



REPORTBACK

Philippi BR&E Summit Philippi Economic Development Initiative 12 April 2016

Delegates were welcomed to Philippi Village by PEDI CEO Thomas Swana. He explained the purpose of the meeting was to bring businesses in Philippi together to give feedback on the BR&E activity since the last workshop.

ClIr Roxanne Hoorn

ClIr Hoorn, representing the Mayor and ClIr Garreth Bloor, addressed delegates and noted that the recent Infrastructure Demand Awareness workshop hosted by PEDI had underlined the need for co-ordinated planning across line departments within the City, as well as co-operation with other government departments that have responsibility for development planning in the area.

In Councillor Bloor's presentation to the IDA workshop, ClIr Hoorn noted, he proposed that the Atlantis model for urban regeneration be considered for the Philippi area. He made the point that the City's MURP vehicle was too small an instrument for development of a scale such as was needed in Philippi, and argued instead that the SEZ approach would be more successful.



CLlr Bloor had flagged the development of the Philippi area as the next development node for the City and had suggested that the next economic incentives programme led by the City should be focused on Philippi.

PEDI's work to identify infrastructure needs for Philippi had enabled a clearer understanding of how development in the area can be taken forward.

PEDI CEO

Thomas Swana

Mr Swana presented the work undertaken by PEDI over the 18 months since the BR&E survey was conducted in 2014. The constraints to business retention and expansion identified through the survey had been categorized as:

- Weaknesses in visible policing and enforcement of City bylaws
- Challenges in general safety and security
- Service delivery by local government
- Road infrastructure needs

Efforts to address these had been focused primarily on the drive for a programme to address safety and security concerns, which would enable better policing of bylaws as well as general law enforcement.

A business plan for this had been drawn up and funding had been secured from the Economic Development Department of the City of Cape Town for the creation of a "CID Light" – an innovative Hybrid City Improvement District structure that addressed the particular challenges of a low-rates-base community such as Philippi.

Swana noted that where other city improvement districts were able to build area improvement plans through a special rating structure, Philippi's particular mix of



informal and formal business, informal and formal residential component and its rural/semi-rural/peri-urban features meant that a unique funding model was required.

Swana announced the first step towards the creation of the Hybrid CID: the establishment of a pilot Peace Officer corps that would be based at the PEDI offices, with five officers working on a shift system in teams of two, in two vehicles, with one officer on radio control duty at the PEDI office base station. The Peace Officer programme was announced to the business owners for the first time at the meeting.

Swana presented the five-route patrol structure for the pilot phase and explained that the funding had been secured for the first phase of the project and that PEDI was working towards sustainable funding and expansion of the programme to address crime in the Philippi area, and attract further investment.





City of Cape Town Director for Law Enforcement

Robbie Roberts

Mr Roberts introduced the five newly-trained Peace Officers to the summit.

They were named as Darren Jacobs, Abigail Solomons, Jerrick Junies, Andisiwe Matu and Nizaamudien Khan. All would be contactable via cellphone numbers which would be advertised to the community.

All five officers have been trained as part of the City's Expanded Public Works Programme to be fully-fledged law enforcement officers.

Roberts explained that the unit would be in direct contact with and have access to the back up and support from a range of specialist law enforcement services including:

- Traffic services

- Metro police

- Social investigation unit

- Liquor unit (focused on reducing the associated crimes of violence, assault and murder)

- Vice unit (primarily focused on prostitution)

- Stabilisation unit (to focus on gangs)

- Schools resource offices – currently deployed at 18 schools in Cape Town

- Rental unit

- Problem building unit

- Land invasion unit

- Informal trading unit

- Displaced people unit

- Animal unit



Lost stolen and theft units – which could also deal with dumping, and illegal scrap trading

Roberts noted that the Peace officers would be able to call on the resources of the city's Dog Unit, the Tactical Response Unit, and the Gang and Drugs Task Team.

He urged business owners to invest in CCTV cameras for the area which could be linked to the City's Cyclops monitoring centre which offered 24-hour monitoring and live-response.

He also noted that where CCTV cameras were not available in areas identified as crime hot spots, the City's Mobile CCTV units could be deployed. These would also feed information to Law enforcement's Cyclops and Eagle eye monitoring centres.

Roberts explained that the City's peace officer training programme recruited unemployed neighborhood watch members to become law enforcement officers. All candidates were screened to ensure they were suitable candidates and they they had no criminal record. Recruits would have to have been members of their neighborhood watches for a prescribed period of time before they could be considered for training.

Director Roberts urged businesses in Philippi to engage with him on law enforcement issues and gave out his contact details:

Cellphone: 0795221701

Email: Petrus.roberts@capetown.gov.za

CONCERNS FROM THE FLOOR (DELEGATES)

- Low numbers – important to raise the number from five.



