

PROPOSED BRACKENFELL BUSINESS IMPROVEMENT DISTRICT



Public Meeting

23 May 2013

Agenda

- **Opening and welcome by chairman**
- **Introduction to the BBID initiative**
- **Presentation on the Proposed BBID SRA**
- **Questions**
- **Closing**





BBID

Brackenfell Business Improvement District

Die Boulevard Area



BBID

Brackenfell Business Improvement District

Die woongebied "interface" area



BBID

Brackenfell Business Improvement District

Die "Retail Suid" Area





Brackenfell Business Improvement District

Die Nuwe Industriële area



Die Ou Industriële area



Would you like to work in an area where you could:

- Feel safe at your business?
- Appreciate clean pavements?
- Where staff feels secure walking from transport nodes to their place of work?
- With customers that feels safe to enjoy your business offerings
- Leave your car parked in the street and find that your car had not been broken into?
- Where you can drive on roads without potholes and with effective signage?
- Support unemployed people?

Brackenfell BUSINESS Area could have this future.... but there are some challenges

- A perception survey amongst 51 business and property owners and 38 shoppers was conducted in July 2012
- 25% were property owners, 75% tenants
- The survey questions were grouped into 5 sections, each focussing on five general urban issues namely:
 - Section 1 - Safety and security
 - Section 2 - Litter and cleanliness
 - Section 3 - Lighting & marking of streets and pavements
 - Section 4 - Public environment
 - Section 5 - Social environment



