



CAPE TOWN CENTRAL CITY IMPROVEMENT DISTRICT

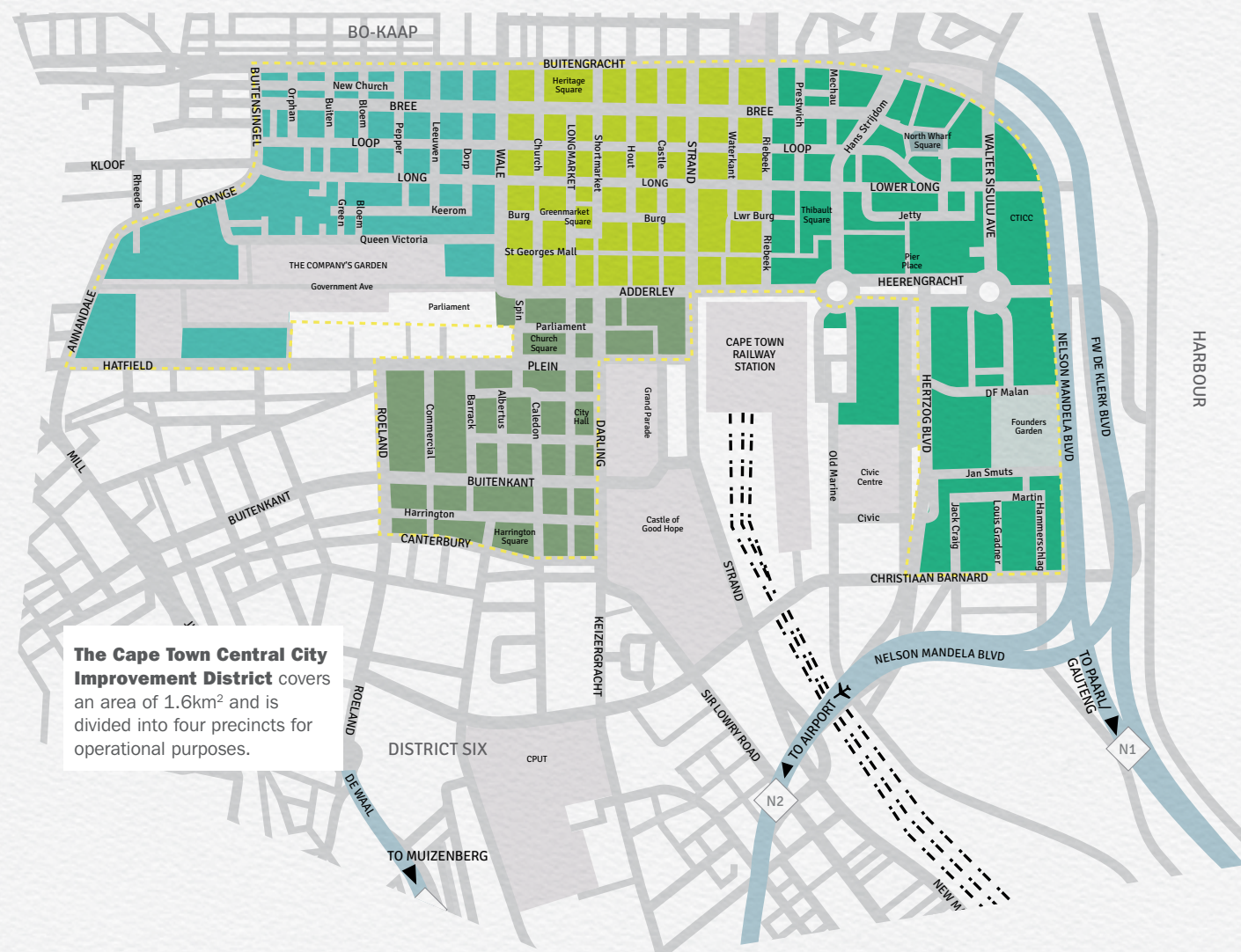
ANNUAL REPORT

2015

CELEBRATING
15 YEARS IN THE
CAPE TOWN CBD



SAFE | CLEAN | CARING | OPEN FOR BUSINESS



The Cape Town Central City Improvement District covers an area of 1.6km² and is divided into four precincts for operational purposes.

MISSION

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

VISION

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. 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.



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**THE CAPE TOWN
CENTRAL CITY
IMPROVEMENT
DISTRICT (CCID)
TURNS 15 IN
NOVEMBER 2015.**

Striving for a world-class Central City, the CCID has facilitated an environment conducive to investment that has, in turn, steadily grown into a hub for people from all walks of life. In the upcoming pages of this special 15th birthday annual report, the CCID will paint you a picture of how the organisation has connected the dots over the past financial year, its brightest milestones over the past decade and a half, and the palette it will use to develop the CBD portrait over the next five years.



CLOCKWISE ABOVE:
A supporter of all forms
of art, the CCID's
chairperson, Rob Kane,
stands next to the
Faith47 mural
he commissioned in
the entranceway
of 33 Church Street;
high-rise living in the
CBD; coffee culture is
thriving with residents.

A SPECTRUM OF CHOICE

In 2002, the newspapers declared the Cape Town CBD “boom town”. This a mere two years after the formation of the Central City Improvement District (CCID), the Mother City's first special rates area. In the organisation's 15th year of operation, the Central City is still booming. Established buildings and businesses are shining, and new developments continue to bring with them a diverse range of retailers and residential options. What a way to celebrate!

HOMECOMING

Few would disagree that the CCID played a pivotal role in turning the Cape Town Central City around from the urban decay that had begun to take hold in the late 1990s. The organisation achieved success with the basics quickly and has spent the subsequent years streamlining its services and ensuring the CBD remains safe, clean, caring and open for business.

I liken the CBD's resurgence to a collaborative watercolour taking shape over time. The initial brushstrokes were made by the CCID and its partners, catalysing investment and inspiring others to add their own colours.

And if you create a masterpiece, people will come from far and wide to see it.

A PROPERTY INVESTOR'S PARADISE

In 2005, the City of Cape Town's property valuations report showed the overall value of all property in the CBD to be at R6.127bn. By early 2014, it stood at R23.724bn. During 2014 alone, an additional R2bn in both private office space and public works was brought online.

“AND IF YOU CREATE A MASTERPIECE, PEOPLE WILL COME FROM FAR AND WIDE TO SEE IT.”

When the CCID released the 2014 edition of its annual investment guide, *The State of Cape Town Central City Report*, in February this year, it was already out of date. In the month since it had gone to print, new developments had commenced – over and above all other figures reported in the guide – that added an additional R630 million to the



CBD's coffers across three projects, including two new hotels for Tsogo Sun. Since then, four more projects have been announced, including the two new residential developments (mentioned above), adding at least another R1.2bn to the mix.

By the end of 2017, when all currently planned developments should be completed, we will see the value of CBD property standing at well over R26bn – across a healthy mix of private and public investment, as well as across commercial, retail and residential properties. By the time this annual report goes out, I'm sure something new and exciting will have come to light.

In short, the CBD is thriving – it's a living work of art. And its vibrant offerings are attracting people from near and far.

MOVING TOWARDS A 24/7 DOWNTOWN

Our streets are also becoming more and more active after hours, both day and night. A wonderful recent example that has happened over the past two years is the revitalisation of the entire length of Bree Street, which now incorporates everything from hip early-morning coffee shops, popular even over the weekend, to family-friendly restaurants and late-night venues.

NEVER TOO COOL FOR SCHOOL

The CBD has become an established education hub. Research done for a *City Views* special supplement last year revealed that there are close to 50 educational institutions – from pre-school to postgrad, fashion to finance – in and around its borders.



THE LATEST STATISTICS SHOW THE EVOLVING NATURE OF THE CBD RESIDENTIAL COMMUNITY.

According to the 2011 census conducted by the South African government, the residential population of the Cape Town CBD is made up of 49.5% Black African, 28% White, 12.6% Coloured, 4% Indian/Asian and 5.9% other.

And according to an online residential survey conducted by the CCID last year:

- The largest residential age group (40%) is between 25 and 34. The second largest (22%) is aged between 35 and 44.
- 27% of residents have children and 27% have pets.
- 30% of all residents are Cape Town locals, 12% come from elsewhere in the Western Cape, 44% are from elsewhere in South Africa, 14% come from abroad.

Not only do students come from across the metropole to be educated here, but this has also made the CBD a more attractive place to settle down and raise a family.

A TRUE LIVE-WORK-PLAY-STAY DESTINATION

A home is about more than proximity to work and school, and nice places to eat and drink. Culture, too, is an important contributor to an urban environment and the Cape Town CBD has this in abundance. Just look to the cluster of renowned museums in and around The Company's Garden, which is a green lung akin to Manhattan's Central Park, the public statues on display throughout the Central City that acknowledge our collective past, and the numerous private art galleries around Bree and Church streets.

You also want convenient places to shop. Our area has an array of options – from big-name retailers such as Game and Woolworths (which has its headquarters in the East City district) to manufacturers of bespoke goods and informal traders.

ADDING TO THE PALETTE

The CBD's spectrum of retailers and service providers is represented on the new-look CCID website (which you can read more about on page 18).

Of course, there is still plenty of room to fill on this canvas: while Central City businesses attentive to the needs of their markets are doing really well, there are numerous gaps into which savvy entrepreneurs could manoeuvre. According to those surveyed in the CCID's 2014 Residential Survey – a treasure trove of information for potential investors

THE CAPE TOWN CBD HAS THE FOLLOWING NUMBERS OF RETAILERS AND SERVICE PROVIDERS. THE COLOUR CODING IS IN ACCORDANCE WITH THE NEW “EXPLORE OUR CBD” BROWSER THAT FORMS THE BASIS OF THE REDESIGNED CCID WEBSITE.



“I opened my business because it was a good spot, and have stayed because Bree Street has become better and better over the past four years. The presence of the CCID is something I really appreciate. It has, I believe, contributed to making previously neglected streets (as Bree Street was when I moved in) become more viable as retail business streets. I live in the City Bowl and like to walk to work, so it adds to my quality of life. The explosion of food and retail premises along Bree Street over the past two years means that this is the best place I could possibly be doing business. And the numbers certainly show it!”

Heather Moore,
owner of Skinny laMinx

“When we started our business in Loop Street 15 years ago, it was at the same time that the CCID began their arduous task of improving the Central City of Cape Town. We have watched and experienced the growth of the CCID and the incredible achievement of creating a safe working and living space for the people of Cape Town. We feel an immense sense of pride to be able to say that a bustling inner city is a safe place to be, unlike many other big cities in this country. Cape Town is our heart. It lives and breathes everything we as a company stand for. We are an eclectic mix of creative crazy people whose intention is to welcome all walks of life into our various establishments within the city. Cape Town has soul; it has a pulse that is unique and we feel at home here.”

