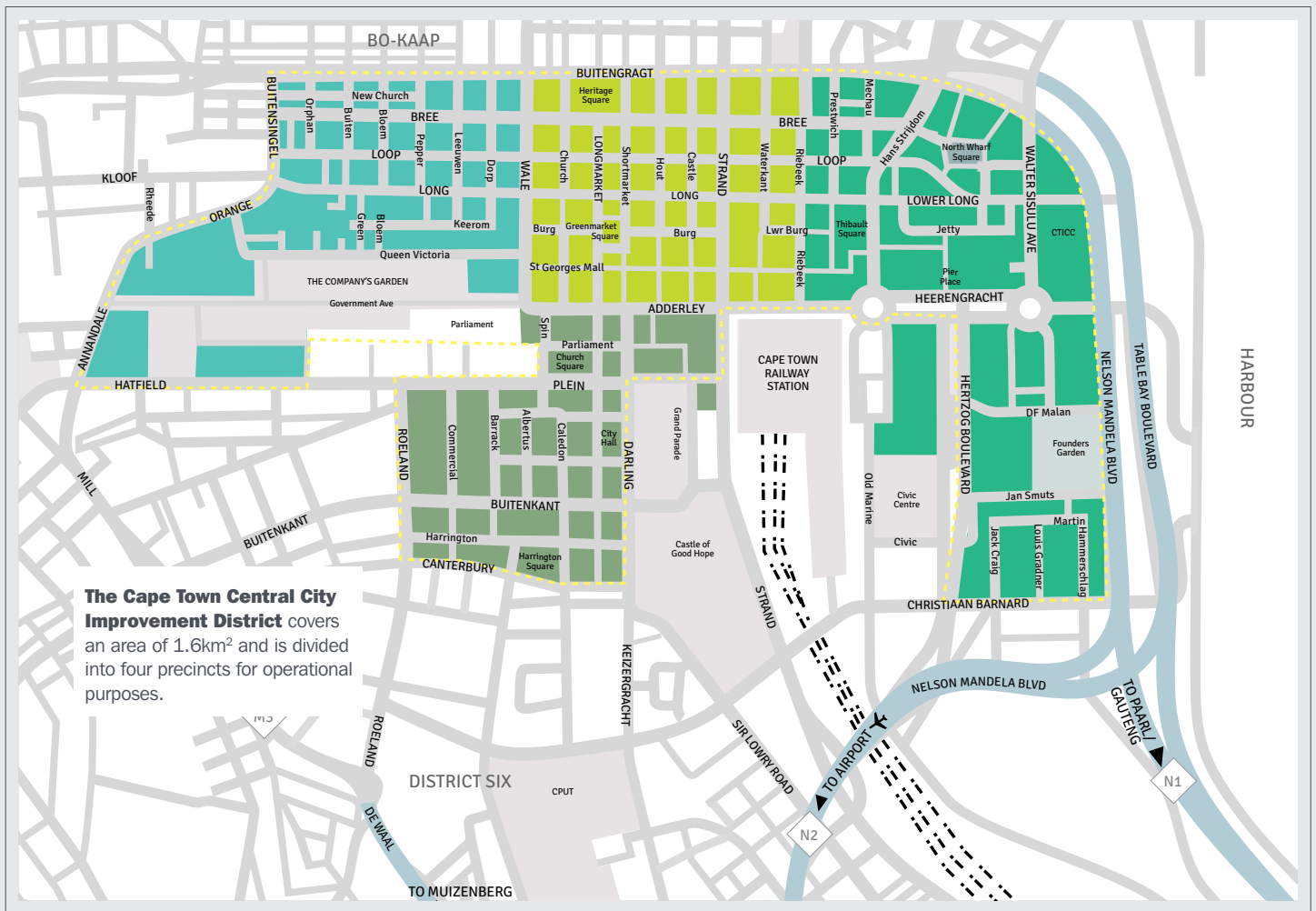


SAFE | CLEAN | CARING | OPEN FOR BUSINESS

CAPE TOWN CENTRAL CITY IMPROVEMENT DISTRICT



ANNUAL REPORT 2014



VISION

STRIVING FOR A CENTRAL CITY DISTRICT THAT IS SAFE, CLEAN, CARING, OPEN FOR BUSINESS AND A CENTRE FOR ALL

ABOUT THE CAPE TOWN CENTRAL CITY IMPROVEMENT DISTRICT (CCID)

A public-private partnership, the Cape Town Central City Improvement District (CCID) was established in November 2000 by local property owners with a vision for the Cape Town CBD to rise from the “crime and grime” scenario it had fallen into, to once again become a safe, clean and caring urban environment.

The term “City Improvement District” (CID) refers to a specific geographical area, approved by the City Council in terms of the municipal Property Rates Act, Section 22 [Special Rates Area (SRA)], and the SRA Bylaw, in which complementary top-up services are provided in addition to those rendered by its primary partners in the CBD – the City of Cape Town and the South African Police Service (SAPS).

Operating with its own Board of Directors, the CCID liaises across both the public and private sectors, working together with each to develop, promote and manage the Cape Town Central City.

The Cape Town Central City is considered to be South Africa’s most vibrant and safest CBD. With the CCID having achieved its original mandate to establish the area as a successful work, live and play destination where it is “business as usual” for all its stakeholders, it has in the past few years also turned its sights towards showing the world beyond its boundaries that it is “open for business” and further investment.

ANNUAL REPORT 2014

FOR THE YEAR ENDED 30 JUNE 2014



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ALL IN A DAY'S WORK

In a time of economic evolution, such as the world is and has been experiencing for the past few years, it is rare to see a downtown continue to grow, let alone thrive. However, the Cape Town Central City appears to be bucking the trend, and is very much “Open for Business”.

In May this year, I addressed a prominent group of business people, all of whom share a passion for property in the Cape Town CBD. During the presentation, I highlighted the future, over the next five years, of just our Foreshore area alone, which looks to enjoy investment and infrastructural development conservatively between now and 2017 of over R2 billion.

The CCID's most recent investment guide, *The State of Cape Town Central City Report: 2013 – A year in review*

(published in February this year), also noted that the value of property in the Cape Town CBD had risen overall from over R6.127bn in the 2005/06 financial year to **R23.692bn** in the 2013/14 financial year.

The strong recovery of the residential sector is evidenced by sales having doubled from a total of R115 million in sales in 2011 to **R249m** in 2013. 2014 continues to experience this trend, with well-priced properties now staying on the market for an average of only 14 days.

However, while we as the CCID take great pride in these figures, we are not surprised by them: for us, creating a downtown in which investors – existing and new – express their confidence and vote with their rands is all in a day's work. In fact, on pages 4 and 5 we actually give you a glimpse into exactly what 24 hours in the life of the CCID looks like.

REACHING CRITICAL MASS

Through the tasks that we undertake steadily day to day, year on year, together with our primary partners at the City and SAPS, the

CCID has hit – in terms of turning the Central City around – “critical mass”. To put an urban spin on that term: we've adopted and implemented enough systems and interventions steadily over a period of time so that the rate of adoption has now become self-sustaining and creates ever-increasing growth.

A few years ago, newspaper headlines would carry stories about the remarkable decrease in crime in the CBD since the CCID began operating in 2000. Today, this decrease, along with the reduction of grime, is to all intents and purposes taken for granted, because the relative lack of “crime and grime” has become part of the everyday operation of our organisation to ensure that we never see this situation arise again in our Central City.

Instead, today we see the good news stories spread across the media nationally almost on a daily basis about investment in the area, including the rise of the aforementioned residential market that is helping us to create a globally competitive live, work, play and stay environment.

We see a CBD that enjoys **661 events** – close to two a day! – attended by more than **1.35 million people** annually; a convention centre that contributed **R3bn** to the South African GDP in the 2012/13 financial year; a visitor economy that supports **4 600 hotel beds** across **57** establishments in the area; and retail space of close to **269 000m²**, which stood at a **94%** occupancy rate, according to our most recent survey conducted within the past year.

Good news also for our retailers is that our retail opinion surveys, conducted twice a year, show a steady stabilisation in terms of confidence and economic performances, with fewer businesses reporting declines in retail activity.

CREATING FURTHER GROWTH

Our success as a CBD attracts not only investors but is also seeing the substantial rise of certain business sectors that are being drawn to the area. Over the past two years, we've seen a significant increase in legal services, business process



FOR THE 14TH CONSECUTIVE YEAR, THE CCID HAS YET AGAIN BEEN GIVEN A CLEAN AUDIT FOR THE YEAR UNDER REVIEW.

FROM LEFT TO RIGHT: Chairperson Rob Kane is interviewed; the Cape Town International Convention Centre; a vibrant CBD shopfront; MyCiTi bus running along Riebeeck St; a vibrant café society lifestyle; CCID's Road Maintenance team at work; Church Square transformed into a field for a film shoot; a food truck sets up for the popular "First Thursdays" evening that have become part and parcel of the Central City.

outsourcing call centres, the film & TV industry, the financial services sector and, most recently, the strong rise of the healthcare sector, buoyed by the development of the new state-of-the-art Christiaan Barnard Memorial Hospital on the Foreshore.

We've also seen the enormous benefits of infrastructure investments that continue to grow in our Central City, from the ever-expanding routes and timetables of the highly successful MyCiTi bus rapid transit system to what will be a doubling in size by 2017 of the City's eventing jewel in the crown, the Cape Town International Convention Centre.

And we look to new challenges: how do we expand our residential market in order to densify our CBD and surrounds towards sustainable development and ensure we can incorporate opportunities for those economic groups who most need to be in close proximity to their place of work? How do we stimulate, promote and support the new retail economy and services that will be required as the dynamics of

our downtown continue to evolve? How do we both promote and accommodate the ever-growing nighttime economy?

MAKING THE MOST OF OUR TIME

From the CCID's perspective, we welcome the growth and embrace the challenge. As we do with each passing year, we'll take the time to carefully recalibrate our work and determine how we can get the most out of each and every day.

To achieve this, the CCID will do what it does best: draw on its team's collective passion for the urban environment to continue to make the organisation the "precision time machine" it has become. It's a passion shared by every person in each of our four departments – Safety & Security, Urban Management, Social Development and Communications & Marketing – and is evident in the dynamic leadership of the CCID's Chief Operating Officer, Tasso Evangelinos. These truly are the people that make every minute count.

We also owe our success to our superb service providers, and to each of you we extend huge thanks. Likewise, we acknowledge the critical role played in the Central City by our primary partners, the City of Cape Town and the South African Police.

Since the beginning of our existence, an important part of our day has been the time shared with the Cape Town Partnership with whom we have worked hand in glove. While the 2015 financial year will see the CCID moving to new offices to accommodate the growth we have experienced in recent times, we look forward to continuing close collaboration with the Cape Town Partnership on shared interests in the Cape Town Central City.

The CCID may be a 24-hour operation, but there was a time this year when we "stopped all the clocks", as poet WH Auden said, to bid farewell to one of our longest-standing board members, Theodore Yach. Originally a founder member of the Cape Town Partnership in 1999 and the CCID in 2000, Theodore has sat on our board since inception and served

as chairperson from 2005 until 2010. I do not know of another individual who has given as much as he has to our beautiful city. He told us he was stepping down in order to bring "new, dynamic" blood onto the board, but we know whoever takes his place will have to step up to fill his very large shoes.