Legend

-  Survey Locations



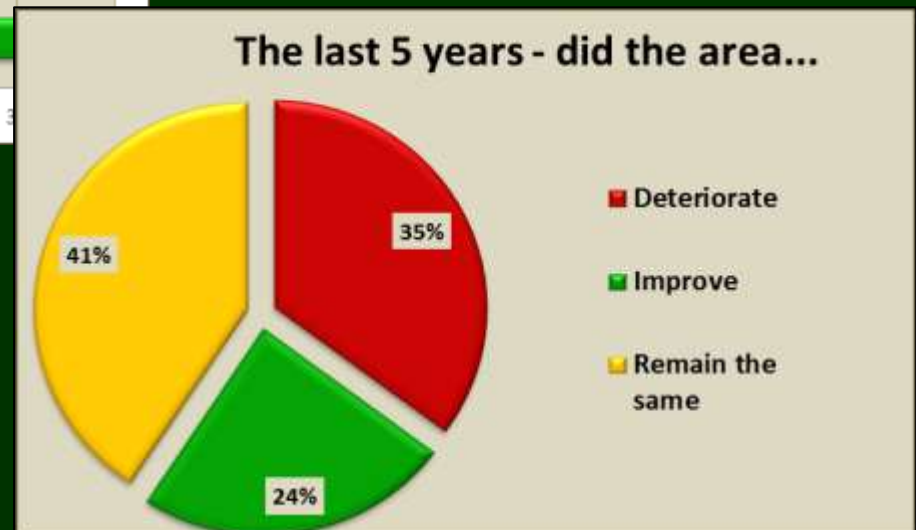
Figure No. 1



Overall Perception of how people view the Brackenfell CBD



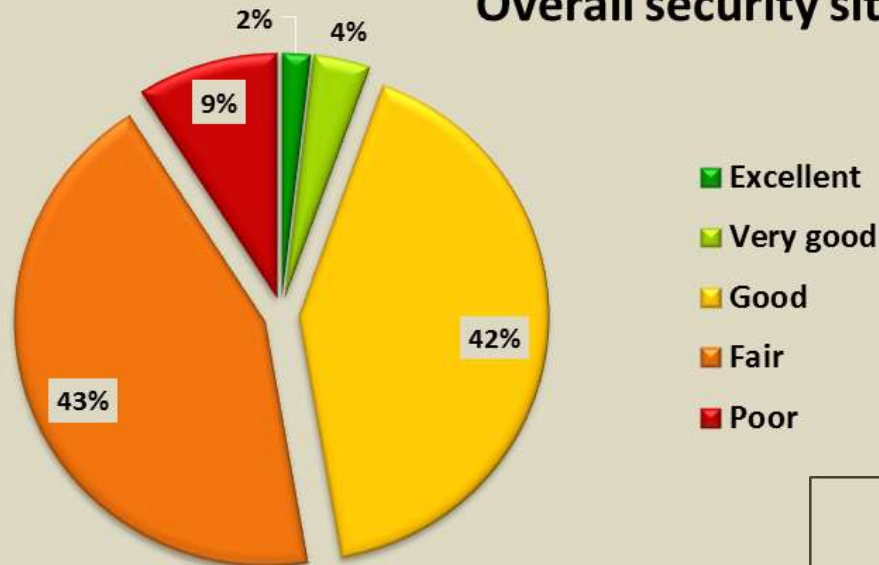
Business and property owners



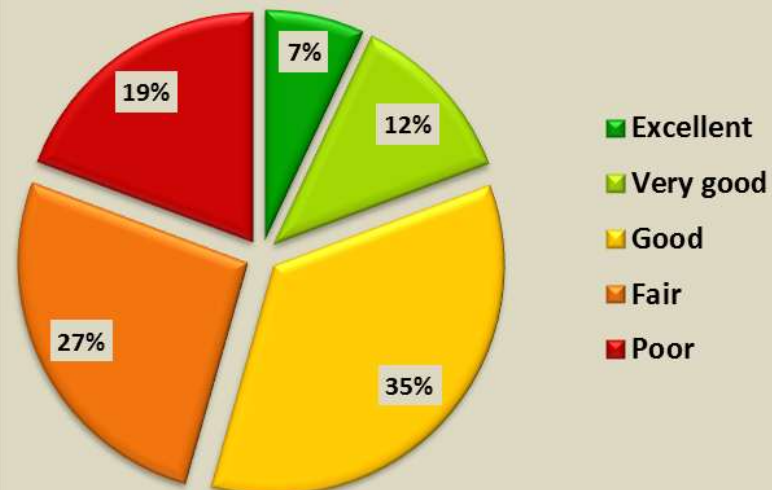
Perception on safety in the Brackenfell CBD