Richard Griffin,
founder of Madame Zingara

– among those are the need for more delicatessen-type eateries, child-friendly facilities and retail in general that stays open beyond traditional office hours.

There's never been a better time to develop, set up shop or live in the Cape Town CBD: the CCID and its partners continue to do incredible work and the investors continue to respond. On that note, I would like to thank COO Tasso Evangelinos and his hardworking CCID team, who again achieved an unqualified audit this year – the 15th in a row.

My thanks also go to our primary partners at the City of Cape Town and the South African Police Service, and to the CCID board for its guidance throughout the past year.

In conclusion, I pose an exciting challenge to the business community: what can be brought to add even more colour to our CBD?

Rob Kane
Chairperson



ABOVE: Educational institutions are a major draw to the CBD; in January, Open Streets transformed Bree Street into a pedestrian mecca. OPPOSITE: The new Radisson Blu development; CBD residents.



The Central City was a dreary place to be 15 years ago. An area steeped in history and colourful tradition had begun to succumb to capital flight, leaving it lawless, dirty and a catalyst for social decay. Today, it's safe, clean, caring, open for business and, as a result, vibrant again. The 2015 annual report tells the story of how the Central City Improvement District (CCID) brought colour back to the Cape Town CBD and how the organisation has evolved to meet new challenges.

In the late 1990s, images relating to the Cape Town Central City that appeared in the press were frequently filtered through a black and white lens. These dramatic photos of litter, graffiti and antisocial behaviour were a sign of those times, and an alliance of CBD stakeholders at the time used similar imagery in presenting its case for a city improvement district to be established in town. In looking through our archives in preparation for this report, it was amazing to me just how badly immersed in crime and grime the area had become – how grey it all seemed.

Fast forward 15 years and it's a very different picture. The interventions the CCID put in place in its early days – a Safety & Security presence on the streets and an Urban Management team to keep those streets clean and maintained – have paid tremendous dividends, both literally to Central City property owners and in terms of

placemaking for the general public. The subsequent additions of a Social Development department to assist the CBD's street population and a fulltime Communications team to promote the CCID and its stakeholders have added to the appeal of the CCID as a trusted organisation that delivers services to each and every person who spends any part of their day in the Cape Town CBD.

A vote of confidence from the City, our fifth business plan was signed off in April 2015. But apart from that, the CCID's 15th birthday year was largely business as usual, with some important additions to our offerings and a major change in the way we operate. But more on that in a bit.

A PICTURE OF HEALTH

The Safety & Security department, which receives approximately 50% of the CCID's total budget, continues its run of excellent

"A VOTE OF CONFIDENCE FROM THE CITY, OUR FIFTH BUSINESS PLAN WAS SIGNED OFF IN APRIL 2015."

service delivery. As the department's manager, Mo Hendricks, says, improving the basics is not sufficient; services also need to be expanded and innovative ideas introduced to prepare for new challenges and address new demands. In 2015, some were more successful than others, but all were worthwhile learning experiences.

The social ambassador programme, for example, was a social upliftment project championed by the Safety & Security department that presented interesting challenges. The team will take its findings back to the drawing board with the intent of relaunching the programme, together with the CCID's Social Development department, during the new financial year. On the other

hand, the new Crime Prevention Unit has proved hugely successful in dealing with conflict situations, and will evolve into an elite CCTV camera-equipped team in the very near future.

Of all the departments, Urban Management adds the most literal colour to the Central City. In 2015, its focus was very much on beautification, as well as the complete revamp of its Clean Campaign in conjunction with the Communications team. The new campaign sought to introduce members of the J&M Cleaning and Straatwerk teams to the public – to add the personal touch and introduce the people behind the uniforms – and also saw the organisation's first foray into producing online video content for awareness and information.

The Social Development department has been very busy this year, consolidating its relationships with provincial and local government, as well as its various NGO and corporate partnerships. It also partnered with Youth Solutions Africa to provide bed space specifically for use by CCID clients and has embarked on a project to raise funds for the facility. Other highlights were the launch of a long-planned Chronic Medicines Dispensing Unit as well as a successful work and skills development project in collaboration with Khulisa, U-turn, and the City.

Communications completed its first financial year as a full-complement, full-spectrum media department. It has done an outstanding job of managing the CCID's image as well as promoting its stakeholders. It seems as if, on top of producing quality content in a range of print publications, the CCID's online and social media presence has come of age very quickly in the past year, and I know the team have a variety of new ideas in the pipeline to help take the organisation into a new era.

The CCID is proud to call 1 Thibault Square home after months of preparation for its move.

DIFFERENT BRUSHSTROKES AND DIFFERENT FOLKS

As always, the numbers speak for themselves, and in the following chapters, we unpack the work of these departments, which together make up the four pillars of the CCID. As in our regular annual reports, we shine a light on the previous financial year, but this time we're also looking back to our roots. You will see how the picture becomes brighter and more colourful over time. We also introduce to you the passionate staff who make it all happen and who all bring a unique perspective to the job of urban regeneration.

CALLING IN THE DECORATORS

The CCID moved in to the 13th floor of the iconic **1 Thibault Square** on 25 March, a day on which we also hosted another successful Greenmarket Square jazz function for our stakeholders. Busy times indeed! It was the culmination of months of hard work and a process that was undoubtedly my single biggest project of the year.

We have now settled in, and the office has been structured so that it is functional, practical and equipped for the next five years. One of the most important aspects of its layout was the incorporation of a bespoke operations room, which was designed as a space for making collaborative, informed decisions. Enter and you are confronted with wall-to-wall maps and other boards displaying information relating to programmes, schedules and issues facing each department. Both static information and specific operations and deployments are represented. This knowledge sharing allows us to visualise and plot strategies together, eliminating any silos we may find ourselves in as we grow and our work intensifies.

A hard drive with access to our vast databases and research will soon be installed in the room, and we're busy researching the best



way forward for digital mapping. We've certainly come a long from the days I carried a clipboard with a pen and pad on my rounds in the precincts, and queued to send a fax! The CCID is all about finding innovative ways of adding colour to the CBD and making efficient use of its services.

Much like our initial move into the CBD, moving into a new home started with a lick of paint, some plants, a lot of enthusiasm, and a growing sense that we were about to embark on a wonderful new journey. For a glimpse at my future projects as COO, turn to page 22.

Tasso Evangelinos
COO

"The influence of the CCID has a major impact on business confidence in the CBD. The high volume of people visiting the CBD means that there is increased pressure on City services and the CCID helps to ensure that the CBD is kept in tip-top shape, over and above the high level of services already provided by the municipality. The CCID has proven how effective public-private partnerships can be when there are efficient systems in place and willing participants on both sides. It is this effective working relationship which has managed to 'save' the Cape Town CBD and our joint objective is to now continue to work and build on what has been achieved thus far."

Dave Bryant,
ward 77 councillor



BIANCA PHILLIPS, personal assistant to the COO:
Bianca joined the CCID as Tasso's PA towards the end of last year. She says: "Every day has a moment when you feel awesome about your job. It's in the appreciation you get from your colleagues, and in hearing all the good things that our guys and girls are doing on the streets."

"My favourite spot in the CBD is the Earth Fair Food Market."

NAZEER RAWOOT, business manager:
Nazeer has been at the helm of the CCID's finance and admin for eight years. When he started, the organisation's operational budget was one 10th of what it is now. He has seen the staff complement grow as well, in terms of numbers and efficiency, and regards job creation as one of the most important roles of the CCID.

"My favourite spot in the CBD is my office for its view. It always remains magical."

SHANDRE MALL, finance & HR assistant:
The newest addition to the CCID team, Nazeer's assistant recently moved from George to Cape Town and has already fallen in love with the CBD. "Sometimes I read the comments people have made on our website, and I am always amazed at the excellent service our guys in the field provide and how they go beyond the call of duty."

"My favourite spots in the CBD are Greenmarket Square and The Company's Garden, but I'm still exploring!"



THE OFFICE OF THE COO



Through hard work, strategic visible deployment, crime prevention operations and strong partnerships, the Safety & Security department has helped improve how people experience the Central City. The last User Perception Survey conducted by the CCID, in 2014, showed that 82% of those surveyed felt safe in the CBD during the day, while 85% also felt safe at night.

SPOTLIGHT ON 2015 PROJECTS

NIGHTTIME SECURITY

In 2015, the CCID increased the number of nighttime operations managers from one to two, mainly to meet the operational demands of an ever-growing nighttime economy. With the four precincts now split between the two managers, efforts to effectively identify and implement strategies for safety and security, urban management and social development, across the entire CCID footprint as challenges arise at night, are far more efficient.

CRIME PREVENTION UNIT

A team of eight has been introduced and trained specifically to go into conflict situations. It augments the work of the regular "Bobby on the beat" by dealing with, for example, prostitution, drug dealing, and assault and battery. Already kitted out with protective wear, this team will have mobile CCTV cameras added to their vests over the next few months. This is a revolutionary move on the part of the CCID, as currently only provincial traffic patrol officers use this technology in South Africa.



The Safety & Security department has nine vehicles patrolling the streets of the CBD.

CITY TOURISM AMBASSADOR PROGRAMME

The Safety & Security department supported the City's Expanded Public Works Programme (EPWP) project by posting the individuals involved near its trailers. It has suggested the City of Cape Town continue with the project during the upcoming festive season.

THE SOCIAL AMBASSADOR PROGRAMME

This job creation programme sought to upskill individuals who

were in need of social support. The candidates were hired primarily to distribute information on the CCID from Safety & Security trailers, which in turn freed up PSOs to do rounds in the vicinity of the trailer.

The department is currently accessing the lessons learnt from the initiative in terms of the project moving forward.

"There is a sense of security in the streets because of the CCID, from local customers we talk to. This brings them out to the CBD and businesses are popping up all the time in our area because of the foot traffic."

Anthony Gird,
co-founder of Honest Chocolate



2015 HIGHLIGHTS DURING THE PAST 12 MONTHS, THE SAFETY & SECURITY DEPARTMENT:



Conducted **118 714** crime prevention initiatives.



Issued **38 979** warnings.



Assisted with medical and rescue callouts **1 146 times**.



Made **1 798** arrests together with the CCID's law enforcement partners.



Rendered public assistance **1 257** times.



Dealt with **378** illegal trading offences.



Issued **16 066** fines amounting to a total value of **R6 212 250**.



Assisted at the scene of **754** motor-vehicle accidents.



