA Pienaar	23 October 2006
L Matya	25 October 2005
MG Kearns	28 October 2004
MM Du Toit	31 October 2003
RN Harris	21 October 2003
NK Ramasar	21 October 2003
HC Truter	21 October 2003
JM Rippon	14 November 2000
MN Flax	20 February 2001
RT Yach	10 October 2000
JD Leibman	10 October 2000

SECRETARY

The secretary at the date of this report is Webber Wentzel.

Business address:	Postal address:
15th Floor, Convention Tower	PO Box 3667
Heerengracht	Cape Town 8000
Foreshore Cape Town	
8001	

STATEMENT OF COMPREHENSIVE INCOME

FOR THE YEAR ENDED 30 JUNE 2010

	Note	2010 R	2009 R Restated
Revenue		28 975 133	26 828 827
Operating expenses		(30 726 430)	(26 502 726)
Other income	2	598 757	952 362
(Deficit)/surplus from operations	3	(1 152 540)	1 278 463
Finance income	4	368 138	293 478
Net (deficit)/surplus for the year		(784 402)	1 571 941
Other comprehensive income for the year		-	-
Total comprehensive (loss)/income for the year		(784 402)	1 571 941

STATEMENT OF FINANCIAL POSITION

AT 30 JUNE 2010

	Note	2010 R	2009 R
ASSETS			
Non-current assets			
Property, plant and equipment	6	271 223	195 162
Current assets		5 089 682	5 183 509
Trade and other receivables	7	295 701	486 697
Cash and cash equivalents	8	4 793 981	4 696 812
Total assets		5 360 905	5 378 671
RESERVES AND LIABILITIES			
Reserves			
Accumulated surplus		4 246 666	5 031 068
CURRENT LIABILITIES			
Trade and other payables		1 114 239	347 603
Total reserves and liabilities		5 360 905	5 378 671

STATEMENT OF CHANGES IN RESERVES

FOR THE YEAR ENDED 30 JUNE 2010

	Accumulated surplus R
Balance at 1 July 2008	3 459 127
Total comprehensive income for the year (restated)	1 571 941
Balance at 30 June 2009	<u>5 031 068</u>
Balance at 1 July 2009	5 031 068
Total comprehensive loss for the year	(784 402)
Balance at 30 June 2010	<u>4 246 666</u>

STATEMENT OF CASH FLOWS

FOR THE YEAR ENDED 30 JUNE 2010

	Note	2010 R	2009 R
CASH FLOWS FROM OPERATING ACTIVITIES			
Cash (utilised)/generated by operations	11.1	(12 233)	2 142 463
Interest received		368 138	293 478
Net cash inflow from operating activities		355 905	2 435 941
CASH FLOWS FROM INVESTING ACTIVITIES			
Additions to property, plant and equipment		(258 736)	(55 327)
Net cash outflow from investing activities		(258 736)	(55 327)
Net increase in cash and cash equivalents		97 169	2 380 614
Cash and cash equivalents at beginning of year		4 696 812	2 316 198
Cash and cash equivalents at end of year		4 793 981	4 696 812

NOTES TO THE FINANCIAL STATEMENTS

FOR THE YEAR ENDED 30 JUNE 2010

1. REPORTING ENTITY

Cape Town Central City Improvement District (Association incorporated under Section 21) (the “Company”) is a company domiciled in South Africa. The address of the Company’s registered office is 10th Floor, The Terraces, 34 Bree Street, Cape Town.

1.1 BASIS OF PREPARATION

1.1.1 Statement of compliance

The financial statements are prepared in accordance with South African Statements of Generally Accepted Accounting Practice and the requirements of the South African Companies Act.

1.1.2 Basis of measurement

The financial statements are prepared on the historical-cost basis.

1.1.3 Use of estimates and judgements

The preparation of financial statements requires management to make judgements, estimates and assumptions that affect the application of accounting policies and the reported amounts of assets, liabilities, income and expenses. Actual results may differ from these estimates.

Estimates and underlying assumptions are reviewed on an ongoing basis. Revisions to accounting estimates are recognised in the period in which the estimate is revised and in any future periods affected.

1.2 CHANGES IN ACCOUNTING POLICIES

As at 30 June 2010 the company has changed its accounting policies in the following areas:

1.2.1 Presentation of financial statements

The company applied the revised IAS1 Presentation of Financial Statements (2007), which became effective on 1 January 2009. As a result, the company presents in the statement of changes in equity, all owner changes in equity, whereas all non-owner changes in equity are presented in the statement of comprehensive income.