Business and property owners

Overall security situation

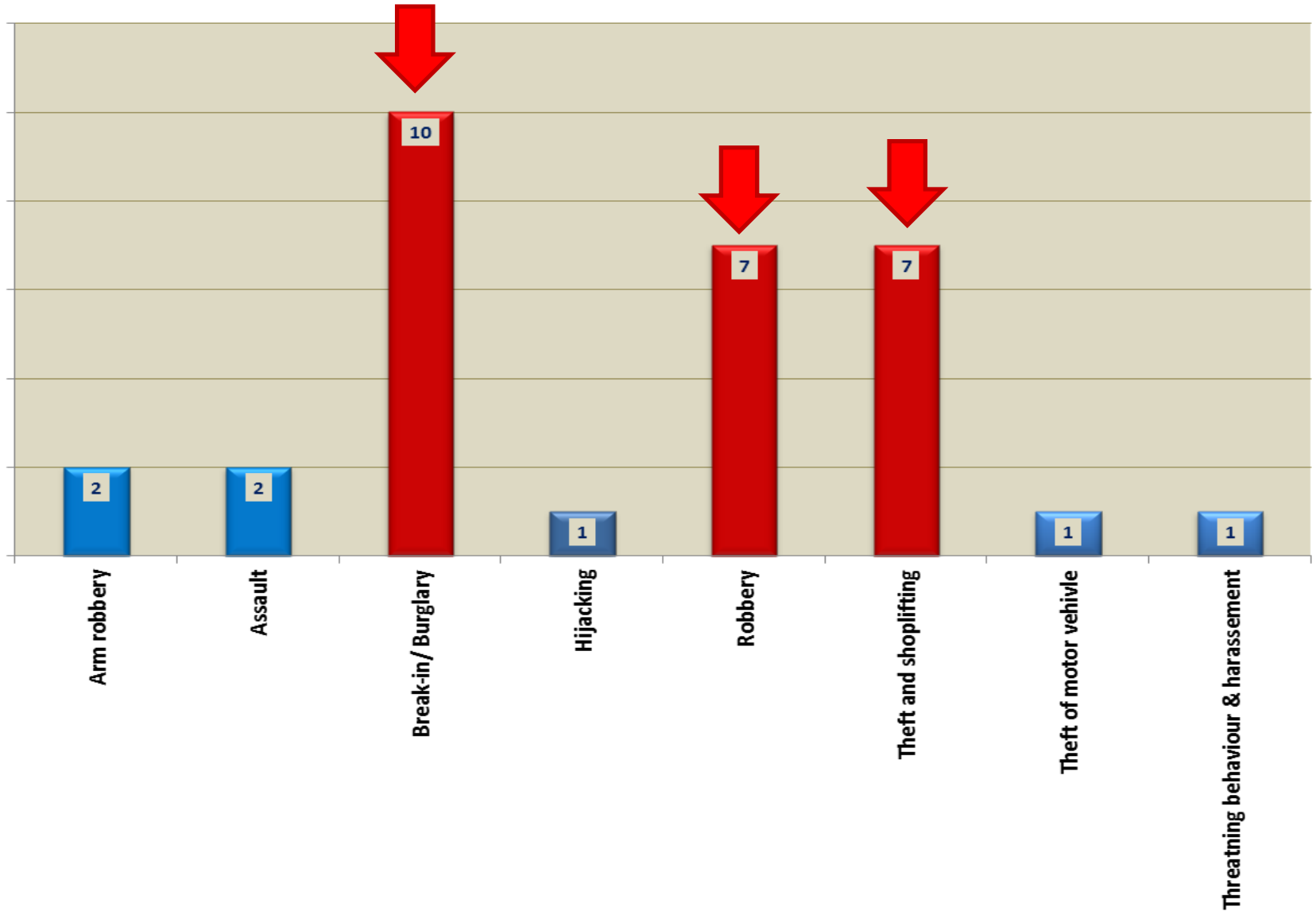


Opinion on SAPS effectiveness

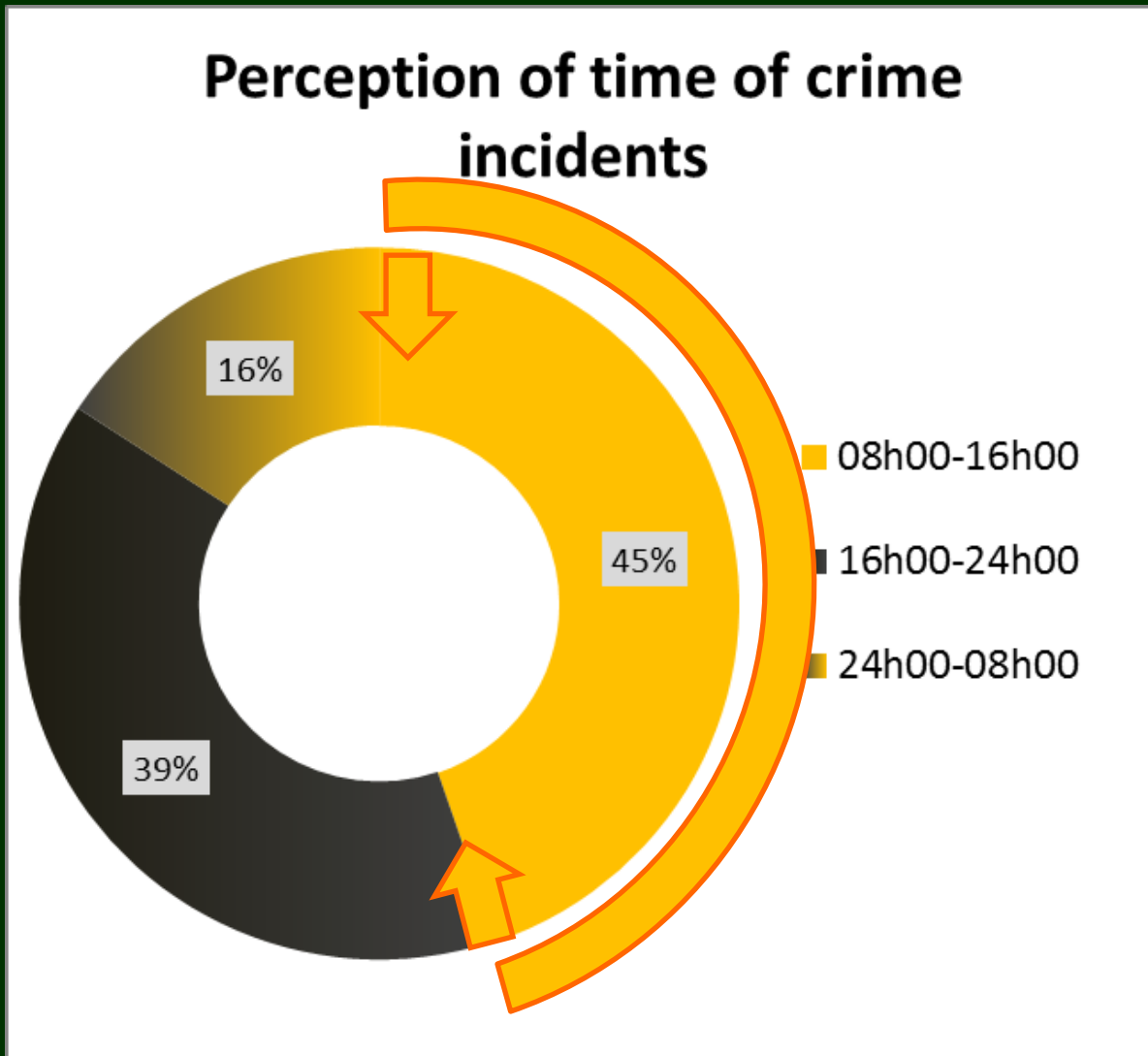


Perception on safety in the Brackenfell CBD

Respondents experience of crime

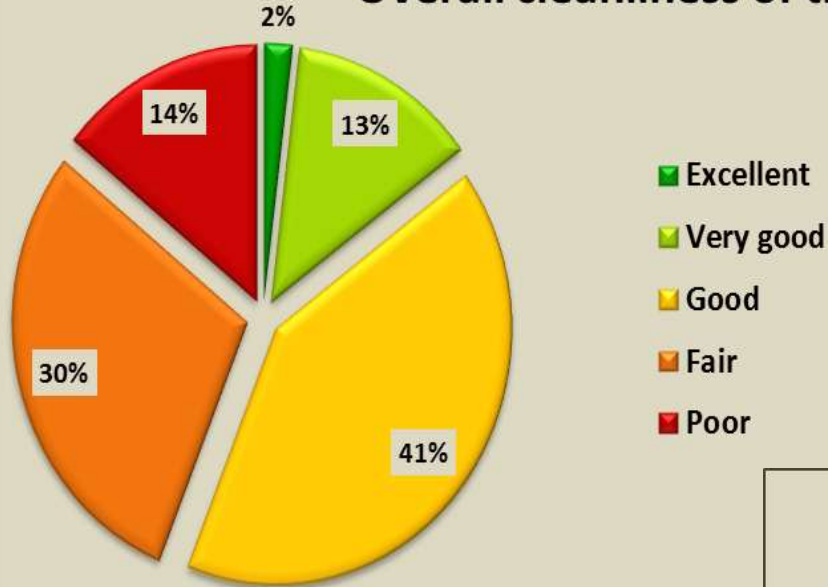