Without dedicated board members such as Theodore, the hands of our CCID clock would simply not turn, and I extend my sincere gratitude to him and the 13 other members who sit with us. I'd also like to acknowledge the work done by the various board members who sit on our FinCom, Social Development, Marketing and Broadband subcommittees. These are hours spent "above and beyond" and are greatly appreciated.

We thank you all for spending your time with us, and for the many days that lie ahead as we continue our journey together.

ROB KANE
Chairperson, CCID

A DAY IN THE LIFE OF THE CCID

SAFETY & SECURITY



During a 24-hour period, our Safety & Security team, made up of three full-time staff employed by the CCID and 230 Public Safety Officers employed via our service provider Iliso Protection Services, delivers the following to our CBD stakeholders:

- ▶ Issues **52 FINES** to a total value of **R21 721**
- ▶ Makes **6 ARRESTS** together with our law enforcement partners
- ▶ Renders public assistance **5 times** including motor vehicle assistance and responding to medical and rescue callouts
- ▶ Issues **79 WARNINGS**
- ▶ Attends **1 TO 2 MEETINGS** to liaise with stakeholders and our law enforcement partners
- ▶ Undertakes **159 CRIME PREVENTION INITIATIVES** to keep the public safe before crime can occur
- ▶ Attends to **1 ILLEGAL TRADING OFFENCE** every four days

URBAN MANAGEMENT



The CCID's full-time five-member Urban Management team works together with 53 professionally skilled cleaners via our service provider J&M Cleaning (which it deploys for 16 hours out of every 24-hour day), and a 300-strong semi-skilled cleaning and skilled road maintenance team for whom the CCID creates job opportunities via the NGO Straatwerk. Each day, this collective team achieves the following:

- ▶ Cleans a total of **42 MUNICIPAL AND STORMWATER DRAINS** and channels throughout the CBD, including **1 BROKEN DRAIN COVER** replaced every second day
- ▶ Removes, from these drains, **15KG** of litter and clothing
- ▶ Removes **17KG** of cigarette butts from the 279 CCID bins placed strategically across the CBD
- ▶ Baits a total of **5 RODENT BAIT BOXES**
- ▶ Undertakes **7 ROAD MAINTENANCE REPAIRS**
- ▶ Removes approximately **1 TON OF WASTE** to landfill
- ▶ Removes **8 INCIDENTS OF GRAFFITI**
- ▶ Identifies **13 ILLEGAL POSTERS**
- ▶ Removes **26 SETS** of strings and stickers
- ▶ Visits an average of **4 STAKEHOLDERS DAILY**
- ▶ Attends an average of **1 MEETING** each day to liaise with our various partner departments at the City of Cape Town

The Cape Town Central City Improvement District (CCID) is an organisation that operates 24/7, 365 days a year.

To give you an indication of the work we do, we decided to break down one day in the life of the CCID, across its four operational divisions, to quantify exactly what happens, on average, in every 24-hour period.

SOCIAL DEVELOPMENT



Of all the departments, the work of our four-person, full-time Social Development team is most challenging to quantify, as many hours or even days can be spent assisting a willing adult or a minor child to an appropriate facility. Nevertheless, many interactions take place every day on the street in an attempt to ensure the wellbeing of those who find themselves homeless and destitute on the streets of the CBD.

- ▶ Each day, at least **1 ADULT OR CHILD** is assisted to a facility. These include: adults referred/assisted to shelters or healthcare; adults referred to Straatwerk for a work opportunity; people assisted back home; mothers with children assisted; and children referred to the Provincial Department of Social Development
- ▶ The team distributes **10 CARE BAGS OR PAIRS OF MEN'S OR WOMEN'S SHOES** on average each day
- ▶ The team secures donations from stakeholders, either ad hoc as partner NGOs may require these or via targeted campaigns such as GIVE RESPONSIBLY, **ONCE EVERY FIVE DAYS**
- ▶ Each member of the team interacts with clients on the street an average of **15 TO 20 TIMES EACH DAY**
- ▶ The team attends an average of **1 MEETING** every third day to liaise with our partners at the City of Cape Town, Western Cape Government and NGO partners

COMMUNICATIONS & MARKETING



The primary task of the four-member, full-time Communications & Marketing team is to “put the word out” about the work of the CCID in terms of the “Safe, clean and caring” part of our mandate, as well as to build investor confidence in the CBD. This department is best measured in terms of the products it delivers, the audience to whom it speaks, and the value of exposure received. Each day this department:

- ▶ Distributes **822 COPIES** of its bi-annual *City Views* newspaper
- ▶ Distributes **176 COPIES** of its other publications, namely the *Best of the Cape Town Central City Guide*, the *State of Cape Town Central City Report*, and the *CCID Annual Report*
- ▶ Distributes **214 ITEMS OF COLLATERAL ASSOCIATED WITH THE CCID'S NUMEROUS CAMPAIGNS**, including “GIVE RESPONSIBLY”, “You can say no to begging”, “Stash it, don't flash it”, “Useful contacts” fridge magnets, and the “Welcome to Cape Town Central City” safety tips brochure
- ▶ Distributes **96 SMART SMOKER POUCHES**
- ▶ Engages in informative and responsive social media postings **18 TIMES** across Facebook and Twitter
- ▶ Responds to a media enquiry at least **ONCE A DAY** and general public enquires **FOUR TIMES A DAY**
- ▶ Produces an average of **1 PRESS RELEASE** every third day
- ▶ Generates **MEDIA EXPOSURE TO THE VALUE OF R27 107** for the CCID and the Central City



GIVE RESPONSIBLY
HELP THE NGO WHO HELP THE HOMELESS
SMS 'GIVE' TO 38088
TO DONATE R10
giveresponsibly.co.za



IT WOULD TAKE FAR MORE THAN ONE DAY ON THE GROUND TO UNDERSTAND JUST HOW MUCH FITS INTO A CCID 24-HOUR PERIOD.





MAKING EVERY MINUTE COUNT

Spending only one day with the CCID could never really do it justice, but it's fascinating to break down the numbers to reveal exactly what "Business as Usual" means to us.

Every two months, we produce a series of dashboards on some of the work we do. These are compiled for *City Views*, the bimonthly newspaper we put together for our own Cape Town Central City stakeholders as well as for readers just beyond our boundaries. We then also tally up these figures and incorporate them into annual dashboards that appear under each department in our Annual Report.

However, for the purposes of this year's report, we thought it would be interesting to establish a "snapshot" of just one day's work in the CCID. Theoretically, of course, this can be done (the results appear on pages 4 to 5), but practically it would never work: it would take far more than one day on the ground to understand just how much fits into a CCID 24-hour period.

WHERE THE CLOCK NEVER STOPS

You would need to spend at least a full 24 hours just with our Safety & Security division, who

provide their services around the clock. And within that time, you would need to spend equal amounts of time with our foot patrols, with our bicycle squad, in our response vehicles, at our control centre, in meetings with our partners and stakeholders, and inside our kiosks. This is even before you'd spend time with any of our law enforcement partners or monitoring the CCTV screens at the City of Cape Town's Cyclops unit. Plus, you would need to experience both a pulsating Friday or Saturday night incorporating the vibrancy of Long Street and a more family-oriented evening such as one of the many events that happen daily in the CBD, or even a "First Thursdays" evening absorbing the carnival-style atmosphere that this innovation brings to our downtown once a month.

As for Urban Management, you'd have to walk the length and breadth of our 1.6km² boundaries with all three of our Precinct Managers as they engage with

everyone from retailers to residents to City Departments, while you also spend time with a J&M professional cleaning crew for the two eight-hour shifts they work out of every 24 hours, seven days a week, and then equally with the good people who make up our NGO *Straatwerk*'s teams, from semi-skilled cleaners to the skilled road maintenance team.

Or what about spending time with our Social Development fieldworkers as they do their early morning rounds to interact with as many as 40 of their clients – the homeless and destitute in the CBD – before most of us have had our morning coffee? Then spend hours referring just one client for a particular social service or healthcare issue, driving a homeless family to safety at The Ark all the way out in Faure, or negotiating with 30 other fieldworkers for one of the few beds available at our shelters. And, of course, more meetings, with everyone from concerned citizens and our social development



EVERY MINUTE SPENT IN THE CAPE TOWN CBD, IS A MINUTE WE SPEND IN SOME WAY WITH OUR PARTNERS, BE THESE THE STAKEHOLDERS THAT USE OUR CENTRAL CITY, OUR SERVICE PROVIDERS OR OUR PRIMARY PARTNERS. AND TO EACH OF THESE WE OWE A HUGE THANK YOU.

partners to those that will result in willing and able donations of goods from generous stakeholders.

Finally, we'll put you with our Communications & Marketing team, for whom nights can be short when there are a full spectrum of copy deadlines to be met or tweets to be answered that come in at 3am. But the good news is there's always strong coffee at the numerous daily press launches and interviews undertaken, not to mention the buzz you'll get from being part of a full-on downtown where story opportunities jump out of the brickwork at any given moment.

These are the minutes of our days ... and we wouldn't want to spend our time in any other way.

From the COO's perspective, let me take you through some of the time we've spent over the course of the past year.

CROSSING THE TIME ZONE

For one, members of our team have spent time travelling abroad, as we do each year, to attend:

- ▶ **The International Downtown Association's 59th annual world congress**, held in October 2013 in New York City in the USA and which once again afforded us the opportunity to visit other city improvement districts
- ▶ The world's largest industrial cleaning, maintenance and building services trade fair,

ISSA/INTERCLEAN, held in April 2013 in Warsaw, Poland

- ▶ And the **IFSEC International** held this year in May 2014 in London, UK – the world's largest security event.

These trips enable us to promote the Cape Town CBD abroad as well as network with our international colleagues. They are also an opportunity for us to experience best practice examples at work globally and discover new technologies literally as soon as these hit the international urban environment, and always give us food for thought on how best to adapt and implement the same or similar ideas back home.

URBAN MANAGEMENT CLEAN CAMPAIGN

For example, this year we adapted ideas in time for the annual launch of our Urban Management Clean Campaign, which runs at the end of summer/beginning of autumn in May. With the intention of assisting the CCID's cleaning contractor, J&M Cleaning, to make its street cleaners' jobs more efficient and easier, we have incorporated **20 new CCID-branded waste collection trolleys**, sourced from Germany, into the daily routine of keeping the CBD clean from building edge to curbside.

In the past, this job was done entirely by hand, with bags being filled and carried one by one to

collection points across town. The new trolleys enable each cleaner to fill and load numerous bags in one go, before moving them to these collection points. This has also now successfully minimised the on-street collection point by as much as one third.

Undertaken in partnership with the City of Cape Town, the CCID this year looked to improve the system used in the past to keep rodent numbers down in the Central City. Following a successful pilot project, we now have 1 000 new **rodent baiting boxes** across the CBD, monitored by the CCID's Rodent Squad or "Rat Pack". This team forms part of our job creation initiative with the NGO Straatwerk and each member is specifically trained for the task by the City's Environmental Health Services, who then also supervise and support the squad.