CLOCKWISE FROM LEFT: The CCID has established a strong presence on the streets at night, with two nighttime managers, Gary Dyssel (LEFT) and TJ Jenkins (TOP RIGHT), coordinating all the organisation's operations; the eight-member Crime Prevention Unit is trained to deal with conflict situations.

ADDING COLOUR OVER TIME

2000

The CCID begins with 100 community police officers (CPOs) deployed on the streets.

2002

The CCID deploys 160 public safety officers (PSOs); its response vehicles are complemented by 10 horses.

2004

The Safety & Security department begins to provide supplementary security services for events such as the Community Chest Twilight Run and Mother City Queer Project.

2005

The department assists SAPS in establishing the pioneering sector policing project.

2005

The Cyclops CCTV camera surveillance unit is established by the City, with the CCID acting as a response team.

2006

Specialised units to deal with incidents of robbery, ATM fraud, drugs and land invasions are formed.

2008

The CCID launches its bicycle squad. Iliso Protection Services, a fully black female-owned firm, is appointed on the CCID security contract.

2008

The team establishes a security forum, bringing together all law enforcement agencies and security companies operating in the CBD.

2009

The City introduces its "Rent a Cop" programme, and the CCID and Cape Town Partnership act as the pilot for the project by hiring eight dedicated law enforcement officers to work in the area and address bylaw contraventions.



SAFETY & SECURITY THE THIN GREEN LINE



MEET THE TEAM

Muneeb Hendricks, Safety & Security manager

Safety & Security manager Muneeb “Mo” Hendricks has been with the CCID for 13 years. He has had many proud moments over the years, from being elected as chairperson of the Cape Town Community Police Forum six years in a row and to the very personal experience of delivering a baby on the streets of the CBD in 2009. Mo is the leader of a team he describes as “a dedicated group of people from all walks of life who come together towards a common goal”, and the safety model he has created has been used by community organisations in CIDs far and wide.

“MY FAVOURITE SPOT IN THE CBD IS ANYWHERE I CAN PEOPLE WATCH. I ENJOY SITTING AT TABLES OUTSIDE ESTABLISHMENTS AND AT THE COMPANY’S GARDEN’S FANTASTIC NEW RESTAURANT.”

Alec van de Rheede, Safety & Security assistant manager

Assistant manager Alec van de Rheede started working with the



FROM LEFT: Martinus Jenkins, Gary Dyszel, Alec van de Rheede and Mo Hendricks.

CCID in 2001 as a security officer. He took on his current position in 2004 when the organisation had only eight full-time staff. Alec says the link between the Safety & Security department’s work and the vibrancy of the CBD is undeniable: “In 2000, the CBD was a no-go area that had ‘for sale’ signs placed in almost every shop window. Now, with PSOs in green bibs placed all around the area, it is considered the best place to party at night.

“MY FAVOURITE SPOT IN THE CBD IS THE COMPANY’S GARDEN, AND I LIKE TO VISIT COFFEE SHOPS AND RESTAURANTS WITH MY WIFE.”

Martinus Jenkins, night operations manager

Night operations manager Martinus “TJ” Jenkins joined the CCID a little over a year ago, and until recently has coordinated all the nighttime operations on his own. He says he is proud to put on his CCID-branded clothing and come into the CBD

“The security presence has made a huge impact on feeling safer in the Central City for both our donors and our staff.”

Alanna Kondo, promotions officer of the WP Blood Transfusion Service



ADDING COLOUR OVER TIME

2010

Four branded mobile security kiosks are placed on the streets; the following year this increases to five.

2011

The team shifts its focus from dealing with incidents of crime to crime prevention.

2011

SAPS, Metro Police and City Law Enforcement train the CCID’s security staff in the correct completion of arrest forms, resulting in more successful prosecutions.

2011

The Safety & Security department assists the City and SAPS to clean up Senator Park, evicting drug dealers and other criminal elements from the building.

2012

A high-tech incident mapping system is installed at the CCID control centre.

2012

Safety & Security rebrands its vehicles and distributes new uniforms and gear to its staff – the payoff line “Crime prevention” changes to “Public safety”.

2013

Seven kiosks are now deployed across the CBD.

The “Stash it, don’t flash it” poster campaign is launched.

2013

A wellness programme and internal education campaign commences for PSOs.

An undercover unit is established to undertake covert ops.

2013

The CCID becomes Cyclops’s number one respondent in the CBD, with an average response time of five minutes.

2014

The Crime Prevention Unit is launched.



The Safety & Security department deploys 230 public safety officers on the streets of the Cape Town CBD. They are clearly visible in their green-vested uniforms.

for work, as he can see nightly the positive impact the organisation has on the running of the Central City.

“MY FAVOURITE SPOT IN THE CBD IS EVERY STREET AND CORNER OF OUR PRECINCTS. ALL THE DIFFERENT FACETS OF THE CBD MAKE IT AN INTERESTING PLACE TO SPEND QUALITY TIME.”

Gary Dyszel, night operations manager

Night operations manager Gary Dyszel joined the team in June,

and works alongside TJ on the night shift. One of the CCID’s newest recruits, he is excited about maintaining a safe, clean and friendly environment for each and every person who wants to enjoy the CBD’s nighttime economy.

“MY FAVOURITE SPOTS IN THE CBD ARE THE RETAILERS. I JUST LOVE THE SPECIALS!”



PARTNERS AND SERVICE PROVIDERS

The Safety & Security department’s primary partners are the South African Police Service and the City of Cape Town’s Law Enforcement department. Pictured top: Brigadier Mabusha (SAPS), Brandon Golding (CPF), Colonel Mbata and Captain October (both SAPS).

Via Iliso Protection Services, the CCID deploys 230 public safety officers (PSOs) on the streets of the Central City. Of these, at least 70 are on duty at all times. Three PSOs manage the control room and 24 work on the mobile (vehicular) response team. Thuli Sangela (pictured above) is the owner of Iliso Protection Services.



URBAN MANAGEMENT CLEANING AND GREENING



Through flexible deployment and regular liaison with the City of Cape Town and Central City stakeholders, the Urban Management department maintains a clean and pleasant Central City for all to enjoy. The last User Perception Survey conducted by the CCID, in 2014, revealed that 92.5% of those surveyed regarded Cape Town as cleaner than other South African CBDs.

SPOTLIGHT ON 2015 PROJECTS

CLEAN CAMPAIGN

During May, the Urban Management department ran its annual Clean Campaign to promote the cleanliness of the Central City, as well as highlight the cleaning services it provides on a daily basis. “Keep it clean” ambassadors – the street-sweeping team, graffiti squad, drain-cleaning team, hotspot-cleaning crew, rodent squad and gardening team – were given exposure in this year’s campaign, which was rolled out for the first time via the CCID’s social media platforms on Facebook and Twitter. In conjunction with the CCID Communications team, video interviews and on-the-job photoshoots were conducted to capture both personal stories and opinions on the vital roles these teams fulfil in the city. The campaign received an overwhelmingly positive response, with more views, “likes” and shares than was anticipated.

BEAUTIFICATION

The Urban Management team undertook several beautification projects in the year under review.



Examples of the work Urban Management undertakes each year – LEFT: Straatwerk supervisor, James Mandeau, with one month’s worth of ciggie butts collected from CCID bins; RIGHT: beautification projects such as the repurposed Waterkant Street planters.



They include:

1. Greening the SAPS Cape Town Central Police Station by planting trees in the gully along its facade.
2. Repurposing six planters, donated by Tsogo Sun and painted in the colours of the 2014 World Design Capital by the CCID, for use along the Waterkant Street Fan Walk. These serve the additional purpose of preventing vehicles from accessing pavements demarcated for pedestrians and bicycles.
3. Revitalising pots and plants outside Permanent Trust’s building at 49 St George’s Mall. Permanent Trust supplied lollipop trees, which Urban Management’s gardening team planted.
4. Brightening up the entrances to Koopmans-De Wet House and the Permanent Trust building in Strand Street by planting trees in the empty pots already present.
5. Repainting heritage bollards near the Planetarium in Queen Victoria Street and

“As a leading youth brand, FEDISA sought a central Cape Town location that would offer international levels of inner-city safety and security in clean and pleasant surroundings. Our premises, just off the tree-lined Buitengracht, affords our students and staff ease of movement around the city with a prevailing sense of safety.”

Allen Leroux, chief executive officer and academic director of FEDISA



2015 HIGHLIGHTS DURING THE PAST 12 MONTHS, THE URBAN MANAGEMENT DEPARTMENT:



Cleaned **19 792** municipal drains. Replaced **270** drain covers.



Cleaned **9 012** storm water drains and channels.



Identified **3 331** illegal posters.



Removed **22 974kg** of waste to landfill.



Removed **3 911** incidents of graffiti.



Removed **29 920** strings and stickers.



Painted **1 077** markings.



Undertook **1 236** road maintenance repairs.



Emptied the CCID’s 279 cigarette bins of **1 538kg** of butts.



Trimmed **24** trees and maintained **2 457** tree wells.



The CCID deploys upskilled maintenance workers (LEFT) and cleaners (RIGHT) on the streets of the Cape Town CBD. They work in shifts around the clock to ensure a clean and well-maintained environment. The 2015 Clean Campaign sought to personalise Straatwerk and J&M Cleaning staff by introducing various members to the public via a social media campaign.



at the entrance to Government Avenue.

6. Trimming hazardous branches off trees and planting new flowering shrubs in the hanging baskets in St George’s Mall in time for the festive season. The shrubs were provided by City Parks.

RODENT BAITING PROJECT

The rodent baiting project is in full swing. Urban Management’s rodent squad deploys in the third week of each month to check all the boxes and record all rodent activity. The findings are submitted to City Environmental Health for evaluation, which then dispatches health

officials to re-bait the boxes the following week.

URBAN MANAGEMENT TOOLKIT

The Urban Management department continues to use the pocket-sized pamphlet that outlines the CCID’s precincts as well as information on Urban Management’s partners, the

services each provides and the bylaws that govern unlawful activities affecting CCID services. Due to its success, this toolkit is to be revised in the new year and a generic version rolled out for use across all departments.

ADDING COLOUR OVER TIME

2001

The Central City is divided into four CCID precincts.

2001

Volunteers assist the CCID and Cape Town Partnership launch Project Company’s Garden Clean-up.

2004

The CCID begins to provide supplementary cleaning to important events such as the Community Chest Twilight Team Run and the Mother City Queer Project.

2004

The organisation begins working with Straatwerk, employing six members on a R5 000 per month budget.

2006

The revamp of Church Square begins.

2007

J&M Cleaning, a fully black female-owned firm, is appointed by the CCID.

2008

The CCID rolls out its first phase of cigarette bins across the CBD.