Perception on safety in the Brackenfell CBD

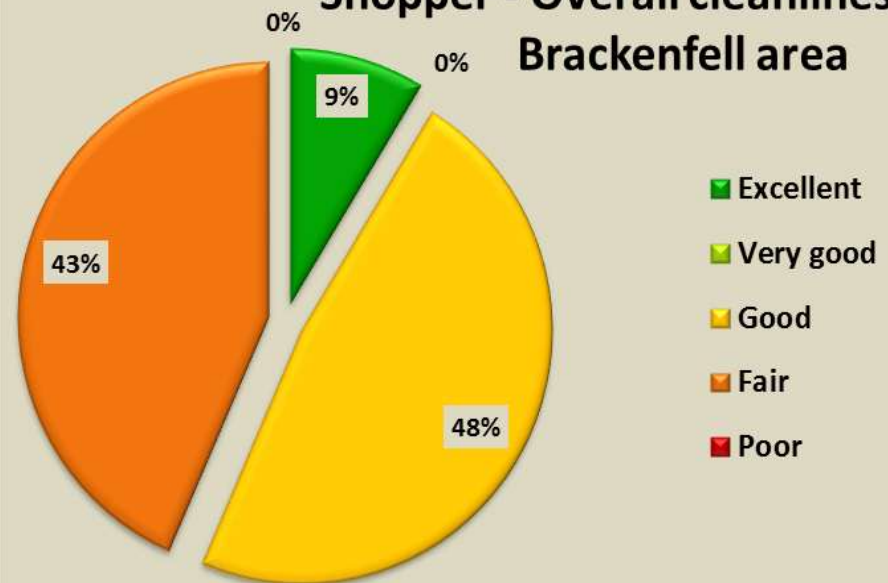


Perception on public cleaning

Overall cleanliness of the area

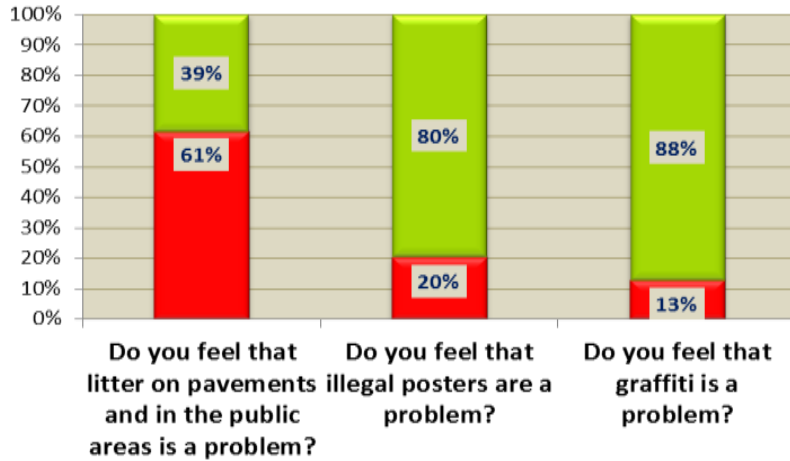


Shopper - Overall cleanliness of the Brackenfell area



Perception on public cleaning

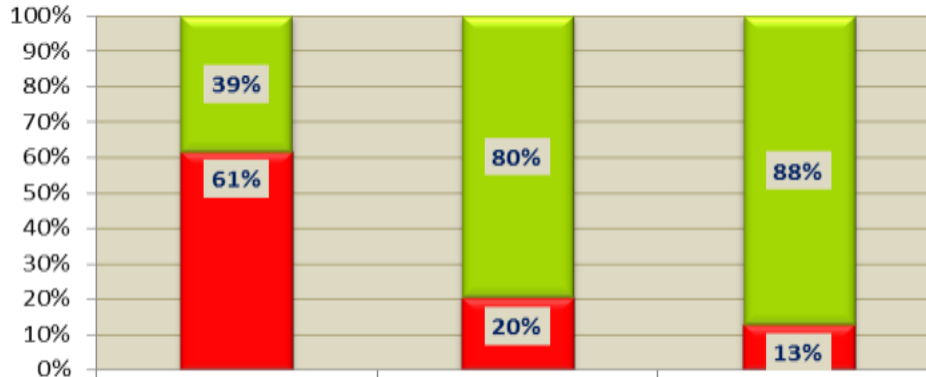