Comparative information has been represented so that it also is in conformity with the revised standard. Since the change in accounting policy only impacts presentation aspects, there is no impact on earnings per share.

1.3 SIGNIFICANT ACCOUNTING POLICIES

The accounting policies set out below have been applied consistently to all periods presented in these financial statements, other than those described in note 1.2.1.

NOTES TO THE FINANCIAL STATEMENTS

FOR THE YEAR ENDED 30 JUNE 2010 (CONTINUED)

1.4 PROPERTY, PLANT AND EQUIPMENT

Owned assets

Property, plant and equipment are stated at historical cost less accumulated depreciation and accumulated impairment losses.

When parts of an item of property, plant and equipment have different useful lives, they are accounted for as separate items of property, plant and equipment.

Leased assets

Leases in terms of which the company assumes substantially all the risks and rewards of ownership are classified as finance leases.

Subsequent costs

The company recognises in the carrying amount of an item of plant and equipment the cost of replacing part of such an item when that cost is incurred if it is probable that the future economic benefits embodied with the item will flow to the company and the cost of the item can be measured reliably. All other costs are recognised in the statement of comprehensive income as an expense when incurred.

Depreciation

Depreciation is charged to the statement of comprehensive income on a straight-line basis over the estimated useful lives of each part of an item of plant and equipment.

The rates used are:

Motor vehicle	20%
Furniture	16.67%
Fittings	33.33%
Office equipment	16.67%
Computer hardware	33.33%
Computer software	50%

Residual values, if significant, are reassessed annually.

1.5 FINANCIAL INSTRUMENTS

Measurement

Non-derivative financial instruments

Non-derivative financial instruments comprise trade and other receivables, cash and cash equivalents, and trade and other payables.

Non-derivative financial instruments are recognised initially at fair value plus, for instruments not at fair value through comprehensive income, any directly attributable transaction costs, except as described below. Subsequent to initial recognition non-derivative financial instruments are measured as described below.

A financial instrument is recognised if the Company becomes party to the contractual provisions of the instrument. Financial assets are derecognised if the Company's contractual rights to the cash flows from the financial assets expire, or if the Company transfers the financial asset to another party without retaining control or substantially all risks and rewards of the asset. Regular way purchases and sales of financial assets are accounted for at trade date, i.e., the date that the Company commits itself to purchase or sell the asset. Financial liabilities are derecognised if the Company's obligations specified in the contract expire or are discharged or cancelled.

Accounting for finance income is discussed in note 1.7.

Non-derivative financial instruments are measured at amortised cost using the effective interest rate method, less any impairment losses. Financial instruments are initially measured at cost, which includes transaction costs. Subsequent to initial recognition these instruments are measured as set out below.

Financial instruments are initially measured at amortised cost, which includes transaction costs. Subsequent to initial recognition these instruments are measured as set out below.

Trade and other receivables

Trade and other receivables originated by the company are stated at cost less provision for doubtful debts.

Cash and cash equivalents

Cash and cash equivalents are measured at fair value.

Financial liabilities

Financial liabilities are recognised at cost, comprising original debt less payments.

1.6 REVENUE

Revenue comprises levy income from ratepayers, excluding VAT, which is collected from the City of Cape Town.

1.7 FINANCE INCOME

Finance income comprises interest income on funds invested, gains on the disposal of available for sale financial assets, changes in the fair value of financial assets at fair value through comprehensive income and foreign currency gains. Interest income is recognised as it accrues, using the effective interest method.

NOTES TO THE FINANCIAL STATEMENTS

FOR THE YEAR ENDED 30 JUNE 2010 (CONTINUED)

1.8 OTHER INCOME

Other income includes project income, management-fee income and sundry income.

Project income consists of various dedicated projects funded externally. In previous years, project income and expenditure were set off against each other whilst in the current year the project income and expenditure have been separately disclosed under project income and operating expenses respectively.

Sundry income consists of credit for non-delivery of services.