Another new project being run in conjunction with the City's Solid Waste Management division looks to innovative ideas to **combat illegal dumping** in the CBD, with the CCID's role being to identify the culprits and the premises from where the waste is originating. The City then follows up, putting the onus (and the resultant fines) on the property owner, rather than the tenant, to secure the required City bins and enter into a cleaning contract. To date the collaboration has resulted in a 60% reduction in illegal dumping.

The final leg of this year's

PREVIOUS PAGE, CENTRE: The CCID's COO Tasso Evangelinos. CLOCKWISE FROM TOP LEFT: The CCID's "GIVE RESPONSIBLY" campaign posters; Straatwerk team member services a CCID cigarette bin; a Public Safety Officer beneath a numbered street sign; the "Smart Smoker's" cigarette pouch; a J&M Cleaning staff member with one of the new branded waste trolleys; painting road markings; the student brigade behind the street rollout of the "GIVE RESPONSIBLY" campaign; motorcycle bays in the Cape Town CBD. THIS PAGE: A member of the Straatwerk Road Maintenance team.

campaign, for the second year running, saw the roll out 35 000 portable **Smart Smoker's Cigarette Pouches** – fireproof, pocket-sized cigarette pouches that enable a cigarette to be extinguished safely and kept on your person until an appropriate opportunity arises to empty the pouch. This is part of our drive – along with our CBD-wide, strategically placed 270 CCID-branded cigarette bins – to win the war on butts on the streets.

DRIVING FORWARD

We have continued this year to roll out projects, begun in previous years, in partnership with the City of Cape Town's Roads Department. Among these are:

- ▶ **Motorcycle and Disabled Parking Bays:** this project began in 2012 when the CCID mapped out appropriate areas for 140 new motorcycle and 42 new disabled parking bays in the CBD. Implementation of the findings by the City's Roads Department, started in 2013, continues and is nearing completion.
- ▶ **Street Names and Numbering Project:** Following the highly successful rollout of the pilot project last year by the City, and again based on the findings and recommendations compiled by the CCID in 2012, this project has now been extended from the initial installations along Loop, Long and Bree streets to most of the CBD and, as I write, is nearing completion in the East City. These projects have been well received by our stakeholders and the rate of complaints received has dropped significantly.

GIVING EVEN MORE RESPONSIBLY

Our GIVE RESPONSIBLY campaign was given a revamp this year, incorporating a more simplified approach backed by highly targeted media messaging

that resulted in the campaign being very successfully picked up (as editorial content) from hard copy to online and across both radio and TV broadcast.

This was complemented by a public awareness campaign with street posters placed across the CBD promoting the SMS donation line, brochures distributed in public spaces, advertisements in high-readership English and Afrikaans weekend newspapers and a winter drive incorporating the rollout of public donation bins.

WISE INVESTMENTS

For many years now, the CCID has invested in the compilation of various databases that are regularly updated, as well as a number of surveys – many of which more recently have been targeted towards monitoring the economic climate of the CBD and provide comparative, ongoing research and data for the CCID's successful annual investment guide, *The State of Cape Town Central City Report* – the second edition of which was launched earlier this year (2013 – *A year in review*).

The databases and surveys currently conducted by the CCID include:

- ▶ **Retail Store Updates & Vacancy Reports** per precinct – conducted four times a year
- ▶ **Public & Private Parking Update** – conducted annually
- ▶ **Retail Opinion Survey** – conducted twice a year
- ▶ **CCID Membership Property Verification** – conducted annually
- ▶ **Government/Public Sector Update** – conducted annually
- ▶ **Investment Database Update** – new developments, upgrades and refurbishments, conducted four times a year
- ▶ **Street Names/Signage Update** – which includes, for example, maintenance of numbered road signage as well as disabled/loading bays

▶ **Nighttime Economy Analysis** – conducted annually

▶ **Above-ground-floor Activity** – ongoing identification of companies and other activities on all floors in all buildings in the CBD

▶ **Educational Institutions in CBD** – conducted annually

▶ **Specific Sectorial Research** – theme related; ie financial/legal/media/film & TV/eventing industry etc, conducted annually in preparation for the CCID's investment publication *The State of Cape Town Central City Report*

▶ **Online Residential Survey** – conducted once a year

▶ **Online Business Survey** – conducted once a year

▶ **CBD User Perception Survey** – field survey conducted once every three years

▶ **Contact databases** – ongoing. These include stakeholder databases across all four precincts in terms of all activities – ie retail, commercial, academic, residential, lifestyle & leisure etc. Sector-specific databases are also maintained in terms of the top 300 South African companies, the top 100 companies in the CBD, property related professionals etc – all specifically utilised towards promoting the CCID's "Open for Business" messaging.

We are also beginning to work on a number of unique, new and challenging programmes and projects, many of which will be firsts for a South African downtown. These include, for example, establishing employment and population densities (per buildings) in each of our four precincts; general pedestrian population densities throughout the CBD; and vehicular counts. Plus we are stepping up our efforts to research and map the burgeoning nighttime economy, in order to identify and strengthen the services this fast-growing market sector critically requires.

KEEPING WATCH WITH US

Every minute spent in the Cape Town CBD is a minute we spend in some way with our partners, be these the stakeholders that use our Central City, our service providers or our primary partners. And to each of these we owe a huge "thank you".

Firstly, there are the 230 Public Safety Officers and management from Iliso Security Services, who really do stand by us 24/7: we value your ongoing dedication to your post, often under trying circumstances.

Working equally hard alongside us are the close to 60 professional team members that make up J&M Cleaning and who know every curb and sidewalk as well as we do.

Our 300-strong teams from NGO Straatwerk never cease to impress us, particularly the dedicated, skilled Straatwerk Road Maintenance team, but also the members of the *Projek Opruim* and the technical-level Dignity teams. You are the reason we stand behind our belief that a hand up will always be better than a handout.

Our primary partners, namely the City of Cape Town and the South African Police Service have also walked a long way with us as we head into our 15th year together. Long may our journey continue.

But it's our stakeholders – the property owners who enabled our operation originally and keep us going today as well as each and every person who utilises the CBD at some part during their day for live, work, stay or play – that really make the time we spend worthwhile. You are the reason we make every minute count.



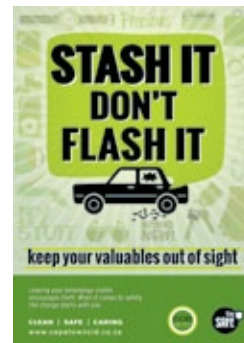
TASSO EVANGELINOS
Chief Operating Officer
Cape Town Central City
Improvement District



SAFETY AND SECURITY

The Safety & Security team drives a number of **PUBLIC AWARENESS & EDUCATION** initiatives each year, including presentations delivered to audiences from learners to office workers, campaigns such as “Stash it, Don’t Flash it” and “You can say no to begging”, and extensive distribution of its safety tips brochure.

The Public Safety Officers of the CCID have become a familiar daily sight on the streets of the Cape Town Central City. While our information graphic on pages 4 and 5 of this publication provides a look into an average day, the following figures provide a more rounded representation of the work undertaken by this department over the course of the past year under review.



THE TOP FOUR THINGS WE DO

01. We prevent crime through visible deployment and targeted crime reaction units, and including crime trend analysis to track trends and set countermeasures in place.
02. We continually manage our relationships with both our law enforcement partners and CBD stakeholders
03. We oversee the safety of all public events held in the CBD through periphery deployment around the edges of event footprints.
04. We continually engage with the public via our public awareness campaigns and targeted presentations.

THE TEAM

The Safety & Security department is a **24/7 operation**. At the helm for the year under review, the three full-time members of the CCID team consisted of:

- ▶ A manager
- ▶ An assistant manager
- ▶ A night operations manager

In addition, the CCID this year deployed: 230 Public Safety Officers (PSOs) via its service provider Iiso Protection Services, of which at least **70 foot officers are on duty** around the clock. These deployment figures rise during the festive season, boosting the total overall by 45

3 shift managers from the PSO complement **man the control room**

24 PSOs work on our mobile (vehicular) respond team

15 PSOs make up the **CCID’s bicycle squad**

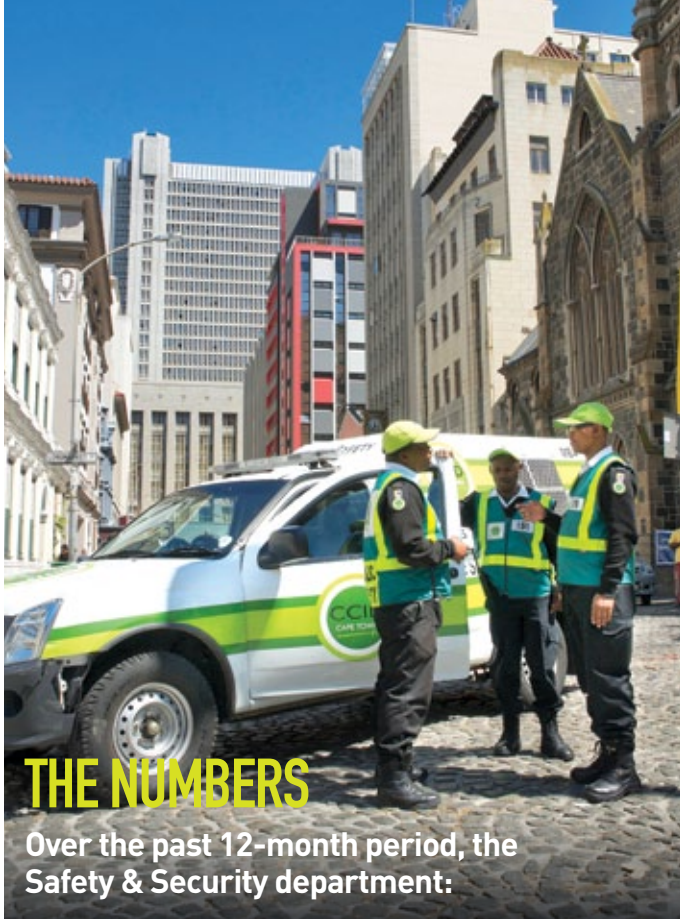
We also have **8 dedicated Law Enforcement Officers**, contracted via the City of Cape Town

HOW WE DEPLOY 24/7

- ▶ We place our **PSOs strategically across the CCID footprint**, planning our operations to coincide with public footfall on the ground.
- ▶ We strategically place **7 Public Safety & Information kiosks** across the CBD.
- ▶ We have **6 CCID vehicles** (5 branded and 1 unbranded) equipped with emergency supplies for traffic incidents, apprehensions and medical callouts. This year we added jump starter kits to our vehicles. These highly valued pieces of equipment have rescued many a stranded motorist.
- ▶ We operate our own **CCID control room** around the clock with a high-tech incident mapping system.
- ▶ Our **response time averages under five minutes**, making the CCID Safety & Security unit the **number one respondent** in the CBD for the City of Cape Town’s **Cyclops “Eye in the Sky” CCTV camera surveillance unit**.