Issues regarding litter and cleanliness



Perception on public cleaning



Issues regarding litter and cleanliness



Do you feel that litter on pavements and in the public areas is a problem?

Do you feel that illegal posters are a problem?

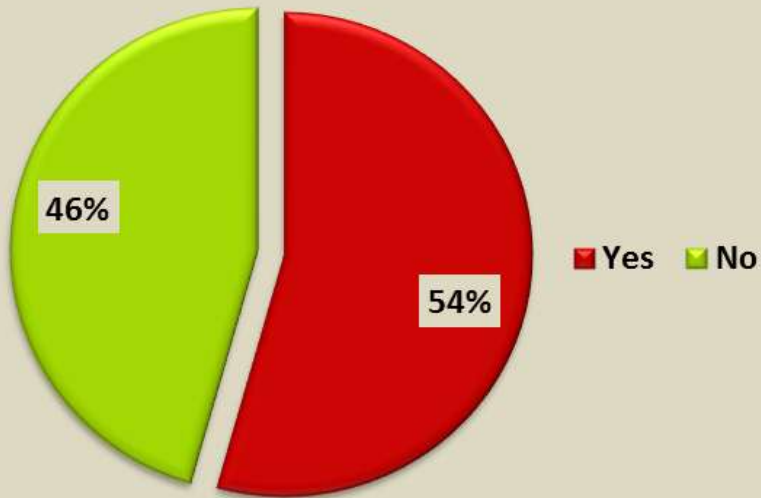
Do you feel that graffiti is a problem?