2. OTHER INCOME

	2010 R	2009 R
Project income	345 031	591 990
Sundry income	253 726	360 372
	598 757	952 362

3. SURPLUS FROM OPERATIONS

is arrived at after taking into account:

	2010 R	2009 R
Auditor's remuneration – current year	58 050	66 025
Operating lease charges – property and equipment	299 815	357 193
Management fees and operation costs – CTCCP*	952 494	881 939

* Cape Town Central City Partnership

4. FINANCE INCOME

	2010 R	2009 R
Interest received on bank balance	368 138	293 478

5. INCOME TAX EXPENSE

Provision has not been made for current taxation, or deferred taxation as the company is an approved Public Benefit Organisation in terms of Section 30 of the Income Tax Act and is exempt from income tax in terms of Section 10(1)(cN) of the Income Tax Act.

6. PROPERTY, PLANT AND EQUIPMENT

Owned assets	Cost R	Accumulated depreciation R	Carrying amount R
2010			
Motor vehicles	245 451	221 218	24 233
Furniture	146 871	134 390	12 481
Fittings	29 898	16 535	13 363
Office equipment	26 669	10 128	16 541
Computer hardware	482 677	289 993	192 684
Computer software	61 972	50 051	11 921
	993 538	722 315	271 223
2009			
Motor vehicles	245 451	151 828	93 623
Furniture	139 030	128 439	10 591
Fittings	15 780	15 780	-
Office equipment	26 669	6 077	20 592
Computer hardware	254 020	204 585	49 435
Computer software	53 852	32 931	20 921
	734 802	539 640	195 162

NOTES TO THE FINANCIAL STATEMENTS

FOR THE YEAR ENDED 30 JUNE 2010 (CONTINUED)

6. PROPERTY, PLANT AND EQUIPMENT (CONTINUED)

	Carrying amount at beginning of year R	Additions R	Depreciation R	Carrying amount at end of year R
2010				
Motor vehicles	96 263	-	(69 390)	23 333
Furniture	10 591	7 841	(5 951)	12 481
Fittings	-	14 118	(755)	13 363
Office equipment	20 592	-	(4 051)	16 541
Computer hardware	49 435	228 657	(85 408)	192 684
Computer software	20 921	8 120	(17 120)	11 921
	195 162	258 736	(182 675)	271 223
2009				
Motor vehicles	142 530	-	(48 907)	93 623
Furniture	23 675	-	(13 084)	10 591
Fittings	-	-	-	-
Office equipment	9 127	14 933	(3 468)	20 592
Computer hardware	51 974	23 818	(26 357)	49 435
Computer software	13 737	15 576	(8 392)	20 921
	241 043	54 327	(100 208)	195 162

7. TRADE AND OTHER RECEIVABLES

	2010 R	2009 R
Local debtors	295 701	486 697
Levy income retained by the City of Cape Town included in accounts receivable	6 554 105	2 179 487
Provision for bad debts	(6 554 105)	(2 179 487)
	295 201	486 697

The company receives levy income from the City of Cape Town ("the City"), which the latter collects from ratepayers. In terms of the agreement, the City of Cape Town retains a reserve of 3% of all payments due to the CID. This reserve covers any shortfall that may be suffered by the City of Cape Town as a result of non-payment or short payment of the CID levy by property owners.

In the prior year the company recognised a receivable for collection of levies, this amount was incorrectly recognised and the prior year figures have been adjusted. Refer to note 12.

8. CASH AND CASH EQUIVALENTS

	2010 R	2009 R
Current account	320 813	373 476
Call account	4 471 668	4 321 836
Other	1 500	1 500
	4 793 981	4 696 812

NOTES TO THE FINANCIAL STATEMENTS

FOR THE YEAR ENDED 30 JUNE 2010 (CONTINUED)

9. FINANCIAL INSTRUMENTS

The company has exposure to the following risks from its use of financial instruments:

- credit risk
- liquidity risk

This note presents information about the Company's exposure to each of the above risks, the Company's objectives, policies and processes for measuring and managing risk, and the Company's management of capital. Further quantitative disclosures are included throughout these financial statements.

The directors have overall responsibility for the establishment and monitoring of the company's risk-management policies and procedures which have been established to identify and analyse the risks faced by the company, to set appropriate risk limits and controls and to monitor risks and adherence to limits. Risk-management policies and procedures are reviewed regularly to reflect changes in market conditions and the company's activities.

Credit risk

Credit risk is the risk of financial loss to the Company if a customer or a counterparty to a financial instrument fails to meet its contractual obligations, and arises principally from the Company's receivables from customers and investment securities.

The majority of the company's customers have been transacting with the company for a number of years, and losses have occurred infrequently. Trade and other receivables relate mainly to wholesale customers.