CLOCKWISE FROM TOP LEFT: A CCID PSO assists a member of the public; standing watch over the Thursday Earth Fair Market in St George’s Mall; our safety tips brochure; a poster from the “Stash it, don’t flash it” campaign; one of the CCID’s seven Public Safety & Information kiosks; PSOs are often called on by visitors to assist with directions. OPPOSITE CLOCKWISE FROM TOP LEFT: A control vehicle liaises with its team members; on-board camera unit in a CCID response vehicle; Safety & Security manager Muneeb Hendricks briefs CCID and other security teams in Long Street prior to an event.



THE NUMBERS

Over the past 12-month period, the Safety & Security department:

MADE **2 304** ARRESTS
TOGETHER WITH OUR LAW
ENFORCEMENT PARTNERS



RENDERED MOTOR
VEHICLE ASSISTANCE ON
445 OCCASIONS



ISSUED **18 868** FINES
AMOUNTING TO A TOTAL
VALUE OF **R7.928**
MILLION



RESPONDED TO
MEDICAL AND RESCUE
CALLOUTS **305**
TIMES



CONDUCTED **57 935**
CRIME PREVENTION
INITIATIVES



ISSUED **28 727**
WARNINGS



RENDERED
PUBLIC ASSISTANCE
1 059 TIMES



DEALT WITH **85** ILLEGAL
TRADING OFFENCES



THIS YEAR'S HIGHLIGHTS

- The CCID has become the **FIRST PORT OF CALL** for the Cape Town Central City community.
- With a reaction time of **UNDER FIVE MINUTES**, we have become the fastest response unit in the CBD and the South African Police Service's strongest partner in the fight against crime in the Central City.
- We have spent years developing and are seeing the rewards of an **EFFECTIVE MANAGEMENT SYSTEM** as well as **EFFECTIVE COMMUNICATIONS**.
- As the largest presence of safety and security on street level, we've become **THE PREFERRED RESPONSE UNIT** to the City of Cape Town's own Law Enforcement Cyclops CCTV Surveillance Unit.



WHO WE MEET WITH

Along with ongoing engagement with the public through day-to-day, on-the-street encounters and daily operational meetings with our service provider, Iliso Protection Services, the CCID Safety & Security team also attends a number of meetings with partners and interest groups. For the year under review these included:

Weekly: SAPS Station Crime Combating Forum; City of Cape Town Events

Monthly: SAPS Sector 1 & 4; City of Cape Town Ward Forum; Grand Parade Safety meeting with City; Community Police Forum; Liquor Forum; Gardens Community Safety meeting; Visitor Safety meeting with Cape Town Tourism; Priority meeting with Provincial SAPS; Community Court meeting with National Prosecuting Authority; Hotel Security Forum with the hospitality industry; Camera response meeting with Cyclops

Biannually: Jewellery Store Safety with the Consumer Goods Council

As required: Security Forum of all security companies



URBAN MANAGEMENT

Just as our PSOs have become a familiar sight on our CBD streets, so too have the distinctive yellow overalls and green bibs of our service provider J&M Cleaning. Equally easy to spot are the team members from our NGO partner Straatwerk in their green overalls. Together, these teams put many hours behind them each year in delivering a variety of services to the CBD, the sum total of which can be seen in the following figures.



CLOCKWISE FROM TOP LEFT: Straatwerk's Graffiti Squad in action; J&M Cleaning in operation on the edges of the CBD; a Straatwerk Road Maintenance team member repairs a pavement; a J&M staff member uses one of the new waste collection trolleys; Straatwerk Road Maintenance repair a centre island. OPPOSITE: Completion of a beautification project by Straatwerk — the planting of a tree in Church Street.



THE TOP FOUR THINGS WE DO

01. We keep the streets of the Cape Town Central City clean.
02. We undertake ongoing maintenance of the urban environment to provide a risk-reduced and attractive CBD for all to enjoy.
03. We engage with our stakeholders in order to manage our urban environment.
04. We liaise with our partners at the City of Cape Town to ensure that City services function optimally in the Central City.



THE TEAM

During the year under review, the Urban Management department included 5 full-time CCID members:

- ▶ A senior manager
- ▶ An assistant manager
- ▶ 3 precinct managers who manage the 4 precincts

In addition, Urban Management employed the services of:

- ▶ **60 professionally skilled cleaners** via J&M Cleaning to top up the services offered by the City of Cape Town, and who work eight-hour day and eight-hour night shifts.
- ▶ **A 300-strong semi-skilled cleaning and maintenance team** for whom daily work opportunities are created via the CCID's NGO partner Straatwerk. This also includes a **6-person skilled Road Maintenance Team** who are employed on contract.



THE NUMBERS

Over the past 12-month period, the Urban Management department:

The Urban Management team is continually involved in **BEAUTIFICATION** projects across the CBD, from the planting of trees and the installation of benches to even sprucing up the Cape Town Central Police Station in Buitenkant Street.



THE YEAR'S HIGHLIGHTS

- The launch of our **20 NEW WASTE COLLECTION TROLLEYS**, used by J&M Cleaning staff, has reduced the number of bags used and left at collection points.
- This year saw the development of a pocket-sized brochure – the **“URBAN MANAGEMENT TOOLKIT”** – the first-ever marketing collateral produced for this department and used extensively on-the-ground daily by our precinct managers to give stakeholders a quick overview of our services.
- The introduction of a **“SWEEPER OF THE MONTH”** awards programme has uplifted morale among the J&M Cleaning team resulting in increased levels of motivation and improved work ethics.
- The roll-out of the **RODENT CONTROL PROJECT** with the City of Cape Town's Environmental Health department saw the CCID purchase and install 900 rodent boxes throughout the CBD. Our rodent squad (the “Rat Pack”) checks these boxes regularly and findings are submitted to the City, whose environmental officials then bait the boxes appropriately on a monthly basis.

WHO WE MEET WITH

The Urban Management team continually engages daily with stakeholders on the ground, particularly retailers and owners of ground floor businesses. The team also liaises daily with its service providers and partners at the City of Cape Town. But in addition to this, the team regularly attends a variety of scheduled meetings, and for the year under review these included:

Weekly: City of Cape Town Events

Monthly: Integrated Services meeting hosted by the City of Cape Town Roads & Stormwater department; SAPS Sector meetings; Formal meetings with J&M Cleaning and the NGO Straatwerk

As required: The City of Cape Town's departments of Solid Waste, Outdoor Advertising, Environmental Health, Roads & Stormwater, Public Lighting, Water, Electricity Services, Business Areas Management, Parks and Sewerage

CLEANED
10 739
MUNICIPAL DRAINS



FROM WHICH



2 904kg
OF LITTER AND
2 562kg
OF CLOTHING WAS
REMOVED

REPAIRED **159** BROKEN
DRAIN COVERS



CLEANED
4 509
STORMWATER DRAINS
& CHANNELS,
REMOVING
9 042kg
OF LITTER

REMOVED
1 374
INCIDENTS OF GRAFFITI



UNDERTOOK
2 072 ROAD
MAINTENANCE REPAIRS



EMPTIED THE CCID'S
279 CIGARETTE BINS OF
1 035kg
OF CIGARETTE BUTTS



COLLECTED
4 775kg
OF GARDEN WASTE



IDENTIFIED
4 777
ILLEGAL POSTERS



REMOVED
344
TONS OF WASTE TO
LANDFILL



REMOVED
9 586
STRINGS & STICKERS



BAITED **900** RODENT
BOXES THROUGHOUT THE
CBD TWICE (IN MAY &
OCTOBER)



Show you
CARE



SOCIAL DEVELOPMENT

Our Social Development team may not be as obvious on the ground as our other departments, but they are extremely well known to the many people they encounter each day – their clients – who find themselves destitute and homeless on the streets of the CBD. This team can provide the lifeline to the possibility of rehabilitation for those who are willing to go this route, while for others who believe the streets are their only option, they provide the possibility of the basics – perhaps a space at a shelter when available or a job opportunity.



THE TOP FOUR THINGS WE DO

01. We engage, on a day-to-day-basis, with our known clients, always in an attempt to ultimately assist them towards the appropriate social services they may require.
02. We undertake early intervention and referral to the appropriate social services: firstly, with new adults who, for various reasons, might find themselves on the streets so that they can move from this situation as soon as possible; secondly, with new children on the streets in order to ensure their protection and appropriate care in adherence to the Children's Act of 2005.
03. We support our NGO partners by facilitating the collection and distribution of donations as well as communicating to our CBD stakeholders the excellent services these NGOs render.
04. We share knowledge with stakeholders about the changing dynamics for people living on the streets, and engage with our stakeholders about specific concerns received around street people.

HOW WE DEPLOY 24/7

While the full-time team operates across a standard five-day week, we also (of our own accord) provide after-hours services and at least one fieldworker is always on call 24/7.

ABOVE: Participants at The Carpenter's Shop. OPPOSITE CLOCKWISE FROM TOP: Volunteers serve clients during World Homeless Day; team members Headman Siralarala and Mark Williams with Media24's donations; Dean Ramjoomia (left) with students, staff and goods donated by the Rainbow Academy during the GIVE RESPONSIBLY winter drive campaign.

THE TEAM

During the year under review, the CCID's full-time Social Development team was made up of:

- ▶ A manager who is also a registered social worker
- ▶ 2 registered auxiliary social workers
- ▶ An experienced fieldworker

THE DONATIONS

Various Central City stakeholders have donated generously via the CCID to the NGOs with whom we work. To this end the following donations were received during the year under review:

MEDIA24 donated 201 crates of Frisco coffee sachets as well as 8 000 sachets of Max washing powder.

WIMPY ST GEORGE'S MALL and partner restaurants donated 450kg of lamb sausage.

TAJ CAPE TOWN donated 13 bags of towels and linen; 20 bags of slippers; 1 bag of shoes; 9 bags of clothing; 3 bags of shower mats; 7 bags of bath soaps and shampoos; and 1 suitcase of men's clothing. On 10 October (World Homeless Day), **the hotel also provided lunch for 200 people** who attended our event at St George's Cathedral.

THE SERVICE DINING ROOM also supported our World Homeless Day event by sponsoring breakfast, while our NGO partners **SALESIAN INSTITUTE, DISTRICT SIX & NAPIER STREET SHELTERS** and **PERCY BARTLEY HOUSE** loaned the chairs and tables for the day.

WOODHEADS LEATHER donated 83 pairs of sheepskin slippers.

STRAND TOWER HOTEL

donated 171 pillows, 67 scatter cushions, 1 overhead projector and 63 toilet seat covers.

INN ON THE SQUARE

donated a large number of blankets.

MAITLAND CID donated several computers and screens which were in turn donated to NGOs in need.

PROTEA NORTHWHARF

donated several boxes of bath soaps and sunscreen lotions.