■ Yes ■ No



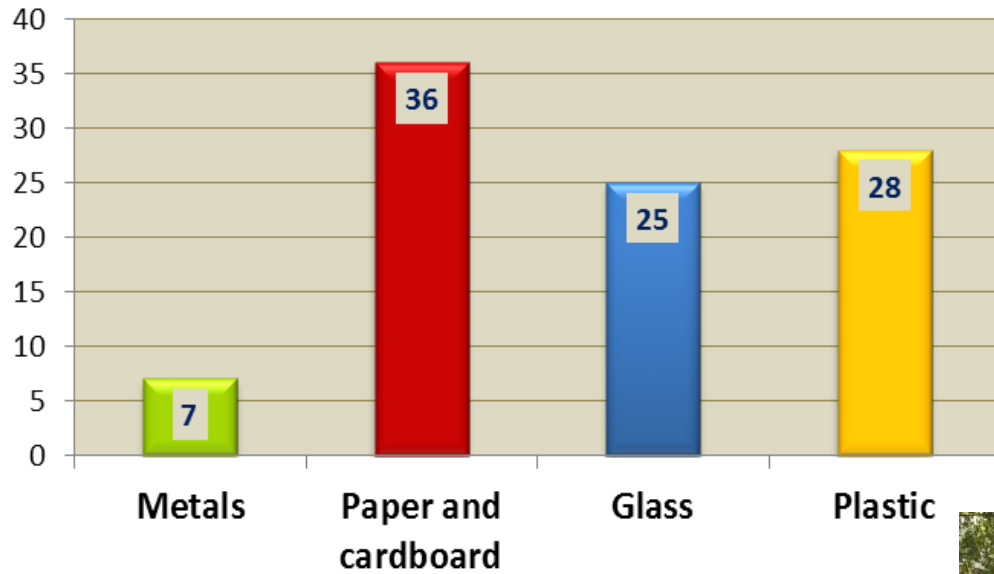
Perception on public cleaning

Do you experience problems with bin pickers?