An allowance for impairment is established based on management's estimate of identified incurred losses in respect of specific trade and other receivables. Bad debts identified are written off as they occur.

Reputable financial institutions are used for investing and cash handling purposes.

Liquidity risk

Liquidity risk is the risk that the Company will not be able to meet its financial obligations as they fall due. The Company's approach to managing liquidity is to ensure, as far as possible, that it will always have sufficient liquidity to meet its liabilities when due, under normal and stressed conditions, without incurring unacceptable losses or risking damage to the Company's reputation.

Fair value of financial instruments

The Company's financial instruments consist mainly of cash at the bank and cash equivalents, trade and other receivables, and trade and other payables

The estimated net fair value at which financial instruments are carried on the statement of financial position at 30 June 2010 have been determined using available market information and appropriate valuation methodologies, but are not necessarily indicative of the amounts that the company could realise in the normal course of business.

9.1 CREDIT RISK

Management has a credit policy in place and the exposure to credit risk is monitored on an ongoing basis.

At reporting date there were no significant concentrations of credit risk.

The maximum exposure to credit risk is represented by the carrying amount of each financial asset in the statement of financial position.

The maximum exposure to credit risk at the reporting date is:

	2010 R	2009 R
Trade and other receivables	295 701	486 697
Cash and cash equivalents	4 793 981	4 696 812
	5 089 682	5 183 509

The maximum exposure to credit risk for trade receivables at the reporting date by type of customer is:

Local debtors	295 701	1 122 732
---------------	----------------	------------------

No trade receivables have been impaired in the current year.

9.2 LIQUIDITY RISK

The following are contractual maturities of financial liabilities, including interest payments and excluding the impact of netting agreements:

	Carrying amount R	Contractual cash flows R	6 months or less R	6-12 months R	2-5 years R	More than 5 years R
30 June 2010						
Non-derivative financial liabilities						
Trade and other payables	1 114 239	(1 114 239)	(1 114 239)	-	-	-
30 June 2009						
Non-derivative financial liabilities						
Trade and other payables	347 603	(347 603)	(347 603)	-	-	-

NOTES TO THE FINANCIAL STATEMENTS

FOR THE YEAR ENDED 30 JUNE 2010 (CONTINUED)

10. RELATED PARTIES

10.1 IDENTITY OF RELATED PARTIES

The entity's income is received in the form of levy income paid to the entity by the City of Cape Town on behalf of the ratepayers.

The directors are listed in the directors' report.

10.2 MATERIAL RELATED-PARTY TRANSACTIONS

Levy income received from the City of Cape Town – R28 975 113 (2009: R26 828 827)

11. NOTE TO THE STATEMENT OF CASH FLOWS

11.1 CASH (UTILISED)/GENERATED BY OPERATIONS

	2010 R	2009 R
Operating income	(1 152 540)	1 278 463
Adjustment for:		
Depreciation of property, plant and equipment	182 675	100 208
Operating income before working capital changes	(969 865)	1 378 671
Decrease in trade and other receivables	190 996	689 938
Increase in trade and other payables	766 636	73 854
	(12 233)	2 142 463

12. RESTATEMENT OF CITY OF CAPE TOWN RETENTION DEBTOR

In the prior year, the company raised a receivable due from the City of Cape Town for an overcollection of levies payable to the entry in the prior year. However this amount had already been received by the entity and as such this receivable should not have been raised. The following amounts represent the restatement of the prior year accounts receivable, retained income and operating expense balances.

	Prior year	Restatement	Restated prior year
Assets			
Accounts receivable	636 035	(636 035)	-
Equity			
Retained income	(5 667 103)	636 035	(5 031 068)
Comprehensive income			
Operating expenses	(25 866 691)	636 035	(25 230 656)

The error occurred in the 2009 year; as such a third balance sheet does not have to be presented.

13. STANDARDS AND INTERPRETATIONS NOT YET EFFECTIVE

There are Standards and Interpretations in issue that are not yet effective. The directors have considered all of these Standards and Interpretations and found none to be applicable to the business of the company and therefore expect none to have a significant impact on future financial statements.