THE BENEFICIARIES OF THESE DONATIONS WERE:

The CCID's six primary partner NGOs within the Cape Town Central City, namely:

- Salesian Institute • The Homestead Projects for Streetchildren • Ons Plek • Napier Street & District Six Haven Shelters • Straatwerk • The Carpenter's Shop

Items were also donated to the following partners outside the CBD:

- The Ark City of Refuge • St Anne's Home • Booth Memorial Hospital • Owl Shelter • Heaven Shelter • St Monica's Home • Haven Shelters in other areas • Dove Road Community Outreach • Tygerberg Association for Street People • Moira Henderson House • Youth Solutions Africa • Bellville Shelter • Retreat Shelter • Multiservice Centre

Along with many bags of clothing and blankets received via its GIVE RESPONSIBLY Winter Drive Campaign, the CCID distributed R36 000 collected via the campaign's **SMS LINE** to its six primary NGO partners within the CBD.





THE NUMBERS

Over the past year, this department has been able to:

ASSIST/REFER **111 adults**
TO SHELTERS

ASSIST **19 adults** WITH
HEALTHCARE

REFER **40 adults** TO OUR NGO
PARTNER STRAATWERK FOR A
WORK OPPORTUNITY

ASSIST **27 people** HOME

ASSIST **12 mothers**
with children

REFER **41 children** TO
THE PROVINCIAL DEPARTMENT
OF SOCIAL DEVELOPMENT



ORGANISE THE DONATION
AND DISTRIBUTION OF
2 000
CARE BAGS



DONATE
466 PAIRS
OF MEN'S AND
120 PAIRS
OF WOMEN'S SHOES



DONATE
250
CHRISTMAS
BAGS
TO STRAATWERK AND
60
TO J&M CLEANING

DONATE **50%**
TOWARDS

260
CHRISTMAS
BAGS
FOR THE CCID'S PUBLIC
SAFETY OFFICERS



THE YEAR'S HIGHLIGHTS

- **SIYAKHA COACHING:** the CCID has embarked on a collaborative project with NGOs UTurn and Straatwerk, to develop people who were previously living on the streets and are currently participants in the Straatwerk Dignity programme. Many lack vocational skills and the programme concentrates on equipping them with a number of "soft skills" (such as verbal communication, attitude, teamwork, problem solving and professionalism) as well as "hard skills" (IT literacy, basic mathematics, reading, writing, grammar and vocational competencies). These skills are often associated with the minimum requirements for employability and the programme endeavours to assist participants in making them employable in the open market with the possibility of even permanent employment. This will ultimately enable them to move onwards and upwards from the Straatwerk programme and in turn make way for new candidates.
- **RE-ESTABLISHMENT OF THE STREET PEOPLE'S FORUM (SPF):** this forum, which looks to fostering collaboration among NGOs, CBOs and other stakeholder organisations, has been re-established. It aims to alleviate the plight of those living on the streets and liaise with other sectoral and governmental bodies around policy and practice. The issues of people living on the streets are complex and collaboration between various stakeholders is essential.
- **WORLD HOMELESS DAY:** the CCID, together with Youth Solutions Africa, The Service Dining Room, The Carpenter Shop and Taj Cape Town hosted an event for approximately 155 street people at St George's Cathedral. The day included breakfast and lunch as well as entertainment and HIV/Aids testing for those who wanted this service.
- **TRASHBACK:** this recycling company in Upper Harrington Street has created opportunities for people living on the streets to earn an income by becoming semi-skilled collectors of recyclable materials. Fingerprint technology enables those without access to an ID or a bank account (or who do not want to use their real names) to create an account into which their earnings are logged and drawn as required. This is a very exciting project which could have tremendous potential as it grows.
- **CONTINUING EDUCATION OF CCID FIELDWORKERS – ST JOHN'S TRAINING:** as it is vital that our three fieldworkers have valid certificates (and as these are only valid for three years at a time), the team undertook a refresher Level 1 course to ensure that practical application can be brought into play in the event of an emergency and that each candidate is confidently equipped to deal with the situation.

WHO WE MEET WITH

Every two weeks: Police Sector meetings

Monthly: Western Cape Street Children's Forum, which also hosts a monthly Youth Forum and Hardened Street Children's meeting; Community Police Forum; Social Work Forum

Bi-monthly: Street People's Forum, plus bi-monthly sub-committee meetings on health and rehabilitation, safety and security, training, education and occupation, accommodation and shelter accommodation; City of Cape Town's Homeless Agency (HOMAC) portfolio meeting



COMMUNICATIONS & MARKETING

While the other CCID departments are operational and relatively independent in terms of the service providers with whom each works and their primary partners, part of the job of the Communications & Marketing team is to provide support across these divisions, as well as managing the reputation of the CCID overall.

Promoting stakeholder and media awareness of the work of Safety & Security, Urban Management and Social Development speaks very much to the "Business and Usual" message of the CCID and underpins the "Safe, Clean and Caring" part of its mandate. The other part of the Communications & Marketing team's work focuses on addressing the "Open for Business" mandate which, by promoting constant research into and exploration of the economic climate of the Central City, seeks to ensure that the CBD retains existing investment as well as attracts new investment.

THE TOP FOUR THINGS WE DO

01. We deal daily with the production of content, either in the preparation and circulation of our own news stories in hardcopy or online, or in dealing with incoming media enquires that may be addressed to the various departments of the CCID.
02. We deal with the public every day, mostly in the form of general enquires about the Central City and the work of a city improvement district, or to provide and distribute whatever collateral or campaign information may be sought – whether it is required by an individual or a targeted interest group such as the participants at a CBD-based convention or conference.
03. We assess the needs of the CCID on a daily basis in terms of new campaigns or other public awareness materials that may be sought by the CCID's other departments, and then conceptualise the design, implement the production and undertake the distribution of whatever has been requested.
04. We are constantly engaged in research and the maintenance of databases, both in order to produce our own original content across a variety of platforms, and to provide an interesting, ongoing stream of information to our stakeholders particularly across our numerous online platforms.

THE TEAM

During the year under review, the CCID Communications & Marketing team was made up of:

- ▶ A manager
- ▶ A production coordinator

In addition, the department employed the services of:

- ▶ A media consultancy which, until January 2014, was FTI Consulting, followed from February onwards by Irvine Bartlett Public Relations
- ▶ A part-time online consultant



Development in Cape Town CBD booms

NAGHRA MATHS
CAPE Town's skyline is changing. The city already has South Africa's first Green Star-rated high-rise, Portland, the highest building in the CBD at 30 stories. And soon it will have a bigger convention centre, a new hospital and a creative corridor. More than 30 billion worth of construction is either in progress or has recently been completed. Total property value in 2013 was 16 billion, up last year it had reached 12.4 billion. "As a conservative estimate, by 2018 the value of property in the Cape Town CBD will be more than 30 billion," said Rob Kane, chairman of the Cape Town Central City Improvement District. The expansion of the Cape Town International Convention Centre, which includes a hotel and an office tower, will cost about 10 billion. Portland, on Buitengracht Street, over 10 billion to build and is said to be South Africa's "most advanced and healthiest urban working environment". The 17th building has LED light fittings and movement sensors that control the air conditioning. More residential accommodation in the centre of town is needed, Kane said. He said building "affordable housing" in the city centre was not practicable, however, it is being made available in nearby Woodstock and Matfield.



THE NUMBERS

Over the past year, this department has been able to:

DISTRIBUTE
300 000
COPIES OF ITS BI-ANNUAL
CITY VIEWS NEWSPAPER



DISTRIBUTE
64 300
COPIES OF ITS OTHER
PUBLICATIONS



THROUGH **312** CLIPS
ACROSS BROADCAST,
ONLINE AND HARDCOPY
MEDIA, GENERATED
EXPOSURE TO THE
VALUE OF
R9 894 184
EXPOSURE OF

GENERATE MEDIA EXPOSURE
TO THE VALUE OF
R3 000 000
ALONE FOR THE STATE OF
THE CENTRAL CITY 2013
REPORT



DISTRIBUTE
78 000
ITEMS OF COLLATERAL
ASSOCIATED WITH THE
CCID'S NUMEROUS
CAMPAIGNS



DISTRIBUTE
35 000
SMART SMOKER POUCHES
DURING THE URBAN
MANAGEMENT CLEAN
CAMPAIGN



WHAT WE PRODUCED THIS YEAR

OUR PUBLICATIONS

- ▶ **State of Cape Town Central City Report: 2013 – A year in review** was our 2nd edition of this highly successful investment guide to the Central City, and to meet demand production was upped from 3 000 copies to 4 000 for distribution locally, nationally and internationally. The guide, which comes out in February, is held in high regard across a broad spectrum, from those involved in investment and promoting the business climate not just of the CBD but Cape Town in general to those involved in academic endeavours. The 2013 publication also formed part of a toolkit utilised abroad to promote South Africa by the National Treasury Technical Advisory Centre's Department of Economic Development & International Relations.
- ▶ **2014 Best of Cape Town Central City Guide** is published annually in November, in conjunction with New Media Publishing and highlights 300+ venues in the Central City across the categories of See, Shop, Eat, Play and Stay. It also provides essential information around public transport and important sights to see. The total of 60 000 copies distributed includes an allocation of 15 000 distributed via CBD-based vendors of the NGO publication *the Big Issue*, to assist these vendors in boosting their December sales.
- ▶ **City Views** is a bi-monthly, eight-page tabloid-style newspaper covering news of the CCID and our Central City stakeholders. 50 000 copies of each issue are distributed – 28 000 within the CCID footprint and 22 000 to surrounding areas.
- ▶ **CCID Annual Report** is produced each year, with 300 copies made available primarily for distribution at the organisation's AGM.

OUR CAMPAIGNS

For Safety & Security

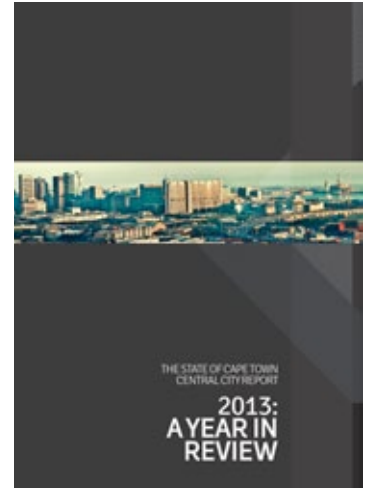
- ▶ **YOU CAN SAY NO TO BEGGING:** A new public awareness campaign launched this year, with messaging developed in conjunction with our Social Development department and in line with that department's GIVE RESPONSIBLY campaign. It incorporated a brochure (30 000 printed for public distribution) as well as table talkers (5 000) and window decals (5 000) for ground-floor establishments. The campaign seeks to discourage the public from giving money directly to beggars on the street and to educate them as to the reasons why, but also to provide them with safety information should they encounter and feel threatened by aggressive begging.
- ▶ **TRAVEL TIPS BROCHURE:** with the messaging centred on safety, 15 000 copies are distributed annually together with our law enforcement partners. The campaign is driven all year round, but with special emphasis over the festive season and the start of the business and academic year.
- ▶ **STASH IT, DON'T FLASH IT:** this year-round campaign is also driven together with law enforcement partners, and it's main messaging is incorporated in a poster (2 000 distributed biennially) that is utilised in private establishments such as parking garages and ground-floor retailers.