2008

Hanging baskets for flowers are placed in St George’s Mall.



URBAN MANAGEMENT CLEANING AND GREENING



MEET THE TEAM

Richard Beesley, Urban Management manager

The numbers have aligned for Urban Management manager Richard Beesley, who is celebrating a milestone 10 years at the CCID in its 15th birthday year. During his time at the organisation, he has seen an enormous change in the way City officials and stakeholders interact with the CCID. Richard regards the most important innovation introduced by his department as the design and supply of cigarette bins throughout the Central City.

"MY FAVOURITE SPOT IN THE CBD IS GREENMARKET SQUARE."

Lynn Oliver, Urban Management assistant manager

In her two years at the CCID, Lynn has already seen a total of four new positions being created as the organisation has grown in terms of its customer service offering. She is active behind the scenes in coordinating the various maintenance and beautification projects that have brightened up the Central City area and is a passionate advocate of teamwork. Her efforts have resulted in strong



CLOCKWISE FROM TOP LEFT TO BOTTOM LEFT: Richard Beesley, Lynn Oliver, Carlisle Marankey, Paul Lotter and Mmiselo Ntsime

partnerships with, and "friendly greetings" from, the stakeholders the Urban Management team has assisted.

"MY FAVOURITE CBD SPOT IS ST GEORGES MALL. I LOVE VISITING THE RETAIL AND RESTAURANTS IT HAS TO OFFER; AND I ENJOY THE SCENERY AND OBSERVING THE DIFFERENT CULTURES OF PEOPLE USING THE SPACE."

Mmiselo Ntsime, precinct 1 & 4 manager

Since 2007, Mmiselo has prided himself on coming up with new projects that appeal to CBD stakeholders, including citizens and tourists. He is the manager for precincts 1 (the Foreshore) and 4 (the East City), two vastly different areas that are both enjoying a huge

"LIFE Residential has been able to operate its business over the last 10 years because of a safe, functioning, vibrant CBD, the success of which can be largely attributed to the work of the CCID."

Richard Boxford,
managing director of
LIFE Residential



TOP: Richard Beesley with J&M Cleaning owner Sharon Fortune, Chris Wickham and Jody Jantjies (both J&M Cleaning); BOTTOM: Lynn Oliver meets with Gameeda Begg, a J&M Cleaning supervisor.

revival, largely as a result of the work of the CCID and its partners.

"MY FAVOURITE CBD SPOT IS THE CENTRAL LIBRARY AT THE OLD DRILL HALL IN DARLING STREET. IT'S A PLACE TO EMPOWER YOURSELF."

Paul Lotter, precinct 2 manager

Paul considers the Waterkant Street beautification he undertook last year (see page 10) his most rewarding project in his two years as precinct 2 manager. He says the

great improvement in the condition of the CBD's roads and sidewalks is a direct result of the hard work and partnerships that Urban Management has developed over the years.

"MY FAVOURITE CBD SPOT IS THE BEERHOUSE ON LONG."

Carlisle Marankey, precinct 3 manager

Precinct 3 manager Carlisle Marankey is also celebrating two

years at the CCID. He has a zero-tolerance approach to graffiti, and is committed to creating safe walkways for pedestrians. He says he values that the CCID always finds innovative ways to assist stakeholders and facilitate opportunities for public space improvement.

"MY FAVOURITE CBD SPOT IS THE COMPANY'S GARDEN."



PARTNERS AND SERVICE PROVIDERS

Sixty professionally skilled cleaners are deployed on the streets of the Cape Town CBD via J&M Cleaning. A 300-strong semi-skilled cleaning and maintenance team is given daily work opportunities via Straatwerk (managed by Hannes van der Merwe, pictured centre above). This includes a six-person Road Maintenance Team who are employed on contract.



ADDING COLOUR OVER TIME

2009

Straatwerk provides 200 workers to the CCID.

2011

The Straatwerk Dawn Patrol is introduced to clean the streets from night-time debris between 04h00 and 07h00.

2013

The Clean campaign is launched.

2014

J&M Cleaning are provided with 20 new waste collection trolleys.

2014

The Sweeper of the Month programme is launched.

2014

The CCID purchases and installs 900 rodent boxes throughout the CBD.



SOCIAL DEVELOPMENT GREENLIGHTING OPPORTUNITY



With its intimate knowledge of the dynamics of street people, and by strengthening relationships with the local and provincial departments of social development as well as NGOs rendering services to adults and children, the Social Development department annually facilitates assistance to many of the CBD's homeless and destitute.

SPOTLIGHT ON 2015 PROJECTS

PARTNERSHIP WITH YOUTH SOLUTIONS AFRICA

In November 2014, the Social Development team arranged for 12 bed spaces for referral of clients from its fieldworkers. The team has since increased that amount to 18 beds. The CCID also purchased four additional double bunks for the facility. Since the beginning of the partnership, a total of 55 clients have been placed at the facility by the CCID fieldworkers. Out of these clients, two were successfully assisted and are now receiving a grant. Five clients were assisted to find employment and have subsequently moved back home or are living independently.

THE KHULISA STREET PEOPLE PILOT PROJECT

The aim of the Khulisa street people pilot project was to assess the effectiveness of a work-based approach in reintegrating Community Court reoffender clients living on the streets. The project was implemented in partnership with the City of Cape Town, the CCID, and NGOs U-turn and Service Dining Rooms. Forty beneficiaries participated in a full-time work programme consisting



LEFT: The CCID Social Development team has partnered with Youth Solutions Africa and its founder, John Philmon, to provide bed space for its clients; RIGHT: CCID fieldworkers Headman Sirlarala and Mark Williams meet with Jesse Laitinen of Khulisa Social Solutions.



of street sweeping and personal development courses, and were paid with EPWP stipends. The results have been encouraging, with 77% of participants moving from the streets.

CHRONIC MEDICINES DISPENSING UNIT

After discussion with the Provincial Department of Health, a pilot street people's health clinic, run by the St John's Society, was initiated at The Carpenter's Shop during April 2015. This is a monthly Chronic Dispensing Unit that has eliminated the long wait for street people at

the Robbie Nurock Day Hospital to collect their monthly medication.

AN INTEGRATED STRATEGY ENSURING CARE AND PROTECTION OF STREET CHILDREN

The Social Development team has developed an effective partnership with the provincial and local departments of social development and other stakeholders in ensuring that street children are afforded the necessary care and protection. Through this process, 26 children have been assessed and referred to child and youth care facilities.

"It's difficult to measure the effects of the CCID because most of what is done is easily taken for granted. The Cape Town CBD is the most inclusive, mixed, diverse and cosmopolitan area. It was our only choice. Everywhere else seems filtered or selective."

Edward van Kuik, co-owner of Alexander Bar, Café & Theatre



ADDING COLOUR OVER TIME

2004

A social development coordinator and two fieldworkers are employed.

2005

The CCID assists in establishing community courts to deal with minor offences such as antisocial behaviour.

2006

The fourth annual Homeless World Cup for street soccer takes place on the Grand Parade.

2007

An annual winter campaign is launched to provide blankets to various organisations.

2008

The CCID receives a special achievement award from the IDA in recognition of the Social Development department's innovative work with street people.

2008

The CCID distributes 2.5 tons of donations from Capetonians to victims of xenophobia.

2015 HIGHLIGHTS DURING THE PAST 12 MONTHS, THE SOCIAL DEVELOPMENT DEPARTMENT:



Assisted **155 adults** to shelters.

Transported **41 people** home for potential family reunification.

Referred **27 adults** to Straatwerk for a work opportunity.

Assisted **18 people** to healthcare facilities.



Donated **400 pairs** of shoes.



Assisted **67 youth** and children.

Assisted **four mothers** with children.



Organised the donation and distribution of **2 200 care bags**.



Donated **300 Christmas** gifts.



LEFT: The formation of a Chronic Medicines Dispensing Unit was an important project for COO Tasso Evangelinos and Social Development manager Pat Eddy. Here, street people are having their blood pressure checked. RIGHT: the CCID partners with various retailers and corporates, such as Wimpy, during the annual GIVE RESPONSIBLY Winter Drive campaign.



COLLABORATION WITH ORGANISATIONS RENDERING SERVICES TO ADULTS AND CHILDREN ON THE STREET

While the team distributes all donations collected to its NGO partners, its fieldworkers are, in turn, also able to approach these partners for assistance with specific clients. This has included obtaining supplies from The Haven for clients to take back home to their families, and baby food and nappies from ACVV for mothers with infants.

GIVE RESPONSIBLY WINTER DRIVE

During this year's Winter Drive, 53

black bags of men's and women's clothing, 21 bags of boys' and girls' clothing, six bags of babies' clothing, three bales of blankets, 224 pillows and scatter cushions, 63 toilet seat covers, an overhead projector and several bags of food were collected.

We would like to thank our corporate and retail partners:

5 St George's Mall, Bengel, Boston City Campus, Infestation, J&M Cleaning, LIFE Residential, Mandela Rhodes Place Hotel & Spa, New Media Publishing, Old Mutual Property Cavendish Square and Pinelands, Pam Golding Properties City Bowl,

Claremont and Mandela Rhodes Place, Protea Hotel North Wharf, The Rainbow Academy, Taj Cape Town, The Terraces, Woodheads.

Many of the CCID's corporate partners continued to donate items throughout the year. The Social Development department thanks these contributors, as well as Inn on the Square, Holiday Inn St George's Mall, the Cape Town Partnership and Rondebosch Boys High School for donations received.

The CCID's NGO partners include:

The Carpenter's Shop, The Haven HQ (Green Point) and District Six,

The Homestead, Ons Plek, Salesian Institute Youth Projects and Straatwerk.

Donations were also distributed to ACVV, The Ark City of Refuge, Booth Memorial Hospital, CAREHAVEN, Happy Valley Shelter, The Haven Retreat and Kalk Bay, Heaven Shelter House, the Saartjie Baartman Centre for Women and Children, St Anne's Home and elderly facilities across the peninsula.



SOCIAL DEVELOPMENT GREENLIGHTING OPPORTUNITY



MEET THE TEAM

Pat Eddy,
Social Development manager
Social Development manager Pat Eddy has been with the CCID for seven years and cites the organisation's move into its own space in 1 Thibault Square as a highlight. "We are now functioning as a 'grown-up' independent organisation that has moved from its infancy and adolescence towards adulthood." Pat was the first social worker employed by the CCID and has a clear understanding of the Children's Act, rendering her highly qualified to ensure that street children are cared for and protected.

"MY FAVOURITE SPOT IN THE CBD IS BREE STREET. I ENJOY WALKING THE STREETS AND MY LUNCH MEETING PLACE OF CHOICE IS BEAUTIFUL FOOD AT YOUNGBLOOD."