- Dominant language in the area is Xhosa – Peace Officer group has no Xhosa speakers – setting them up for failure if there is a barrier to communication
- Lack of lighting in the area and camera surveillance
- Lack of stats available to community to understand crime patterns
- SAPS fail to share crime stats with CPF as required by law
- Request PEDI to engage more with the community on initiatives

ANSWERS TO CONCERNS (ROBBIE ROBERTS)

- Will explore options to substitute some members to ensure there are Xhosa speakers – communication barrier is a valid concern
- Will engage on raising the numbers – urge the business community to come to the party to find ways to fund expansion of the programme
- Cameras must be deployed according to intelligence about crime. Will assess camera deployment and adjust as required
- Metro law enforcement structures also struggle to obtain police stats so now collate their own information – happy to present this to SubCouncil. Urge SC to also invite SAPS Cluster Commander
- Also urge Philippi business initiative to request meeting with SAPS provincial commissioner to formally request more policing resources for Philippi – make the case based on population density iro crime stats
- Thomas Swana undertook to set up community engagements through SC13

Department of Trade and Industry Cluster Development Director

Gavin Adams

Mr Adams addressed delegates to explain the opportunities for businesses working in cooperation to form clusters.



He explained his department's incentive scheme which would enable groups of businesses working together to apply for funding on an 80/20 basis where the department would carry 80% of the costs of:

- Shared infrastructure
- Shared hosting of a central office
- Business development costs such as skills upgrading and business planning

Adams told the meeting that the department was hoping to attract applications for the incentive scheme.

Adams praised the vision of the Philippi Economic Development Initiative, particularly in its work to promote the development of industrial clusters. He noted that the concept of clusters was a development instrument that had been shown to be very effective in many parts of the world, including in Denmark, China, India and France.

City of Cape Town Economic Development, Resident Researcher

Michelle Joja

Ms Joja presented research she has conducted to establish a census of Industrial areas across the City of Cape Town. The objective of the research was to assess and identify the industrial activities in each of five broad areas and to identify value chains which would benefit from coordinated focus. One of the areas surveyed was the Metro-South East Corridor which included Philippi East. Survey data on Philippi East was presented to the meeting.

The survey identified unused, or economically inactive industrial land which could potentially be used in economic development initiatives. The Philippi East Industrial Survey had revealed that 62% of the industrially zoned land had no economic activity on it at the time of survey.



Only 16% of the economic activity that had been surveyed on industrial land was in fact industrial in nature. Manufacturing businesses occupied just 10% of land (contributing 26% of the economic activity). Retail outlets accounted for the greatest single economic activity type – 60% of all economic activity, occupying 20% of industrial land. The land use for retail services was disproportionate and was not enabling the Philippi economy to grow as it should.

Much of the remaining industrially zoned land was being used for residential purposes – mostly informal. This land was not economically active.

Ms Joja noted that expanded industry in Philippi East would enable economic development that would lead to job creation. The area had significant opportunities for absorbing its high unemployment.

Five possible value chains had been identified in the area: Metal Furniture manufacture; Radio, TV and Communication Equipment; Metal Scrap and Waste; Ferrous and Non-Ferrous Metal Goods.

The Department of Trade and Industry had taken a decision to work with developing the Metal Furniture Cluster. It would be working with businesses in this value chain to find ways to expand and enhance it.

PEDI Website

PEDI Program manager Paul Stohrer presented the soon-to-be launched new website for PEDI and explained to delegates that there would be dedicated information segments which will keep businesses and community members up to date on the latest happenings in the area. Major news affecting them would be made available there. Links to community activities, Subcouncil 13 activities would



be listed. Businesses would be able to sign up to the PEDI Newsletter via the website and furthermore would be able to post details about their businesses on the site.

PEDI structure

Thomas Swana informed delegates that in August the structure of the board of PEDI would be altered to meet the requirements of new City rules which would prevent board members from being serving councilors. This would mean that PEDI would be advertising for new board members to offer their services on a voluntary basis. He urged business people and community members to consider making themselves available for this duty. The board would need to be comprised of business and community members.



KEY OUTCOMES PRESENTED TO MEETING FROM BREAKAWAY DISCUSSIONS

GROUP ONE

Peace Officers

- Peace Officer programme has to be part of a wider comprehensive law enforcement plan – must have adequate powers for law enforcement needs
- Must include a community education aspect
- Business community needs to see a road map for the project implementation
- Explore radio frequency synergies with business group already cooperating a radio security system in the area

Website

- Good for marketing and advertising of individual businesses
- Good for promoting what's available in Philippi

Industrial Survey

- Useful as a tool to attract Infrastructure Investment
- Allows businesses to explore clustering opportunities
- Concerns that bylaws may need to be revisited if new kinds of industry come to Philippi
- Need to identify gaps in Philippi industry sectors to encourage investment in these

GROUP TWO

Peace Officers

- Valuable as a link between business/community/law enforcement
- Can assist in building relationships between business and community
- Must become permanent presence in the area
- The programme is a very good start to a discussion on how to develop security programmes further

Website

- Value as a free marketing tool



- Opportunity for businesses to register and showcase services

Industrial Survey

- Valuable information shared by the City with the business community

GROUP THREE

Peace Officers

- Will facilitate a networking process between business, community and peace officers
- Will enhance visibility of law enforcement
- The addition of the Green Trolley program will enhance eyes and ears strategy – involve community more and assist with unemployment
- Will reduce crime, increase investment, build trust relationship between all sectors

PEDI thanks the following for their generous sponsorship of the BR&E Summit:

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