For Urban Management

- ▶ **CLEAN CAMPAIGN:** launched each year in May, this campaign is driven largely via the media, through press releases for newspapers, online, and via radio interviews, and each year promotes:
 - ▶ New cleaning methodologies that have been launched by the CCID
 - ▶ Waste management messaging that in particular targets illegal dumping and highlights CCID and City departmental partnerships
 - ▶ The work of the CCID's "Rat Pack" rodent baiting team, again highlighting the CCID/City partnerships that exist in this work
 - ▶ The Smart Smoker's pouch (which is accompanied by a CBD-wide public distribution of 35 000 utilising our Straatwerk partnership)
 - ▶ **URBAN MANAGEMENT POCKET TOOLKIT:** developed for the first time this year, this is a pocket-sized information guide produced for use by our precinct managers to introduce, in particular, new CBD stakeholders to the "top-up" services of CCID Urban Management, and the services of its City partners.
- ▶ **USEFUL NUMBERS:** this collateral is produced annually both as a fridge magnet (5 000 copies per annum) as well as a laminated "flyer" insert (produced on demand) for distribution to all Central City stakeholders. It is also used extensively by our Safety & Security department and provides quick-to-hand contact details not only for CCID departments, our 24-hour control room number, and the many City departments that service the public, but also emergency contact numbers for SAPS, ambulance services, fire, etc.

For Social Development

- ▶ **GIVE RESPONSIBLY:** launched by the CCID's Social Development campaign in 2008, and with an SMS donation line added in 2012, this campaign (driven year-long particularly via media messaging and the SMS campaign, as well as ongoing brochure distribution to the public) recently received an extensive revamp and was relaunched to coincide with our Social Development department's three-month WINTER DRIVE campaign. The following aspects formed part of the relaunch:
 - ▶ On-the-street distribution of brochures over three days at major CBD traffic intersections and public spaces (15 000 brochures distributed)
 - ▶ 1 000 street pole posters displayed across the CBD
 - ▶ Large, vibrant donations bins designed to collect adult and children clothing, as well as blankets, placed strategically with 19 CBD stakeholders
 - ▶ Messaging driven extensively in the media (including op eds, adverts, a special four-page pullout supplement in *City Views*, and coverage across TV, radio, hardcopy and online)



ONLINE AND SOCIAL MEDIA

All communication messaging of the CCID is also reflected across a variety of online platforms that we manage in-house, namely:

- ▶ **The CCID website:** www.capetownccid.org
- ▶ **The GIVE RESPONSIBLY campaign website:** www.giveresponsibly.co.za
- ▶ **The CCID Facebook page** (launched during the current financial year): www.facebook.com/CapeTownCCID
- ▶ **The GIVE RESPONSIBLY Facebook page:** www.facebook.com/GiveResponsibly
- ▶ **The CITY VIEWS Facebook page:** www.facebook.com/CityViewsCapeTown
- ▶ **The CCID Twitter account:** @CapeTownCCID



EVENTS & PRESENTATIONS

The Communications & Marketing team is responsible for organising the CCID's stakeholder events, such as our AGM, targeted business breakfasts and media launches, as well as the preparation of any presentations, speeches, sponsorships or collateral that may be required for these events or by other departments as the need arises.

CCID SURVEYS & RESEARCH

For many years now, the CCID has compiled numerous databases on the Central City's dynamics and investment into the region, most of which are updated a number of times each year.

Work on current and ongoing databases and surveys include:

1. **Retail Store Updates & Vacancy Reports** per precinct – conducted four times a year
2. **Public & Private Parking Update** – conducted annually
3. **Retail Opinion Survey** – conducted twice a year
4. **CCID Membership Property Verification** – conducted annually
5. **Government/Public Sector Update** – conducted annually
6. **Investment Database Update** (new developments, upgrades and refurbishments etc.) – conducted four times a year
7. **Street Names/Signage Update** (includes maintenance of numbered road signage as well as disabled/loading bays etc.) - ongoing
8. **Nighttime Economy Analysis** – conducted annually
9. **Above-groundfloor Activity** (identification of companies and other activity on all floors in all buildings in the CBD) - conducted annually
10. **Educational Institutions in CBD** – conducted annually
11. **Specific Sectorial Research** (theme related) ie Financial/Legal/Media/Film & TV/Eventing industry etc. – conducted annually in preparation for the CCID's investment publication *The State of Cape Town Central City Report*
12. **Online Residential Survey** – conducted annually
13. **Online Business Survey** – conducted annually
14. **CBD User Perception Survey** (field survey) – conducted once every three years, with the next one scheduled for October/November 2014
15. **Contact databases** – ongoing. These include stakeholder databases across all four precincts in terms of all activities – ie retail, commercial, academic, residential, lifestyle & leisure, etc. Sector-specific databases are also maintained in terms of the top 300 South African companies, top 100 companies in the CBD, property related professionals, etc – all specifically utilised towards promoting the CCID's "Open for Business" messaging.

RETAIL OPINION SURVEY HIGHLIGHTS

The following are some of the highlights of the surveys conducted during the year under review.

CURRENT BUSINESS STATUS

Question: "Based on actual sales, how do you experience business within the current economic climate?"

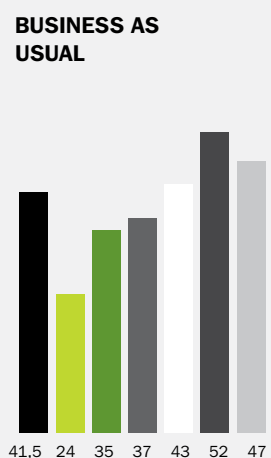
Result: compared over a period from July 2009 until May 2014, we have seen the results of this question showing an ever-improving economic climate, particularly in terms of those respondents who have been indicating a decline in business versus a growth in business (see graph right).

BUSINESS CONFIDENCE

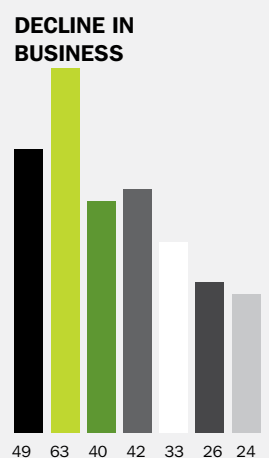
Question: "Looking to a year from now, do you see yourself still wanting to be in the CBD?"

Result: Comparing year-on-year, the response of "Yes" to this question has grown significantly from 84% (2012/13) to 87% (2013/14)

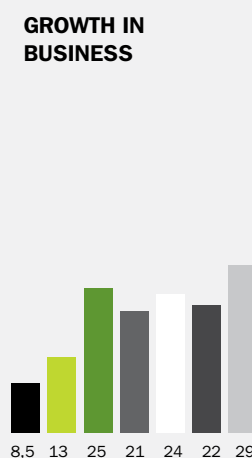
BUSINESS AS USUAL



DECLINE IN BUSINESS



GROWTH IN BUSINESS



July 2009
July 2011

March 2012
October 2012

May 2013
October 2013

May 2014

ONLINE RESIDENTIAL SURVEY HIGHLIGHTS

In order to find out more about who lives in and around Cape Town's CBD, the CCID ran its annual online residential survey for the second time in August 2014. A **TOTAL OF 293 PEOPLE RESPONDED** (up 33% from 2013) giving us great information on who lives in our area, what they like about it, the things they'd like to see improved and the different ways the CCID can make the CBD an even better place to live.

WHAT WE DISCOVERED:

The largest age group of respondents (40%) was in the **25-40** year range

91.3% reported being happy and very happy to be living in the CBD: **UP FROM 87.9%** on the previous year.

The top three reasons for living in the CBD were (in order of popularity):

1. "It is close to my place of work"
2. "I like the idea of a 'downtown' lifestyle"
3. "The diverse entertainment options in the CBD"

The top three categories of professionals in the CBD work in:

- ▶ Architecture and engineering
- ▶ Media, marketing and communications
- ▶ Other creative industries

When asked what kinds of retail opportunities residents wanted to see more of, the top responses were:

- ▶ More restaurants
- ▶ Retail that is open for longer hours (beyond 17h00)
- ▶ Delicatessen-type food stores

The TOP FIVE PUBLIC SPACES for CBD residents are:

1. The Company's Garden: **81%** of people use this space
2. St. George's Mall: **59%** of people use this space

3. Greenmarket Square:

49% of people use this space

4. The Fan Walk (Waterkant Street):

35% of people use this space

5. Church Square:

23% of people use this space

Of all those who took the survey,

27% have children and noted that they would like to see more of the following in the CBD (their top three choices):

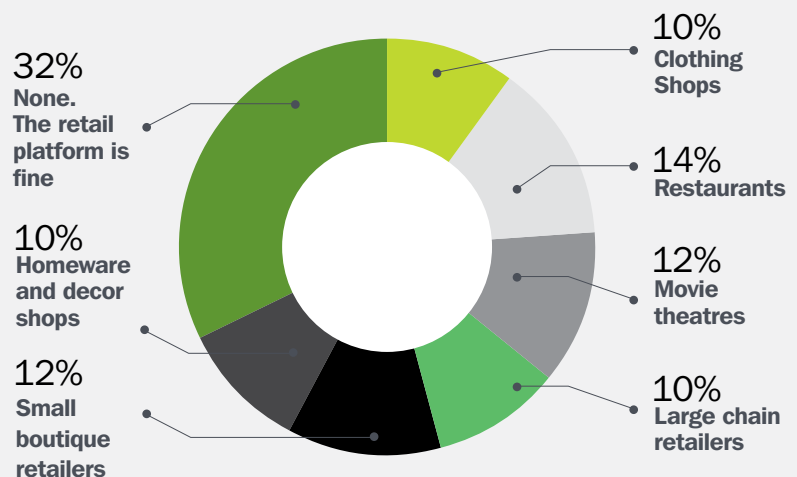
1. More child-friendly public spaces
2. Public toilets with baby changing facilities
3. Daycare facilities

OPINIONS AROUND THE RETAIL MIX

New to the survey during the year under review, we asked retailers the **question:**

"What kinds of new additions to the CBD's retail mix would better support the growth of your business?"

Result: While 32% of retailers felt the mix was fine as it is, there was a consistency across the other categories, indicating that opportunities do exist to add value to the CBD's retail offering. Of interest is to note the slightly higher percentages around restaurants (14%) and movie theatres (12%) which, if combined into "entertainment" category indicates that more of these offerings would definitely help to draw footfall into the CBD and quite possibly extend the profile particularly of the nighttime, after-hours and weekend economies towards being more family and child-friendly. This corresponds to the results of the online residential survey.



CAPE TOWN CENTRAL CITY IMPROVEMENT DISTRICT

ANNUAL FINANCIAL STATEMENTS

FOR THE YEAR ENDED
30 JUNE 2014 AUDITED



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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 NPC, comprising the statement of financial position at 30 June 2014, and the statements of comprehensive income, changes in reserves and 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, in accordance with International Financial Reporting Standards and the requirements of the Companies Act of South Africa. In addition, the directors are responsible for preparing the directors' report.