Dean Ramjoomia,
auxiliary social worker

A former anti-apartheid activist, Dean has been able to express his passion for social development during his nine years at the CCID. He is grateful that the organisation has become more



CLOCKWISE FROM TOP LEFT: Pat Eddy, Dean Ramjoomia, Headman Siralarala and Mark Williams

accommodating to alternative views and says his growing relationship of trust with his clients and stakeholders has been highly rewarding.

"MY FAVOURITE SPOT IN THE CBD IS THE CENTRAL LIBRARY."

Headman Siralarala,
auxiliary social worker

Headman has been a field worker for the CCID's Social Development team for six years. He describes his primary role as empowering those who live on the street to understand their potential and the help available to them. He observes that during his time at the CCID, the number of street children on Long Street has decreased significantly.

"MY FAVOURITE SPOT IN THE CBD IS THE FORESHORE AND ITS BEAUTIFUL TALL BUILDINGS."

Mark Williams, field worker
Mark started at the CCID during the 2010 FIFA World Cup year when the CCID



On Mandela Day in 2014, CCID staff and student interns sorted through the GIVE RESPONSIBLY Winter Drive donations, which were stored at The Carpenter's Shop. Seen to the LEFT are Karen Cain and Dee Wills of The Carpenter's Shop.

organised a viewing lounge for homeless at the Scalabrini Centre in Commercial Street. He says he is proud of the difference he has been able to make in the lives of street people, especially in terms of the amount of adults and children he has been able to place in a shelter or send back home.

"MY FAVOURITE SPOTS IN THE CBD ARE THE PUBLIC SPACES: ST GEORGE'S MALL, GREENMARKET SQUARE, THE GRAND PARADE, THE COMPANY'S GARDEN – I CAN'T CHOOSE JUST ONE."



PARTNERS AND SERVICE PROVIDERS

The Social Development department participates in the Western Cape Street Children's Forum (WCSCF) and the Street People's Forum (SPF).

It works with both the local and provincial departments of social development as well as NGOs rendering services to adults and street children. Its six primary NGO partners are The Carpenter's Shop, The Haven (pictured above receiving GIVE RESPONSIBLY donations from the Rainbow Academy), The Homestead, Ons Plek, Salesian Institute Youth Projects and Straatwerk.

ADDING COLOUR OVER TIME

2010

The CCID and a number of its civic society partners establish a 2010 FIFA World Cup viewing area for 2 000 homeless people at the Scalabrini Centre.

2011

Straatwerk managers are trained by the CCID.

2011

A Social Development street survey of the homeless population is conducted in and around the CBD.

2012

A SMS donation line is added to the GIVE RESPONSIBLY campaign.

2013

The Street People's Forum is re-established and the CCID actively participates in subcommittee meetings.

2014

The Social Development team establishes Siyakha Coaching, a programme concentrating on equipping Straatwerk Dignity participants with soft skills and hard skills.



COMMUNICATIONS GREEN FINGERS



Through the CCID's employment of a four-person fulltime dedicated team for the first time, the Communications department has grown the organisation's total media exposure value by more than 300% in two years. With a manager (for strategic planning and day-to-day management of the media), a project coordinator, a staff writer and an online coordinator, it offers a full bouquet of media services to the CCID, which in turn benefits its CBD stakeholders.

SPOTLIGHT ON 2015 PROJECTS

CCID WEBSITE REDESIGN

The need for a new website was identified in 2014. The Communications team then initiated a long research process that analysed the CCID's needs as well as those of its stakeholders. Along the way, it was decided that Cape Town CBD should be the hero of the website, while the CCID's work would be highlighted as motivation for visiting and investing in the CBD. The site went live in time to celebrate the organisation's 15th birthday and sports a colourful new design that represents an innovative way of promoting the CBD's various living, working, playing and investing options. Each "Explore our CBD" category has been assigned a colour, and these colours will be used in relation to the categories in all future publications and collateral.

THE STATE OF CAPE TOWN CENTRAL CITY REPORT

The CCID's flagship publication, the investment guide *The State of Cape Town Central City Report: 2014 – A year in review*, has become "the gift that keeps on giving" and continues to stimulate excellent media coverage, with the publication



The CCID Communications team began redeveloping the CCID website during 2015 with a mandate to promote the Central City's diverse offerings.

these days being widely quoted by other companies and entities such as the media locally and nationally as an authoritative reference document.

EVENTS

The 2014 AGM was held at the Artscape Theatre Centre last November to highlight developments happening in the Foreshore area.

The annual **business breakfast** was held in June 2015 on the 27th floor of the CCID's new home, 1 Thibault Square. The keynote speaker was Professor Francois Viruly, a property

economist and UCT professor in property economics, property investment and property finance. Our thanks go to Redefine Properties for sponsoring the venue.

DEDICATED DEPARTMENTAL CAMPAIGNS

The redesign and rollout of the GIVE RESPONSIBLY campaign and Winter Drive programme for Social Development: The Communications team kicked off the Winter Drive in June with a *City Views* special supplement titled the *Tough Times*, which outlined the individual needs

"We wanted a central base with easy access from all corners of Cape Town and the surrounding areas. The CBD was just that. We love that there is a rejuvenation of the area and a lifestyle development that is conducive to our brand. A return to street shopping is a trend internationally; consumers are tired of homogeneous malls that look the same in every city."

Malcolm KLÜK, KLÜK CGDT



2015 HIGHLIGHTS DURING THE PAST 12 MONTHS, THE COMMUNICATIONS DEPARTMENT:



Generated a total of **666 clips** across broadcast (120), print (280) and online (246) – a significant increase over the 312 clips generated in the previous year. This amounted conservatively for the year under review to a circulation of over **47 million**, and media exposure to the value of over **R21m**.



Distributed **300 000 copies** of its bi-monthly newspaper, **City Views**.



Distributed **63 300** copies of its other **publications**.



Distributed **87 050** items of **collateral** associated with CCID's numerous campaigns.



Distributed **35 000 Smart Smoker** pouches during the Urban Management Clean campaign.

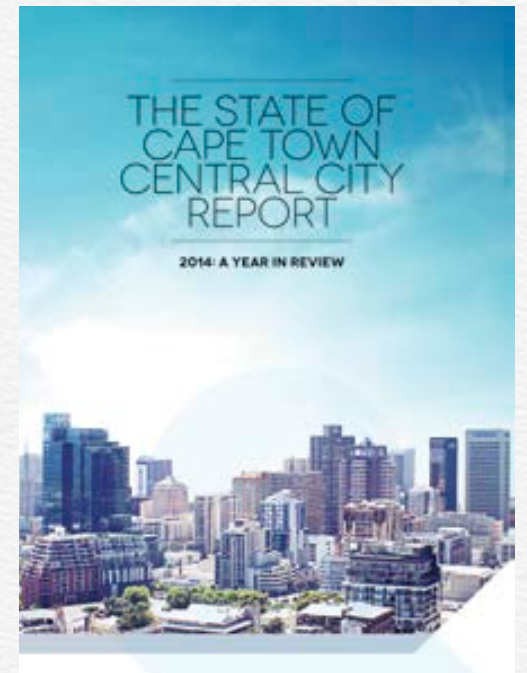
of each of the CCID's primary NGO partners. Twenty donation bins were then rolled out to the organisation's corporate and retail partners (see page 14 for details), and 12 000 GIVE RESPONSIBLY brochures were distributed at public spaces and traffic intersections in the Central City. To breathe new life into the campaign, the Communications team introduced a SnapScan monetary



donation mechanism to supplement the existing SMS number. The CCID's social media platforms, primarily the GIVE RESPONSIBLY Facebook page, were used extensively to engage with Winter Drive stakeholders throughout the campaign.



LEFT: It was a privilege to host Professor Francois Viruly as the guest speaker at the 2015 business breakfast; RIGHT: *The State of Cape Town Central City Report: 2014 – A year in review*.



The conceptualisation and rollout of the Clean campaign for Urban Management:

The Communications department collaborated with Urban Management to completely revamp the latter's Clean campaign. This year's rollout strategy focussed on social media, where the team published video interviews with J&M Cleaning and Straatwerk workers.

The rollout of "Stash it, don't flash it" for Safety & Security: The messaging of this year's

campaign was altered to be simpler and to target two areas of concern identified by the Safety & Security department: pickpocketing and theft out of motor vehicles.

Other campaigns

- **The rollout of the "You can say no to begging" campaign**, jointly run with the assistance of Social Development and Safety & Security.
- **The conceptualisation and distribution of the CCID's new "Welcome to the Cape**

Town Central City" brochure, a general CCID educational initiative that highlights safety tools for locals and visitors in the CBD.

- **The ongoing management and redesign as required of the "Useful Numbers" fridge magnet**, distributed particularly by the Urban Management and Safety & Security teams.

ADDING COLOUR OVER TIME

2001

City Views launches as a brochure. Six years later it assumes its current form as a newspaper.

2002

An extensive user survey shows a remarkable turnaround has been achieved in the CBD in two years.

2005

Walking tours are introduced.

2007

The CCID rebrands, launching a new logo.

2007

The organisation formalises its research and surveys, which it had begun to undertake informally from day one.

2008

The first edition of the *Best of the Central City* guide is published.



COMMUNICATIONS GREEN FINGERS



MEET THE TEAM

Carola Koblitz, Communications manager

As the City's project manager for the Fan Walk, Carola Koblitz worked side-by-side with the CCID in the lead-up to the 2010 World Cup, and it was her dream to join the organisation. She got the chance to do so, as Communications manager, fulltime in 2013. She says: "I sincerely believe that the information we put out there into the media about the CBD and the role of the CCID has strengthened investor confidence, particularly in the residential market, in the Central City."

"MY FAVOURITE SPOT IN THE CBD IS NORTH WHARF. WITH ITS WONDERFUL FOUNTAIN AND SQUARE, SURROUNDED BY THE TYPE OF CONTEMPORARY STRUCTURES YOU'D FIND IN A BIG CITY, IT REALLY MAKES ME FEEL LIKE I'M IN A VIBRANT DOWNTOWN."

Aziza Patandin, project coordinator

Aziza has been with the CCID since 2008. A project coordinator, her proudest moment at the organisation to date was when she pulled off her first Grandparents' Day that same year. She organised catering for 500 people with a budget of R50 000 within one month, and managed to include a venue, entertainment, a three-course meal and a gift bag



FROM LEFT: Brent Smith, Carola Koblitz, Aziza Patandin and Scott Arendse

for each of them. "It really showed me the great relationships that have been formed with the stakeholders in the CBD and how willing they are to assist us," she says.