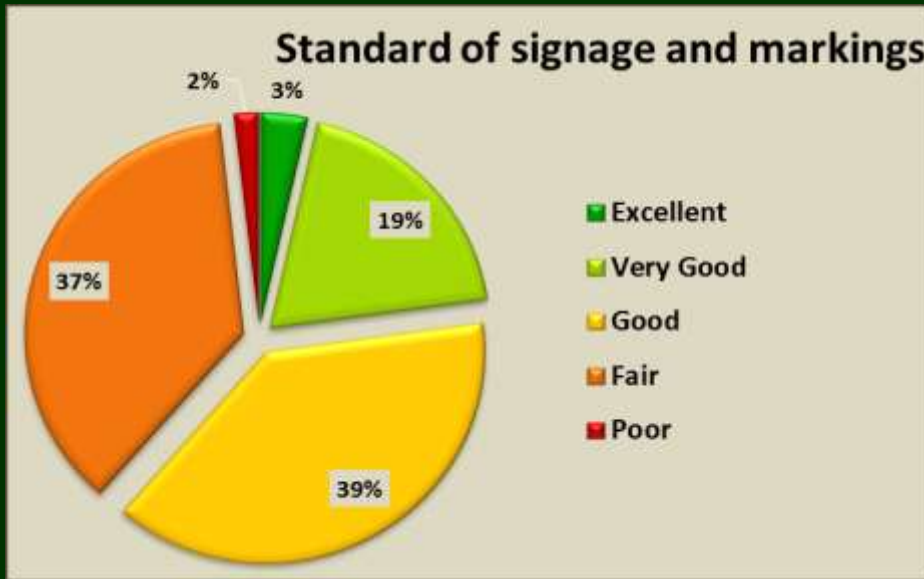


Perception on public cleaning

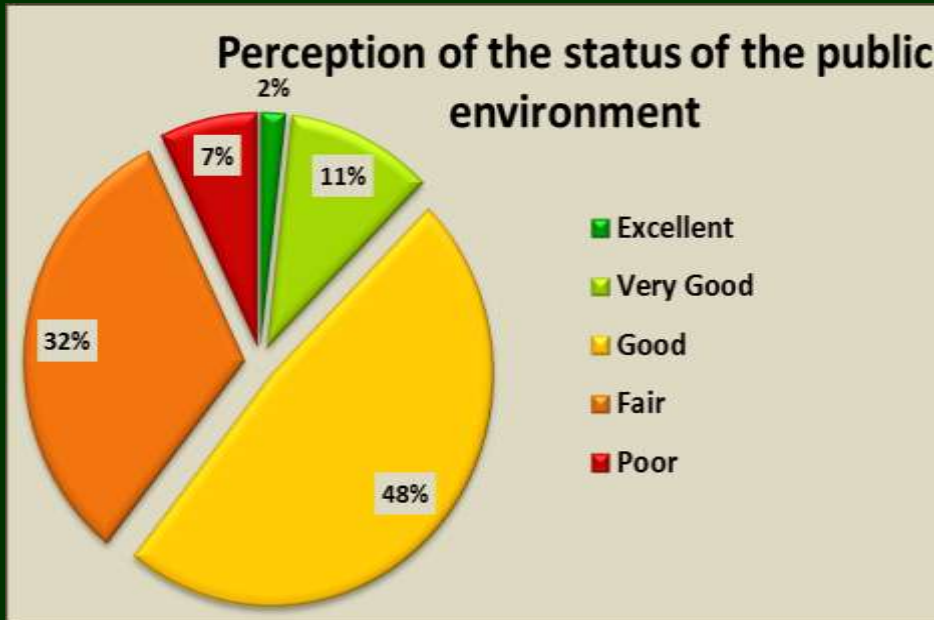
Types of recycling needed



Perception on public streets and signage



Perception on public environment

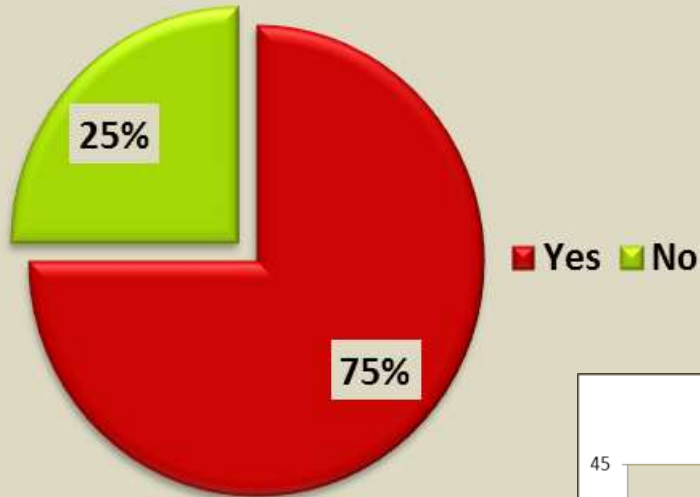


Perception on public environment

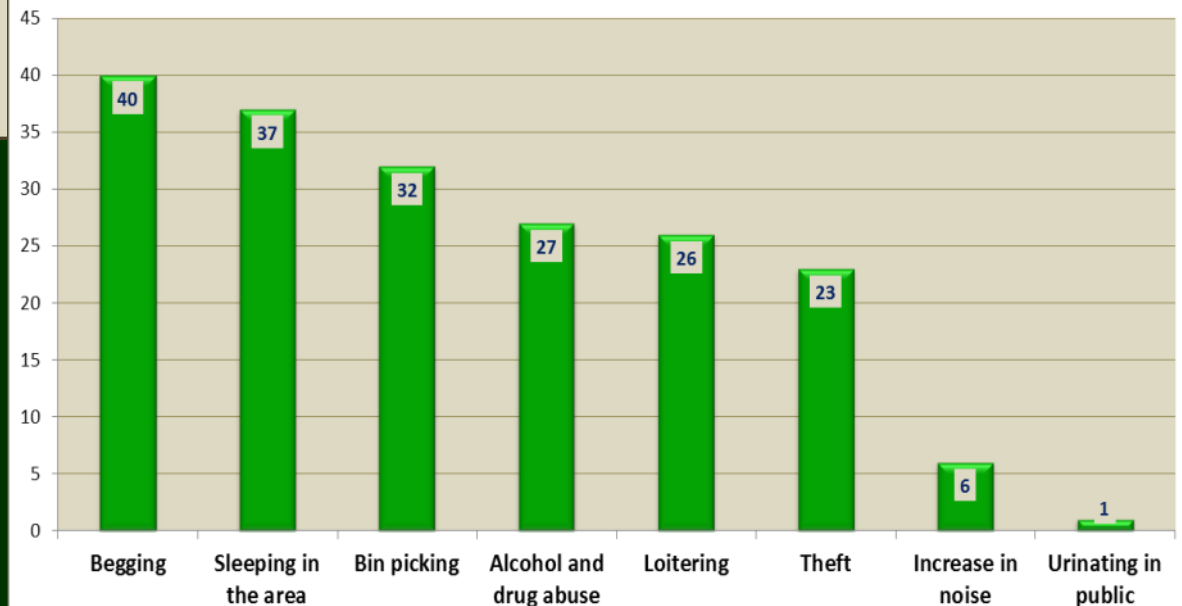


Perception on social issues

Is homelessness a problem in Brackenfell?