The directors are also responsible for such internal control as the directors determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error, and for maintaining adequate accounting records and an effective system of risk management, as well as the preparation of the supplementary schedules included in these annual 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 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 and are signed on its behalf by:



R Kane

Chairman (Authorised Director)

15 September 2014

Date



JM Rippon

Authorised Director

15 September 2014

Date

DIRECTORS' REPORT

FOR THE YEAR ENDED 30 JUNE 2014

The directors have pleasure in presenting their report for the year ended 30 June 2014.

Business activities

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

General review of operations

The business and operations of the Company during the year under review continued as in the past year. The financial statements adequately reflect the results of the operations of the Company for the year under review.

Subsequent events to the reporting date

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

Directors

The following directors held office during the year and at the date of this report:

Name	Nationality	Date Appointed
F Jacobs	South African	
D Stoll	South African	
R Kane (Chairperson)	South African	
CEP Keefer	South African	
RN Harris	South African	
NK Ramasar	South African	
HC Truter	South African	
JM Rippon	South African	
RT Yach	South African	
JD Leibman	South African	
R van Wyk	South African	
T Capstick-Dale	South African	
I Ho-Yee	South African	
G Elliot	South African	
G Fisher	South African	12 November 2013
A Varachhia	South African	

Business address:

10th Floor
The Terraces
Cnr Bree & Riebeek Streets
Cape Town
8001

Postal address:

PO Box 1997
Cape Town
South Africa
8000

Auditors

KPMG Inc. will continue in office in accordance with section 90 of the Companies Act of South Africa.

INDEPENDENT AUDITOR'S REPORT

TO THE MEMBERS OF CAPE TOWN CENTRAL CITY IMPROVEMENT DISTRICT NPC

We have audited the financial statements of Cape Town Central City Improvement District NPC, which comprise the statement of financial position at 30 June 2014, and the statements of comprehensive income, changes in reserves and 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, as set out on pages 24 to 37.

Directors' responsibility for the financial statements

The Company's directors are responsible for the preparation and fair presentation of these financial in accordance with International Financial Reporting Standards and the requirements of the Companies Act of South Africa, and for such internal control as the directors determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

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 NPC, at 30 June 2014 and its financial performance and cash flows for the year then ended in accordance with International Financial Reporting Standards and the requirements of the Companies Act of South Africa.

Other matters

Without qualifying our opinion, we draw attention to the fact that supplementary information set out on pages 38 to 39 does not form part of the financial statements and is presented as additional information. We have not audited these schedules and accordingly we do not express an opinion thereon.

Other Reports Required by the Companies Act

As part of our audit of the financial statements for the year ended 30 June 2014 we have read the Directors' report for the purpose of identifying whether there are material inconsistencies between this report and the audited financial statements. This report is the responsibility of the directors. Based on reading this report we have not identified material inconsistencies between this report and the audited financial statements. However, we have not audited this report and accordingly do not express an opinion thereon.

KPMG Inc.



15 September 2014

Per: BR Heuvel
Chartered Accountant (SA)
Registered Auditor
Director

Date

STATEMENT OF COMPREHENSIVE INCOME

FOR THE YEAR ENDED 30 JUNE 2014

	Note	2014	2013
		R	R
Revenue		43 152 466	37 710 208
Other income	2	-	70 452
Expenditure		(40 288 243)	(37 273 830)
Surplus from operations	3	2 864 223	506 830
Finance income	4	276 456	177 937
Net surplus for the year		3 140 679	684 767
Other comprehensive income for the year	-	-	
Total comprehensive income for the year		3 140 679	684 767

STATEMENT OF FINANCIAL POSITION

FOR THE YEAR ENDED 30 JUNE 2014

	Note	2014 R	2013 R
Assets			
Non-current assets			
Plant and equipment	6	683 225	696 510
Current assets			
		8 634 470	5 234 795
Trade and other receivables	7	35 835	1 832 655
Cash and cash equivalents	8	8 598 635	3 402 140
Total assets		9 317 695	5 931 305

Reserves and liabilities

Reserves			
Accumulated surplus		8 712 261	5 571 582
Current liabilities			
Trade and other payables	9	605 434	359 723
Total reserves and liabilities		9 317 695	5 931 305

STATEMENT OF CHANGES IN RESERVES

FOR THE YEAR ENDED 30 JUNE 2014

Accumulated surplus

R

Balance at 1 July 2012	4 886 815
Total comprehensive income for the year	684 767
Balance at 30 June 2013	5 571 582
Balance at 1 July 2013	5 571 582
Total comprehensive income for the year	3 140 679
Balance at 30 June 2014	8 712 261

STATEMENT OF CASH FLOWS

FOR THE YEAR ENDED 30 JUNE 2014

	Note	2014 R	2013 R
Cash flows from operating activities			
Cash generated/(utilised) by operations	10	5 126 455	(560 602)
Finance income	4	276 456	177 937
Net cash inflow/(outflow) from operating activities		5 402 911	(382 665)
Cash flows from investing activities			
Additions to plant and equipment	6	(206 416)	(382 456)
Disposals of plant and equipment	6	-	116 999
Net cash outflow from investing activities		(206 416)	(265 457)
Net increase/(decrease) in cash and cash equivalents		5 196 495	(648 122)
Cash and cash equivalents at beginning of year	8	3 402 140	4 050 262
Cash and cash equivalents at end of year		8 598 635	3 402 140

NOTES TO THE FINANCIAL STATEMENTS

FOR THE YEAR ENDED 30 JUNE 2014

1. Reporting entity

Cape Town Central City Improvement District NPC (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 have been prepared in accordance with International Financial Reporting Standards (IFRS) and the interpretations adopted by the International Accounting Standards Board (IASB) and the requirements of the Companies Act of South Africa.

1.1.2 Basis of measurement

The financial statements are prepared on the historical cost basis, except for financial instruments that are carried at fair value. These financial statements are prepared on the going concern basis. The accounting policies set out below have been applied consistently to all periods presented in these financial statements.

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 Significant accounting policies

1.2.1 PLANT AND EQUIPMENT

(i) Owned assets

Plant and equipment are stated historical cost less accumulated depreciation and accumulated impairment losses.

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

(ii) 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 profit or loss as an expense when incurred.

NOTES TO THE FINANCIAL STATEMENTS [CONT]

FOR THE YEAR ENDED 30 JUNE 2014

1.2 Significant accounting policies (continued)

1.2.1 PLANT AND EQUIPMENT (CONTINUED)

(iii) Depreciation

Depreciation is charged to profit or loss on a straight line basis over the estimated useful lives of each part of an item of plant and equipment.

The estimated useful lives for the current and comparative periods are as follows:

Motor vehicle	5 years
Furniture	6 years
Fittings	3 years
Office equipment	6 years
Computer hardware	3 years
Computer software	2 years
Residual values, if significant, are reassessed annually.	

1.2.2 IMPAIRMENT

The carrying amounts of the Company's assets are reviewed at each reporting date to determine whether there is any indication of impairment. If any such indication exists, the asset's recoverable amount is estimated.

An impairment loss is recognised whenever the carrying amount of an asset or its cash-generating unit exceeds its recoverable amount. Impairment losses are recognised in the statement of comprehensive income.

(i) Calculation of recoverable amount

The recoverable amount of other assets is the greater of their net selling price and value in use. In assessing value in use, the estimated future cash flows are discounted to their present value using a pre-tax discount rate that reflects current market assessments of the time value of money and the risks specific to the asset. For an asset that does not generate largely independent cash inflows, the recoverable amount is determined for the cash-generating unit to which the asset belongs.

(ii) Reversals of impairments

An impairment loss is reversed if there has been a change in the estimates used to determine the recoverable amount.

An impairment loss is reversed only to the extent that the asset's carrying amount does not exceed the carrying amount that would have been determined, net of depreciation or amortisation, if no impairment loss had been recognised.

NOTES TO THE FINANCIAL STATEMENTS [CONT]

FOR THE YEAR ENDED 30 JUNE 2014

1.2 Significant accounting policies (continued)

1.2.3 FINANCIAL INSTRUMENTS

Measurement

Non-derivative financial instruments

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

Non-derivative financial instruments are recognised initially at fair value plus any directly attributable transaction costs. 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. Financial liabilities are derecognised if the Company's obligations specified in the contract expire or are discharged or cancelled.

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

Trade and other receivables

Receivables originated by the Company are stated at cost less allowance for doubtful debts.

Cash and cash equivalents

Cash and cash equivalents are measured at fair value.

Trade and other payables

Payables are recognised at amortised cost.

1.2.4 REVENUE

Revenue comprises levy income from ratepayers which is collected by the City of Cape Town on the entity's behalf, net of retention levy retained.

1.2.5 FINANCE INCOME

Finance income comprises interest income on funds invested. Interest income is recognised as it accrues, using the effective interest method.

1.2.6 OTHER INCOME

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

Project income consists of various dedicated projects funded externally.

Sundry income includes allowances for non-delivery of services.

1.2.7 COMPARATIVE FIGURES

Where material, comparative figures are reclassified to conform with the current year presentation.

NOTES TO THE FINANCIAL STATEMENTS [CONT]

FOR THE YEAR ENDED 30 JUNE 2014

	2014	2013
	R	R
2. Other income		
Profit on sale of fixed assets	-	46 619
Other income	-	23 833
	-	70 452

3. Surplus from operations

is arrived at after taking into account:

Security expense	19 065 211	17 385 400
Salaries	6 876 319	6 049 694
Marketing expense	2 437 302	2 391 826
Management fees	1 295 859	1 199 868

4. Finance income

Interest received on bank balance	276 456	177 937
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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.

NOTES TO THE FINANCIAL STATEMENTS [CONT]

FOR THE YEAR ENDED 30 JUNE 2014

6. Plant and equipment

	Cost R	Accumulated depreciation R	Carrying amount R
2014			
Motor vehicles	759 206	(276 265)	482 941
Furniture	52 392	(49 095)	3 297
Fittings	57 915	(57 915)	-
Office equipment	38 130	(26 661)	11 469
Computer hardware	396 165	(275 172)	120 993
Computer software	115 165	(50 640)	64 525
	1 418 973	(735 748)	683 225

2013

Motor vehicles	1 053 549	(418 783)	634 766
Furniture	149 070	(144 019)	5 051
Fittings	87 213	(71 564)	15 649
Office equipment	39 216	(23 156)	16 060
Computer hardware	513 466	(491 588)	21 878
Computer software	66 357	(63 251)	3 106
	1 908 871	(1 212 361)	696 510

NOTES TO THE FINANCIAL STATEMENTS [CONT]

FOR THE YEAR ENDED 30 JUNE 2014

Plant and equipment

	Carrying amount at beginning of year	Additions	Disposals	Depreciation	Carrying amount at end of year
	R	R	R	R	R
2014					
Motor vehicles	634 766	-	-	(151 825)	482 941
Furniture	5 051	-	-	(1 754)	3 297
Fittings	15 649	-	-	(15 649)	-
Office equipment	16 060	1 127	-	(5 718)	11 469
Computer hardware	21 878	132 305	-	(33 190)	120 993
Computer software	3 106	72 984	-	(11 565)	64 525
	696 510	206 416	-	(219 701)	683 225

2013

Motor vehicles	503 761	346 438	(70 380)	(145 053)	634 766
Furniture	7 304	-	-	(2 253)	5 051
Fittings	38 705	-	-	(23 056)	15 649
Office equipment	11 112	9 492	-	(4 544)	16 060
Computer hardware	24 691	22 141	-	(24 954)	21 878
Computer software	-	4 385	-	(1 279)	3 106
	585 573	382 456	(70 380)	(201 139)	696 510

NOTES TO THE FINANCIAL STATEMENTS [CONT]

FOR THE YEAR ENDED 30 JUNE 2014

7. Trade and other receivables

	2014 R	2013 R
Trade receivables	10 564 719	11 914 949
Other receivables	35 835	1 832 655
	10 600 554	13 747 604
Less: Allowance for doubtful debts	(10 564 719)	(11 914 949)
	35 835	1 832 655

The Company receives levy income from the City of Cape Town ("the City"), which the City 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 short fall which 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.