"MY FAVOURITE SPOTS IN THE CBD ARE ST GEORGE'S MALL AND GREENMARKET SQUARE, WHERE I LOVE TO WALK."

Scott Arendse, online coordinator

Scott consulted for the CCID in matters of online content and social media for six months before joining the Communications team fulltime a

year ago. He has been in charge of the CCID's website redesign, which, he says, "shows that we grow with and in our environment".

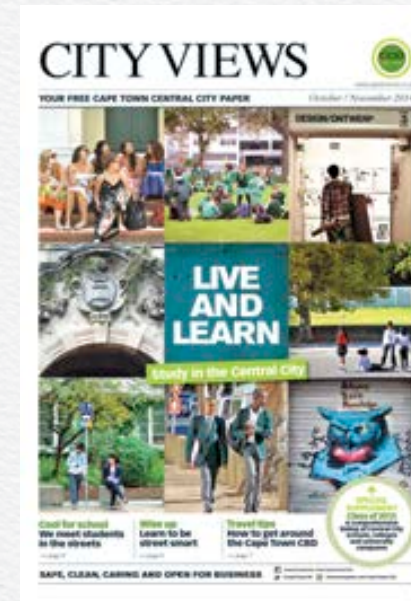
"MY FAVOURITE SPOT IN THE CBD IS CLARKE'S IN BREE STREET. I LOVE THE FOOD, VIBE AND EASY-GOING ATMOSPHERE."

Brent Smith, staff writer

The newest member of the Communications team, Brent joined the CCID as staff writer just prior to last year's AGM. He produces

content for the CCID's various communication channels and is also the editor of its bi-monthly newspaper, *City Views*.

"MY FAVOURITE SPOT IN THE CBD IS BREE STREET. ON ONE END YOU HAVE CULINARY HEAVEN, AND ON THE OTHER SOME OF THE MOST EXCITING PROPERTY DEVELOPMENTS IN THE CBD."



LEFT: *City Views* is synonymous with the CCID, having been published since the organisation's inception; RIGHT: the Communications team regularly strategises with its media consultant, Sam Bartlett.



The CCID in print

The Comms team publishes several print publications:

- The *State of Cape Town Central City Report*, annually.
- CCID Annual Report, annually.
- *City Views*, bi-monthly.
- The *Best of the Central City* guide, annually in conjunction with **New Media Publishing**.

The CCID online

The CCID's online presence has been firmly established and is growing through these channels:

• CCID Facebook page:

www.facebook.com/CapeTownCCID

• City Views Facebook page:

www.facebook.com/CityViewsCapeTown

• GIVE RESPONSIBLY Facebook page:

www.facebook.com/GiveResponsibly

• CCID Twitter account:

@CapeTownCCID

• CCID Instagram account:

@CapeTownCCID

• CCID YouTube channel:

Cape Town CCID

• CCID LinkedIn company page:

www.linkedin.com/company/cape-town-central-city-improvement-district

CCID research

The CCID researches and documents information for the compilation of databases via:

- **Retail Opinion Survey**, conducted twice a year.
- **Online Residential Survey**, conducted annually.
- **Online Business Survey**, conducted annually.
- **First Thursdays Survey**, conducted annually.
- **CBD User Perception Survey**, conducted in the field once every three years.



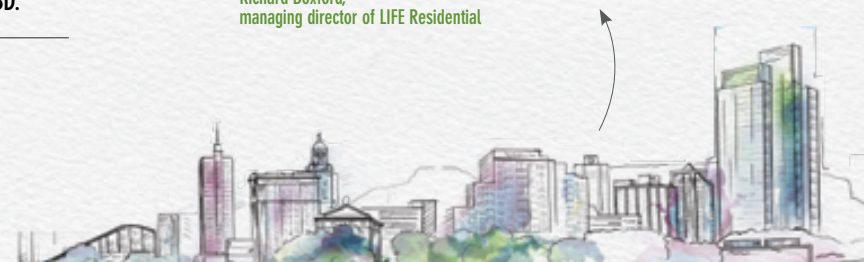
PARTNERS AND SERVICE PROVIDERS

With the assistance of its media consultant, Sam Bartlett of Bartlett Communications, the Communications department generates media coverage of an average of 64 clips per month, with an average AVE during the same period of R2 216 231. Prior to the formation of the dedicated communications department, the CCID averaged a monthly clip count of three, with an average AVE of R110 320.

Andrew Fleming, pictured above, was a researcher for the CCID.

"We have always keenly distributed CCID publications, including *City Views*, as we believe them to be very informative media for all those living and working in the Central City. We ensure that our clients receive the various CCID publications as we believe they add value to their understanding and enjoyment of the CBD."

Richard Boxford,
managing director of LIFE Residential



ADDING COLOUR OVER TIME

2011

In its efforts to improve wayfinding in the CBD, the CCID integrates its parking database with its web directory of businesses.

2012

The first annual *The State of Cape Town Central City Report* is launched.

2013

City Views wins a Merit Award at the International Downtown Association Achievement Awards, and awards in five categories at the SA Publishing Forum Awards.

2014

The State of Cape Town Central City Report (2013 edition) wins a Merit Award in the category "Economic & Business Development" at the International Downtown Association Achievement Awards.

COLOURING OUTSIDE THE LINES

Every year, the Central City Improvement District (CCID) undertakes to introduce value-add projects that go beyond its core services. Branded mobile security kiosks, cigarette bins, waste collection trolleys and the street numbering scheme are just some of the innovations the CCID has introduced to the Cape Town CBD over the past 15 years. Along with these value-add projects that have already been realised, chief operating officer Tasso Evangelinos is also tasked to research “blue sky” thinking to take the Cape Town CBD to the next level for all its stakeholders. The following outlines 10 ideas that could change the face of the Central City across the next five years.

BELOW LEFT:
Opportunities exist to maximise the value of public spaces for all who have a stake in it, from the public to informal and formal retailers.



Public space management

Together with the City of Cape Town, the CCID has begun to research the most viable models and best practice international examples that would optimise public spaces in the CBD in terms of infrastructure and beautification, as well as to maximise economic opportunities for the formal and informal retailers that derive a living within and alongside these spaces.

Public/private lighting strategy

This project has two components. The first, being investigated with the assistance of the City, would see better illumination at night of the areas surrounding the CCID's seven public safety kiosks to enable them to be more easily spotted and to create light in what could otherwise be dimly lit parts of the CBD. The second and bigger project is to continue encouraging and assisting our stakeholders to light up their buildings, preferably through the use of LED lighting. Where this has already been achieved in pilot projects, it has made a huge difference to the perception of safety around these buildings.

Enhancing pedestrian flow

A CBD that prioritises pedestrians and enables universal access brings the public to retailers and invigorates the streets and sidewalks. Currently, for example, step downs from pavements along St George's Mall at Longmarket, Church and Hout streets interrupt the flow of pedestrian traffic on the CBD's most famous walkway. In line with the City's dedicated pedestrian-priority programme that is currently seeing the installation of bump-outs in roads around the CBD, a levelling out at these intersections will enable both easier pedestrian flow as well as a slowing down of traffic as cars approach.

BELOW RIGHT:
A number of thoroughfares in the CBD leave very little room for pedestrians on the pavement, minimising both formal and informal opportunities.



Innovation and improvements to informal and formal trading

Spatial challenges along certain routes in the CBD have seen informal trading and formal retailing, together with the pedestrian thoroughfare that tries to make its way in between the two, being increasingly compromised. The solutions may lie in the widening of certain pavements in the CBD to the benefit of all concerned and to maximise the promotion of both formal and informal trade merchandise. The provision of adequate storage space for informal traders with security of tenure as well as attractive structures that enhance display are also being researched.

Increasing research and surveys around economic development

We will continue to explore new avenues of research and data collection to enhance our growing base of knowledge and information, vital not only to our day-to-day management of the Central City area, but to promoting investment into the area.

Wayfinding and maps

The CCID is continually investigating the most innovative ways in which to deliver effective signage and wayfinding devices that not only assist the public, but that can promote and brand the Central City as a unique destination.

Directory of conferencing and eventing venues

The CCID's Communications department is looking to create a directory of conferencing and venues for hire in the CBD.

Signage such as this – in Calgary (BELOW), Milwaukee (LEFT) and London – would improve wayfinding in the Cape Town CBD.



“We continuously invest and have huge confidence in the Central City of Cape Town. This is largely because of the CCID's influence on the area. They are reinventing themselves on a regular basis and doing new things that not many other cities in SA are doing. If you go overseas you want to stay in areas that are close to everything. Cape Town CBD is developing into such an area. We are currently filling the two- and three-star gap in Bree Street, a node with good quality restaurants and services nearby.”

John van Rooyen, director of operations – Western Cape, Eastern Cape for Tsogo Sun



Unused public spaces on the periphery of the CBD could be utilised for community vegetable gardens.

Community vegetable garden

The CCID is engaging with the City and various stakeholders around the possibilities of a social development project that could see the creation of community vegetable gardens in currently unused areas on the periphery of the CBD.

CBD broadband

This project is currently investigating the “last mile” concept of connecting City-owned fibre optic cables from the street to private buildings. The CCID sees its role as one that will offer to facilitate and coordinate a pilot project in the CBD between the City and the private sector, that will see the installation of further infrastructure and the realisation of the City's vision for Cape Town to become the most digital city in Africa.

RIGHT:
Deployment of graduates from the Chrysalis Academy could enhance public safety in the CBD.