Issues related to homelessness



Perception on social issues



What is a Special Ratings Area (SRA or CID)

- An SRA (NPC) provides additional services (security, cleansing and urban management) to those provided currently by the City of Cape Town
- A statutory body established under the SRA by-law (Provincial Gazetted 7015/2012) previously known as a City Improvement District (CID)
- Funded by an additional rate collected from rate payers by the City and paid over to the SRA management board
- Funds raised are dedicated to provide additional services (security, cleaning, urban upgrades, greening and social upliftment) exclusively within the SRA as per the business plan
- Cape Town has 26 SRAs in operation, and more communities have expressed interest to form SRAs.

Typical Benefits

- **Well managed area**
- **Pride in communal achievements**
- **Social responsibility**
- **Environmental awareness (recycling, greening, energy efficiency, conservation)**
- **Attract new investments**
- **Market / promote area**



Priorities

Service delivery category	Most important	2nd most important	3rd most important
Safety and security (including lighting)	89% selected		
Litter and cleanliness		55% selected	
Road and street signage			
Maintenance of public spaces			23% selected
Social issues such as vagrancy and begging			22% selected
Health and environmental safety			
Marketing of the area			

Goals

- Increase public safety by proactive visibility
- Creating a safe and clean public environment by addressing issues of:
 - maintenance and cleaning of streets,
 - pavements and
 - public spaces.
- Manage existing and new public infrastructure
- Protect property values.
- Attract investment to the area.
- Support the promotion of the Brackenfell CBD
- Promoting greening, energy efficiency, recycling
- Support and promote social responsibility in the area
- The sustained and effective management of the area.

BBID Management

- NPC formed
- Appoint staff and service providers
- Board responsible for implementation of the Business Plan
- Special General Meeting will be called within 6 months of establishment in order to elect Board and approve next year's budget
- Directors elected annually from property owners at AGM
- AGM to reflect on past year and confirm planning and budget for next year's operations
- Board meets once a month

BBID services

Public Safety:

- 4 x public safety patrol officers patrolling the area on foot, 5 days a week during the day-time
- 2 x public safety patrol officers patrolling the area on foot, on weekends during the day-time



BBID services

Public Safety:

- 2 x patrol vehicles patrolling the area 24/7
- 1 x mobile command post
- Extended radio network
- CCTV Surveillance Project



BBID services

Cleaning and Urban Management

- Urban management workers undertaking cleansing duties
- Acting as a Reaction Team to deal with illegal Dumping
- Graffiti removal where possible
- Removal of illegal posters and pamphlets from public spaces and infrastructure
- Painting of road markings and correction of road signs
- Greening, tree pruning and landscaping
- Kerb, bollard and paving reinstatements
- Stormwater drain cleaning where required

Social Intervention coordination

- Integration with a job creation programme



BBID services

- 3 x urban management workers in one 4 hour shift per day.
The shifts will be run Monday to Friday
1 x urban management supervisor (may be the CID manager)





BBID services



BBID services

Recycling Initiative
Social responsibility
Marketing

Property Owner Supported Projects



BBID Budget

The main elements to the budget are:

Management of the BBID and operational staff (11%)

Operations (72%)

- Security and law enforcement (64%)
- Cleansing and Urban Management & Social programmes (8%)

SRA company operational and administrative costs (9%)

SRA Establishment Costs (5%)

Year 2 – CCTV project (5%)

Bad debt provision (3%)

5-year budget escalation

8 % per year

BBID Contributions

MUNICIPAL PROPERTY VALUE	APPROXIMATE RATE PER YEAR	APPROXIMATE RATE PER MONTH
R 500 000	R 1 344	R 112
R 1 000 000	R 2 688	R 224
R 2 500 000	R 6 720	R 560
R 5 000 000	R 13 440	R 1 120
* Please note that these are illustrative values only. All calculations Excl VAT		

The Legal Process

- ✓ Form steering committee
- ✓ Perform perception survey and feasibility study
- ✓ Draw up business plan
- Host Public Meeting
- Obtain 50% + 1 votes from property owners
- Submit application for an SRA
- Objection period
- Obtain approval from Council
- Establish NPC
- Appoint service providers
- Commence operations (1 July 2014)

Questions

?

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Business Improvement District
Steering Committee
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or

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