RECONCILIATION OF ALLOWANCE FOR DOUBTFUL DEBTS

Opening balance	(11 914 949)	(10 748 654)
Movement for the year	(1 404 355)	(1 166 295)
Retention levy refunded	2 754 585	-
Closing balance	(10 564 719)	(11 914 949)

8. Cash and cash equivalents

Bank balances	8 598 635	3 402 140
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9. Trade and other payables

Accruals	61 664	118 629
Other payables	497 804	154 146
VAT payable	45 966	86 948
	605 434	359 723

NOTES TO THE FINANCIAL STATEMENTS [CONT]

FOR THE YEAR ENDED 30 JUNE 2014

10. Cash generated by operations

	2014 R	2013 R
Surplus from operations	2 864 223	506 830
Adjustment for:		
Profit on sale of fixed assets	-	(46 619)
Depreciation	219 701	201 139
Cash generated by operations before working capital changes	3 083 924	661 350
Changes in working capital		
Increase/(decrease) in trade and other receivables	1 796 820	(914 072)
Increase/(decrease) in trade and other payables	245 711	(307 880)
	5 126 455	(560 602)

11. Related parties

11.1 IDENTITY OF RELATED PARTIES

The Company's income is received in the form of levy income paid to the Company by the City of Cape Town on behalf of the rate payers. The Company received a Retention levy refund from the City of Cape Town (refer to Note 7). The Company paid salary and management fees to the Cape Town Partnership.

11.2 MATERIAL RELATED PARTY TRANSACTIONS

Amounts received from the City of Cape Town

Levy Income	40 397 881	37 710 208
Retention levy refunded	2 754 585	-

Amounts paid to the Cape Town Partnership

Salaries	5 733 872	6 013 854
Management fees	1 295 859	1 199 868

NOTES TO THE FINANCIAL STATEMENTS [CONT]

FOR THE YEAR ENDED 30 JUNE 2014

12. Financial risk management

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. 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 counterparty to a financial instrument fails to meet its contractual obligations, and arises principally from the Company's receivables and cash and cash equivalents.

An allowance for impairment is established based on managements' 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, receivables and payables.

The estimated net fair value at which financial instruments are carried on the statement of financial position at 30 June 2014 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.

NOTES TO THE FINANCIAL STATEMENTS [CONT]

FOR THE YEAR ENDED 30 JUNE 2014

12. Financial risk management (continued)

12.1 CREDIT RISK

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:

	Note	2014 R	2013 R
Trade and other receivables	7	30 135	1 800 554
Cash and cash equivalents	8	8 598 635	3 402 140
		8 628 770	5 202 694

12.2 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	Less than 1 year R	1 – 5 years R
30 June 2014				
Non-derivative financial liabilities				
Trade and other payables	(61 664)	(61 664)	(61 664)	-
30 June 2013				
Non-derivative financial liabilities				
Trade and other payables	(272 775)	(272 775)	(272 775)	-

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 Company and therefore expect none to have a significant impact on future financial statements.

14. Subsequent events to the reporting date

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

DETAILED STATEMENT OF INCOME AND EXPENSES

FOR THE YEAR ENDED 30 JUNE 2014

	2014 R	2013 R
REVENUE		
Levy income	40 397 881	37 710 208
Retention levy refunded	2 754 585	-
	43 152 466	37 710 208
OTHER INCOME	276 456	248 389
Finance income	276 456	177 937
Other income	-	70 452
	43 428 922	37 958 597
Expenditure	(40 288 243)	(37 273 830)
Net surplus for the year	3 140 679	684 767

EXPENDITURE	(40 288 243)	(37 273 830)
Auditor's remuneration	86 580	80 180
Bank charges	2 953	1 554
Campaign expenses	4 518	-
Cellphone costs	137 724	213 402
Cleaning	5 233 591	6 530 888
Computer expenses	162 896	32 503
Courier	879	6 770

DETAILED STATEMENT OF INCOME AND EXPENSES [CONT]

FOR THE YEAR ENDED 30 JUNE 2014

	2014 R	2013 R
Depreciation	219 701	201 139
Electricity and water	1 129	3 608
Entertainment	41 111	68 206
General expenses	770 067	3 541
Gifts	4 100	1 648
Insurance	48 768	7 645
Legal fees	33 898	-
Management fees	1 775 186	1 902 932
Marketing	2 437 302	2 391 826
Office expenses	-	50 021
Printing and stationary	138 504	150 101
Rent expense	513 170	471 710
Salaries	6 876 319	6 049 694
Social services	2 335 524	959 326
Staff costs	163 384	168 378
Subscriptions	18 114	18 434
Security expense	19 065 211	17 835 400
Telephone and fax	50 500	50 000
Travel	167 114	74 924

THE CCID IN 2014



Tasso Evangelinos
Chief Operating Officer
(COO)



Bianca Phillips
Personal Assistant
to COO



Muneeb Hendricks
Manager, Safety & Security



Alec van de Rheede
Assistant Manager
Safety & Security



Martinus "TJ" Jenkins
Night Operations Manager
Safety & Security



Paul Lotter
Precinct Manager
Urban Management



Carlisle Marankey
Precinct Manager
Urban Management



Mmiselo Ntisme
Precinct Manager
Urban Management



Lynn Thomas
Assistant Manager
Urban Management



Richard Beesley
Manager
Urban Management



Nazeer Rawoot
Finance & HR Manager



Mark Williams
Field Worker
Social Development



Headman Sirlalarala
Auxiliary Social Worker
Social Development



Dean Ramjoomia
Auxiliary Social Worker
Social Development



Pat Eddy
Manager
Social Development



Carola Koblitz
Manager
Communications &
Marketing



Aziza Patandin
Project Coordinator
Communications &
Marketing



Scott Arendse
Online Coordinator
Communications &
Marketing



Brent Smith
Staff Writer
Communications &
Marketing



Andrew Fleming
Senior Researcher,
Communications
CCID & Cape Town
Partnership

THE CCID BOARD DURING THE FINANCIAL YEAR UNDER REVIEW



Rob Kane (Chair)



Abu Varacchia



Charles Keefer



David Stoll



Faieda Jacobs



Gary Fisher



Grant Elliot



Henry Truter



Imraan Ho-Yee



Julian Leibman



Martin Rippon



Nawal Ramasar



Riaan van Wyk



Richard Harris



Tamra Capstick-Dale



Theodore Yach

WITH OUR THANKS

The CCID's days are spent working with a number of partners and their teams. As we end our 2014 financial year and move into our next financial period, we'd like to thank the following for their enormous contribution to the work we all do together.

The first goes to my own colleagues at the CCID in Safety & Security, Urban Management, Social Development and Communications & Marketing. Your passion and devotion to the CCID and the Cape Town Central City is incomparable.

There are always a few goodbyes to say each year and this year we bid farewell to Kerry Harwin Nunes, my personal assistant. We wish her well in her new endeavour. However, we also bid a warm welcome to the additions to our team – Martinus "TJ" Jenkins who is our new night operations manager, Bianca Phillips, my new PA, and Scott Arendse and Brent Smith who have both joined our Communications & Marketing department respectively as our new online coordinator and staff writer.

I also wish to extend heartfelt thanks to our CCID board whose guidance means the world to me. This year we said goodbye to Theodore Yach who spent five years as our chairperson and

who has been with us as a board member since inception. You will be greatly missed. We also bid farewell to Gary Fisher, but we are still in the very able hands of our chairperson, Rob Kane, as well as Faieda Jacobs, Richard Harris, Nawal Ramasar, Tamra Velej, Charles Keefer, Julian Liebman, Martin Rippon, David Stoll, Henry Truter, Grant Elliot, Imraan Ho-Yee, Riaan van Wyk and Abu Varacchia. While we also said goodbye this year to the Good Hope Subcouncil Chair, Cllr Taki Amira, who has been redeployed, we welcome the new Subcouncil Chair, Alderman Demetri Qually in his place, who now serves alongside Paul Williamson. A special thanks goes to our ward councillor, Dave Bryant, who has also recently joined the CCID Board.

Our service providers are the daily face of the CCID on the streets and we owe them huge gratitude. These include Louis Rademeyer and his team at Iliso Protection Services who keep our public safe and secure, and Sharon Fortune and her team at J&M Cleaning who keep our CBD clean from "building to pavement". We also acknowledge the monumental work done by Hannes van der Merwe and his team at our NGO partner Straatwerk.

Helping us communicate the work we do, we'd like to thank Irvine Bartlett, Design Infestation and New Media Publishing who help to make us look good from hardcopy to our online presence.

We are aware that current economic times are putting enormous pressure on the world at large, and we believe few feel it as much as our NGO partners. Nevertheless, they continue to be our stalwarts in the CBD – in particular The Homestead, Ons Plek, Salesian Institute, Western Cape Street Children's Forum, Street People's Forum, The Carpenter's Shop, the Scalabrini Centre, Haven Night Shelters, Cape Town Drug Counselling Centre, St Anne's, ACVV, Booth Memorial Hospital, The Ark, UTum, and both the Robbie Nurock and Chapel Street community day hospitals.

A partner with whom we spend a huge portion of our day is the City of Cape Town, and if we were to list each person by name we would need a publication twice the size of this one. We would, however, like to thank each of the following departments in the hope that they in turn extend our thanks to their colleagues and teams: Johan de Beer of Roads & Stormwater; Richard Bosman of Law Enforcement; Bettie Leedo of Health & Environmental

Affairs; Pauline McConney of City Parks; Claire McKinnon of Solid Waste; Paul Williamson and Janice Adams of Business Area Management; Fred Williams of Water & Sanitation; Pat Abrahams of Electricity Services; Sydney Scheepers of Public Lighting; and finally Eddie Scott, Joepie Joubert and Runan Rossouw of the Inter Service Liaison Department, under which all SRAs fall.

We would also like to thank our other partners in safety and security in the CBD, namely the officers and staff of the South African Police Service.

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However, as always, the final thanks go to the people who make a conscious choice to spend their time with us here in the CBD — the stakeholders and, in particular, the ratepayers. Each and every one of you makes the 24 hours in our day worthwhile.

TASSO EVANGELINOS

CREDITS

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