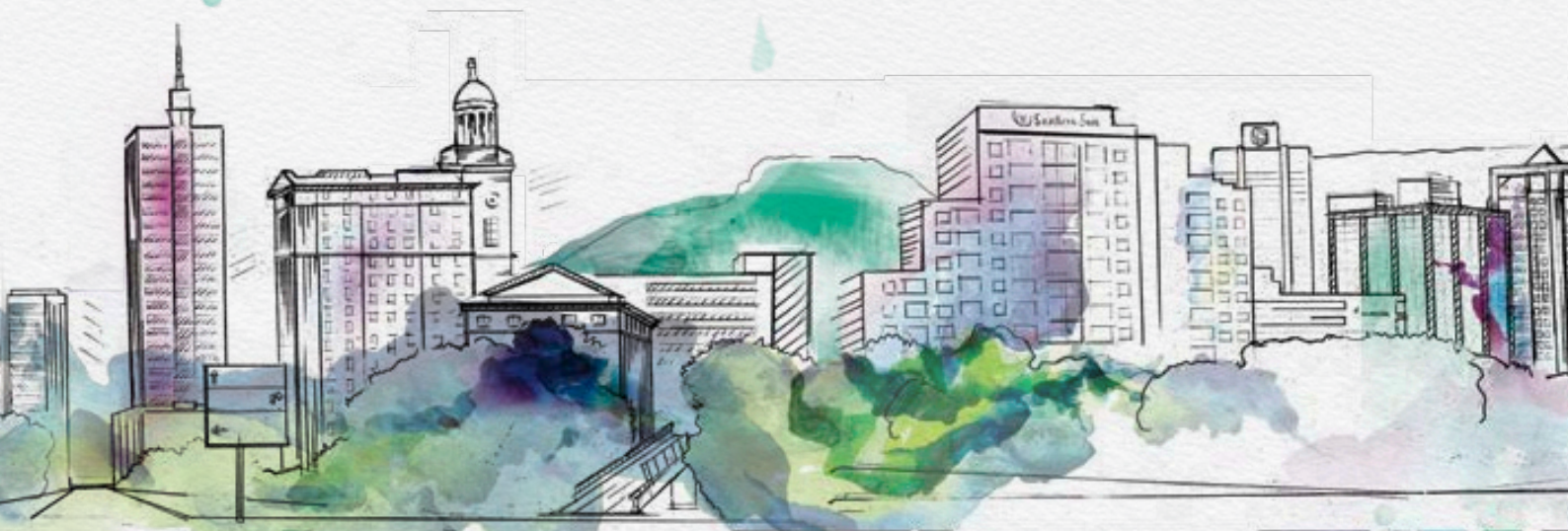
Initiatives to enhance security

The CCID is currently in discussions with the Western Cape Government (WGC) Department of Community Safety to research options that may enable the deployment of WGD-funded Chrysalis Academy graduates to improve public safety in public spaces such as The Company's Gardens and other government-managed spaces.

CAPE TOWN CENTRAL CITY IMPROVEMENT DISTRICT

ANNUAL FINANCIAL STATEMENTS

FOR THE YEAR ENDED
30 JUNE 2015 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 2015, and the statements of comprehensive income, changes in equity 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 on 7 September 2015 and signed by:

T Capstick-Dale

Authorised Director

7 September 2015

Date

JM Rippon

Authorised Director

7 September 2015

Date

DIRECTORS' REPORT

FOR THE YEAR ENDED 30 JUNE 2015

The directors have pleasure in presenting their report for the year ended 30 June 2015.

Business activities

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

General review of operations

During the year under review the company separated from Cape Town Partnership NPC. All shared services including shared office space, management services, payroll services and some operational services ended as at 30 June 2015. However, the main business and operations of the company during the year under review has continued as in the past year and we have nothing further to report thereon. The financial statements adequately reflect the results of the operations of the company for the year under review and no further explanations are considered necessary.

Directors

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

Name	Date Appointed	Date Resigned
R Kane (Chairperson)		
J van Rooyen	27 July 2015	
D Stoll		
L Robinson	27 July 2015	
F Jacobs		
A Varachhia		
CEP Keefer		
G Elliot		
RN Harris		
JD Leibman		
R van Wyk		
JM Rippon		
T Capstick-Dale		
HC Truter		
NK Ramasar		
T Yach		10 November 2014
G Fisher		10 November 2014
I Ho-Yee		23 February 2015

Business address:	Postal address:
1 Thibault Square	PO Box 7517
13 th Floor	Roggebaai
Cnr Long St & Hans Strijdom Ave	South Africa
Cape Town	8012
8001	

Subsequent events

There have been no facts or circumstances of a material nature that have occurred between the accounting date and the date of this report.

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 2015 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 28 to 41.

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 2015 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

We draw attention to the fact that supplementary information set out on pages 42 and 43 do 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 2015 we have read the Directors' report for the purpose of identifying whether there are material inconsistencies between this report and the audited financial statements. The Directors' report is the responsibility of the directors. Based on reading the Directors' report we have not identified material inconsistencies between this report and the audited financial statements. However, we have not audited the Directors' report and accordingly do not express an opinion thereon.

KPMG Inc.



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

7 September 2015

Date

STATEMENT OF COMPREHENSIVE INCOME

FOR THE YEAR ENDED 30 JUNE 2015

	Note	2015	2014
		R	R
Revenue		45 876 144	43 152 466
Other income	2	421 824	-
Expenditure		(43 345 255)	(40 288 243)
Surplus from operations	3	2 952 713	2 864 223
Finance income	4	691 305	276 456
Net surplus for the year		3 644 018	3 140 679
Other comprehensive income for the year		-	-
Total comprehensive income for the year		3 644 018	3 140 679

STATEMENT OF FINANCIAL POSITION

FOR THE YEAR ENDED 30 JUNE 2015

	Note	2015	2014
		R	R
Assets			
Non-current assets			
Plant and equipment	6	1 932 290	683 225
Current assets		12 331 034	8 634 470
Trade and other receivables	7	56 328	35 835
Cash and cash equivalents	8	12 274 706	8 598 635
Total assets		14 263 324	9 317 695
Reserves and liabilities			
Reserves			
Accumulated surplus		12 356 279	8 712 261
Current liabilities		1 907 045	605 434
Trade and other payables	9	1 831 411	605 434
Operating lease obligation		75 634	-
Total reserves and liabilities		14 263 324	9 317 695

STATEMENT OF CHANGES IN RESERVES

FOR THE YEAR ENDED 30 JUNE 2015

	Accumulated surplus
	R
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
Balance at 1 July 2014	8 712 261
Total comprehensive income for the year	3 644 018
Balance at 30 June 2015	12 356 279

STATEMENT OF CASH FLOWS

FOR THE YEAR ENDED 30 JUNE 2015

	Note	2015 R	2014 R
Cash flows from operating activities			
Cash generated by operations	10	4 563 374	5 126 455
Finance income	4	691 305	276 456
Net cash inflow from operating activities		5 254 679	5 402 911
Cash flows from investing activities			
Acquisition of plant and equipment	6	(1 583 876)	(206 416)
Disposals of plant and equipment	6	5 268	-
Net cash outflow from investing activities		(1 578 608)	(206 416)
Net increase in cash and cash equivalents		3 676 071	5 196 495
Cash and cash equivalents at beginning of year	8	8 598 635	3 402 140
Cash and cash equivalents at end of year		12 274 706	8 598 635

NOTES TO THE FINANCIAL STATEMENTS

FOR THE YEAR ENDED 30 JUNE 2015

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 1 Thibault Square, Cnr Long Street and Hans Strijdom Avenue, 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 requirements of the Companies Act of South Africa.

1.1.2 Basis of measurement

The financial statements are presented in South African rand, which is the company's functional currency. These financial statements have been prepared on the historical cost basis, and on the going concern principle.

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

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.

(i) 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 2015

1.2 Significant accounting policies (continued)

1.2.1 PLANT AND EQUIPMENT (CONTINUED)

(ii) 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
Leasehold improvements	5 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 2015

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

Trade and other 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

Trade and other 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 management fee income and sundry income. Management fee consists of various dedicated projects funded externally. Sundry income includes allowances for non-delivery of services.

1.2.7 LEASE PAYMENTS

Payments made under operating leases are recognised in profit or loss on a straight-line basis over the term of the lease. Lease incentives received are recognised as an integral part of the total lease expense, over the term of the lease.

1.2.8 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 2015

	2015	2014
	R	R
2. Other income		
Law enforcement management fee	388 867	-
Sundry income	32 957	-
	421 824	-

3. Surplus from operations

is arrived at after taking into account:

Operating lease payments	75 634	-
Security expense	20 728 343	19 065 211
Social services	2 721 091	2 335 524
Salaries	8 442 025	6 876 319
Cleaning	6 073 329	5 233 591
Marketing expense	2 580 203	2 437 302
Management fees	900 000	1 295 859

3.1 Operating lease commitments

The company leases premises under operating leases. The lease agreements for the majority of the premises utilised are for the minimum annual payments under non-cancellable operating leases.

Not later than 1 year	263 712	-
Between 1 and 5 years	1 268 030	-
More than 5 years	-	-

The rentals escalation is at 7.5% per annum.

4. Finance income

Interest received on bank balance	691 305	276 456
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NOTES TO THE FINANCIAL STATEMENTS [CONT]

FOR THE YEAR ENDED 30 JUNE 2015

5. Income tax expense

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

6. Plant and equipment

	Cost	Accumulated depreciation	Carrying amount
	R	R	R
2015			
Motor vehicles	962 067	(436 224)	525 843
Furniture	292 949	(12 037)	280 912
Fittings	54 759	(51 609)	3 150
Office equipment	113 038	(23 241)	89 797
Computer hardware	585 736	(287 110)	298 626
Leasehold improvements	751 498	(36 028)	715 470
Computer software	51 374	(33 881)	17 493
	2 811 421	(879 130)	1 932 290

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

NOTES TO THE FINANCIAL STATEMENTS [CONT]

FOR THE YEAR ENDED 30 JUNE 2015

Plant and equipment

	Carrying amount at beginning of year	Additions	Disposals	Depreciation	Carrying amount at end of year
	R	R	R	R	R
2015					
Motor vehicles	482 941	203 860	-	(159 959)	525 843
Furniture	3 297	290 099	(2 386)	(10 098)	280 912
Fittings	-	3 544	-	(394)	3 150
Office equipment	11 469	84 430	-	(6 102)	89 797
Computer hardware	120 993	250 445	(3 686)	(69 126)	298 626
Leasehold improvements	-	751 498	-	(36 028)	715 470
Computer software	64 525	-	(24 068)	(22 964)	17 493
	683 225	1 583 876	(30 140)	(304 671)	1 932 290

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

NOTES TO THE FINANCIAL STATEMENTS [CONT]

FOR THE YEAR ENDED 30 JUNE 2015

7. Trade and other receivables

	2015 R	2014 R
Trade receivables	10 634 730	10 564 719
Other receivables	56 328	35 835
	10 691 058	10 600 554
Less: Allowance for doubtful debts	(10 634 730)	(10 564 719)
	56 328	35 835

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	(10 564 719)	(11 914 949)
Movement for the year	(2 780 991)	(1 404 355)
Retention levy refunded	2 710 980	2 754 585
Closing balance	(10 634 730)	(10 564 719)

8. Cash and cash equivalents

Bank balances	12 274 706	8 598 635
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9. Trade and other payables

Accruals	430 215	61 664
Other payables	928 343	497 804
Tenant inducement allowance	391 566	-
Value Added Tax (VAT) payable	81 287	45 966
	1 831 411	605 434

NOTES TO THE FINANCIAL STATEMENTS [CONT]

FOR THE YEAR ENDED 30 JUNE 2015

10. Cash generated by operations

	2015 R	2014 R
Surplus from operations	2 952 713	2 864 223
Adjustment for:		
Loss on sale of plant and equipment	24 871	-
Depreciation	304 672	219 701
Movement in straight-lining lease obligation	75 634	-
Cash generated by operations before working capital changes	3 357 890	3 083 924
Changes in working capital		
(Decrease)/increase in trade and other receivables	(20 493)	1 796 820
Increase in trade and other payables	1 225 977	245 711
	4 563 374	5 126 455

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).