DETAILED INCOME STATEMENT

FOR THE YEAR ENDED 30 JUNE 2010

	2010 R	2009 R
Revenue	28 975 133	26 828 827
Other income	966 895	1 245 840
Interest received	368 138	293 478
Sundry income	598 757	952 362
	29 942 028	28 074 667
Expenditure (refer to page 61)	(30 726 430)	(26 502 726)
Net (deficit)/surplus for the year	(784 402)	1 571 941

	2010 R	2009 R
Expenditure	30 726 430	26 502 726
Auditor's remuneration	58 050	66 025
Bank charges	1 647	1 235
Cellphone costs	175 549	109 320
Cleaning	6 118 038	4 974 308
Depreciation	182 675	100 208
Electricity and water	4 222	141 606
Entertainment	20 178	12 986
Insurance	24 158	38 116
Kiosk expenses	3 325	292
Management fees and salaries – Cape Town Partnership	5 802 564	4 695 499
Marketing	1 930 355	1 547 136
Office expenses	96 867	132 337
Postage	9 719	2 550
Printing and stationery	135 907	104 208
Professional fees	118 535	7 000
Rent	299 815	357 193
Retention debtor adjustment	-	636 035
Security	15 015 906	12 939 686
Social	366 815	145 379
Sundry	92 282	202 695
Telephone and fax	28 265	57 243
Travel – local	44 473	36 924
Urban-management fees	154 316	145 974
Website costs	42 769	48 491

NOTICE OF ANNUAL GENERAL MEETING

CAPE TOWN CENTRAL CITY IMPROVEMENT DISTRICT ("THE COMPANY")
(AN ASSOCIATION INCORPORATED UNDER SECTION 21)
REGISTRATION NUMBER 1999/009132 /08

Notice is hereby given in accordance with Section 179 of the Companies Act 61 of 1973 of the Annual General Meeting of the members of the Company to be held on 9 November 2010 at 17h00 at Taj Cape Town, Wale Street, Cape Town, for the following purposes:

AGENDA

1. Welcome

2. Report by the Chairperson

3. Election of Directors

The election of directors who have retired by rotation are available for re-election. Any other nominations must reach the Chairperson and the Company Secretary at least 48 hours prior to the meeting.

4. To receive and consider the Annual Financial Statements for the year ended 30 June 2010, including the Directors' Report and the Auditor's Report thereon.

5. To consider the appointment and remuneration of the auditors.

6. To transact any such other business that may be transacted at an Annual General Meeting.

Any member entitled to attend and vote at the meeting is entitled to appoint a proxy to attend and vote. A proxy need not also be a member of the company.

Proxy forms should be forwarded to the Company Secretary at The Terraces, 10th Floor, 34 Bree Street, Cape Town, 8001, marked for the attention of Mr Rawoot, and such proxy forms must reach the Company Secretary not less than 48 hours before the time of holding of the meeting.



Webber Wentzel

(Company Secretary)

FORM OF PROXY

CAPE TOWN CENTRAL CITY IMPROVEMENT DISTRICT ("THE COMPANY")
(AN ASSOCIATION INCORPORATED UNDER SECTION 21)
REGISTRATION NUMBER 1999/009132 /08

For use by members of the Company at the Annual General Meeting to be held on 9 November 2010 at 17h00.

I, _____ (full name of member),

being a member of the Company, do hereby appoint _____,

or failing him/her _____,

or failing him/her, the Chairperson of the meeting, _____,

as my proxy to act for me and on my behalf at the Annual General Meeting of the Company to be held on 9 November 2010 at 17h00, and at any adjournment thereof.

MATTER	VOTING INSTRUCTION
To elect directors	SPECIFIC INSTRUCTIONS
To adopt the annual financial statements	IN FAVOUR / AGAINST / ABSTAIN
To confirm the appointment and remuneration of the auditors	IN FAVOUR / AGAINST / ABSTAIN

Signed at _____ on this _____ day of _____ 2010

Member _____

NOTE: If this form, duly signed, is lodged without specific instructions as to how the proxy is to vote, the proxy shall be deemed to have authorised to vote as he/she deems fit.

A member entitled to attend and vote at the meeting is entitled to appoint a proxy to attend, speak and vote in his/her stead. Such a proxy need not be a member of the Company. Each proxy shall be lodged with the Chairperson or the Company Secretary at least 48 hours prior to the meeting at which the vote is to be exercised.



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**“THE WORLD CUP GAVE US THE
PLATFORM TO OVERTURN OUR
REPUTATION FROM A NO-GO
ZONE TO A MUST-GO ZONE.”**

Alan Winde, Western Cape Minister of Finance, Economic Development and Tourism