11.2 MATERIAL RELATED PARTY TRANSACTIONS

Amounts received from the City of Cape Town

Levy Income	43 165 164	40 397 881
Retention levy refunded	2 710 980	2 754 585

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.

NOTES TO THE FINANCIAL STATEMENTS [CONT]

FOR THE YEAR ENDED 30 JUNE 2015

12. Financial risk management (continued)

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, trade and other receivables and trade and other payables.

The estimated net fair value at which financial instruments are carried on the statement of financial position at 30 June 2015 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.

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:
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.

	Note	2015 R	2014 R
Trade and other receivables	7	56 328	30 135
Cash and cash equivalents	8	12 274 706	8 598 635
		12 331 034	8 628 770

NOTES TO THE FINANCIAL STATEMENTS [CONT]

FOR THE YEAR ENDED 30 JUNE 2015

12. Financial risk management (continued)

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	Over 5 years R
30 June 2015					
Non-derivative financial liabilities					
Trade and other payables*	(430 215)	(430 215)	(430 215)	-	-
30 June 2014					
Non-derivative financial liabilities					
Trade and other payables*	(61 664)	(61 664)	(61 664)	-	-

* Includes other payables, accruals, contract creditors and other financial liabilities as defined in IAS 32: Financial Instruments.

13. Standards and Interpretations not yet effective

These are new or revised Accounting Standards and Interpretations in issue that are not yet effective. These include the following Standards and Interpretations that are applicable to the business of the entity and may have an impact on future financial statements:

Standard/Interpretation	Effective date
IFRS 15 Revenue from contracts with customers	Periods beginning on or after 1 January 2017
IFRS 9 Financial Instruments	Periods beginning on or after 1 January 2018
IAS 1 Disclosure Initiative	Periods beginning on or after 1 January 2016

Management is of the opinion that the adoption of these amendments will not have a significant impact on the financial statements.

There are new or revised Accounting Standards and Interpretations in issue that are not yet effective. These include the following Standards and Interpretations that are applicable to the business of the entity and may have an impact on future financial statements:
Management is of the opinion that the adoption of these amendments will not have a significant impact on the financial statements.

14. Subsequent events to the reporting date

There have been no facts or circumstances of a material nature that have occurred between the reporting date and the date of this report that have a material impact on the financial position of the company at 30 June 2015

DETAILED STATEMENT OF INCOME AND EXPENSES

FOR THE YEAR ENDED 30 JUNE 2015

	2015 R	2014 R
REVENUE		
Levy income	43 165 164	40 397 881
Retention levy refunded	2 710 980	2 754 585
	45 876 144	43 152 466
OTHER INCOME	1 113 129	276 456
Finance income	691 305	276 456
Other income	421 824	-
	46 989 273	43 428 922
Expenditure (below)	(43 345 255)	(40 288 243)
Net surplus for the year	3 644 018	3 140 679

EXPENDITURE	(43 345 255)	(40 288 243)
Auditor's remuneration	91 022	86 580
Bank charges	12 111	2 953
Campaign expenses	-	4 518
Cellphone costs	151 309	137 724
Cleaning	6 073 329	5 233 591
Computer expenses	165 477	162 896
Courier	1 672	879

DETAILED STATEMENT OF INCOME AND EXPENSES [CONT]

FOR THE YEAR ENDED 30 JUNE 2015

	2015 R	2014 R
Depreciation	304 671	219 701
Electricity and water	-	1 129
Entertainment	45 591	41 111
General expenses	34 053	770 067
Gifts	-	4 100
Insurance	59 756	48 768
Legal fees	9 960	33 898
Loss on sale of plant and equipment	24 872	-
Motor vehicle expenses	208	-
Management fees	900 000	1 775 186
Marketing	2 580 203	2 437 302
Printing and stationary	106 086	138 504
Rent expense	645 338	513 170
Relocation expenses	17 965	-
Salaries	8 348 233	6 876 319
Social services	2 721 091	2 335 524
Staff costs	93 793	163 384
Subscriptions	38 434	18 114
Security expense	20 728 343	19 065 211
Telephone and fax	42 035	50 500
Travel	149 703	167 114

THE CCID BOARD DURING THE FINANCIAL YEAR UNDER REVIEW



Rob Kane – Chairperson



Martin Rippon – Eris Property Group



Charles Keefer – Property Exponents



Henry Truter – Rennie Property



Julian Leibman – Investec



Richard Harris – Woodheads



Nawal Ramasar – Active Blue Valuations



Tamra Capstick-Dale – Corporate Image



Faieda Jacobs – Old Mutual Property



David Stoll – Growthpoint Properties



Riaan van Wyk – Woolworths



Grant Elliott – Redefine Properties



Abu Varacchia – Spear Properties



Laura Robinson – Cape Town Heritage Trust



John van Rooyen – Tsogo Sun

“I have no doubt that the exemplary work that the CCID performs in carrying out its mandate to provide a clean, safe and caring environment in the Cape Town CBD has played a pivotal role in influencing businesses to locate to the CBD. By tackling the crime and grime problem on the streets, and dealing with the social issues in a caring way by empowering organisations such as Straatwerk, the CCID has over the last 15 years been unrelenting in its quest to transform the Central City into an environment conducive not only to doing business, but also to live and play.”

Faieda Jacobs, regional manager (coastal), Old Mutual Property, and long-standing CCID board member

WITH OUR THANKS

The Cape Town Central City Improvement District (CCID) thanks the following organisations and individuals who add colour to the CBD in their own way every day.

The CCID was established in November 2000 as public-private partnership. Collaboration has, therefore, been fundamental from day one. My colleagues at the CCID understand this better than most, and I'd like to thank them for the stellar work they do with their partners and service providers.

Thanks to:

- Mo Hendricks and his team in Safety & Security, who work closely with the South African Police Service, Richard Bosman of City of Cape Town Law Enforcement and Louis Rademeyer of Iliso Protection Services to ensure the Central City stays safe.

- Richard Beesley and his team in Urban Management, who work closely with Sharon Fortune of J&M Cleaning, Hannes van der Merwe of Straatwerk and, of course, their numerous primary partners at the City of Cape Town to ensure the Central City is kept clean. They include Pat Abrahams of Electricity Services, Johan de Beer of Roads & Stormwater, Bettie Leedo of Health & Environmental Affairs, Keith Hartnick of City Parks, Claire McKinnon of Solid Waste, Saville Wenn of Public Lighting, Julian Rodkin of Water & Sanitation and Raymond Dick of Traffic Signals.

- Pat Eddy and her team in Social Development, who have partnered with various NGOs in showing they care about the Central City and all its people. These NGOs include The Carpenter's Shop, The Haven, The Homestead, Ons Plek,



The CCID has grown to 21 staff – all of whom are pictured here at last year's teambuilding function, apart from the two new recruits, Shandre Mall and Gary Dyssel.

Salesian Institute Youth Projects and Straatwerk. Special thanks also go to the Western Cape Street Children's Forum, the Street People's Forum, ACVV, The Ark City of Refuge, Booth Memorial Hospital, CAREHAVEN, Happy Valley Shelter, Heaven Shelter House, Khulisa Social Solutions, the Saartjie Baartman Centre for Women and Children, the Scalabrini Centre, Service Dining Rooms, St Anne's Home, U-turn, Youth Solutions Africa and the social development departments at the City of Cape Town and the Western Cape Government for their assistance with street adults and children.

- Carola Koblitz and her team in Communications, who collaborate with Infestation, New Media Publishing, Greenbox and Bartlett Communications to make the place – ensuring the CCID keeps the public informed while maintaining good media relations.

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- The active members of the CBD community who regularly call in with info, allowing us to focus our attention in the correct areas.

I wish to extend my gratitude to our auditors at KPMG and to the CCID board for its ongoing support and guidance: our chairperson, Rob Kane, and members Martin Rippon, Charles Keefer, Henry Truter, Julian Leibman, Richard Harris, Nawal Ramasar, Tamra Capstick-Dale, Faieda Jacobs, David Stoll, Riaan van Wyk, Grant Elliott, Abu Varacchia, Laura Robinson and John van Rooyen.

The latter two were appointed in 2015 and we are pleased to have them, quite literally, on board.

And last, but definitely not least, words of acknowledgement must go to our City of Cape Town partners: subcouncil chair Demetri Qually, ward councillor Dave Bryant, Theminkosi Siganda (director, Economic Development & Tourism), Paul Williamson (Business Area Management), and to Eddie Scott, Joepie Joubert and Runan Rossouw of the Inter Service Liaison Department, under which all SRAs fall. Thank you from the entire CCID team for allowing us to paint on this canvas.

Tasso Evangelinos
COO

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EDITORIAL TEAM

Editor: Brent Smith (CCID)
Copy editor: Carola Koblitz (CCID)
Managing editor: Aziza Palandini (CCID)
Art directors: Sam Bainbridge & Louis Louw
(Infestation – www.infestation.co.za)

Photographic contributors: Ed Suter, Carola Koblitz, Scott Arendse, Brent Smith
Production: Infestation
Printer: Fairstep Graphic Design & Printing
Research, data and surveys: Andrew Fleming (CCID), Gene Lohrentz (Geocentric Information Systems), Anneke Greyling (Sentinel Consulting)

“The CCID is very visible and we have a good working relationship with them.”

Joanne Benjamin, director of operations at the Albow Centre



CAPE TOWN CENTRAL CITY IMPROVEMENT DISTRICT

13TH FLOOR, 1 THIBAUT SQUARE,
CNR LONG ST & HANS STRIJDOM AVE, CAPE TOWN, 8001

TEL: +27 21 286 0830

EMAIL: INFO@CAPETOWNCCID.ORG



CapeTownCCID



@CapeTownCCID

www.capetownccid.org



"If one looks at the state of other major CBDs across the country it is clear that Cape Town is bucking the trend in many ways. Along with our immeasurable natural beauty, warm and friendly people and thriving social scene, we also have the safest and cleanest CBD in the country with the highest statistical levels of municipal services. Investment in Africa is also picking up and many investors are choosing Cape Town as their springboard into the continent as opposed to the other large South African CBDs, many of which are fraught with challenges."

Dave Bryant, ward 77 councillor