



Making Claremont
a better place for all

The Claremont Clarion

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Newlands Historic and Sporting Precinct

Representatives from a number of commercial, industrial, sporting and non-profit voluntary organisations recently came together to form the Newlands Historic and Sporting Precinct Forum.

The body comprises of representation from the CIDC, Newlands Cricket and Rugby stadia, SA Breweries, The Sports Science Institute of SA and Friends of the Liesbeek River. In addition to this core group there are many other stakeholders in the area who are interested in this initiative and broadly supportive of the approach.

"The aim of this body is to ameliorate the area and market the Newlands Historic and Sporting Precinct as a destination," says Diarmaid De Burca, General Manager of Newlands Brewery SAB Miller, "not with a view to commercialising it, but to enhance it as an area that people are drawn to and would like to spend more time in."

"This area has a fascinating history dating back to the early 1820s. There are several historic estates and buildings in the immediate surrounds and the site on which Newlands Brewery stands today is one of the oldest industrial sites in the Western Cape," says De Burca. The original brewery was one of six breweries operating in the 1880s and was situated here because of the plentiful water available from the slopes of Table Mountain. This water was used to power the brewery and the mill – and indeed the brewery still uses the spring water in its operations today.

According to De Burca, all of the organisations involved with the forum are doing valuable work in their own right, but their initiatives are limited to their own environment. "The objective of the combined forum is to look at what is possible beyond the confined boundaries of each individual entity and to look at what can be achieved together to enhance the area as a whole."

The forum has set up a schedule of regular meetings and engaged the services of MLH Architects and Urban Planners to assess and recommend what would best serve the area from a landscape and streetscape perspective.

The Brewery, SA Rugby and Cricket Associations



An aerial view of the Newlands Historic and Sporting Precinct including the Cricket and Rugby stadia, SAB Miller brewery and the Science Sports Institute

already offer tours of their facilities to the public. The forum hopes to co-ordinate and market these offerings more actively and in a more integrated way.

It is hoped that at the end of a 6 month period, the forum will have workable concepts to progress. The forum already has the support and commitment from the CEO's and GM's of the various participating organisations to work together. "It is hoped that these improvements will benefit all visitors to the area, as well as all stakeholders who presently live and work in Newlands," added De Burca.

De Burca cited the popular Caveau Restaurant at the Josephine's Mill and the new Sports Science Life Orthopaedic Day Clinic, now operating from newly renovated SA Breweries artisan cottages on Sport Pienaar Road, as prime examples of what can be achieved with sensitive restoration with a view to preserving the valuable heritage of the area.

De Burca also acknowledged the pivotal role of Abdul Kerbelker of the CIDC in co-ordinating the initiative.

"The CIDC supports the initiative, which looks at unlocking the historic and sporting precinct from a purely destination activity zone, to one in which its connectivity to the Claremont experience is recognised. We want our rugby fans, for instance, at the end of a Stormers vs. Hurricanes game at Newlands, to walk in our safe, clean and organised environment and continue their celebration of the victory in Claremont," said Kerbelker.

From the Executive Manager's desk



Best wishes to all for 2010 which is now well upon us and in full swing with much planned for this year in the CIDC.

Infrastructure expenditure around 2010 and the showcase event itself have and will mitigate the effects of the global recession on the South African economy. That is why government's recent warning that the country risks running into a "pro-cyclical trough" within the next year unless new projects are identified to replenish the current pipeline, which is dominated by

World Cup-related projects, needs to be taken seriously.

Speaking at the release of the Medium Term Strategic Framework (MTSF), Minister in the Presidency responsible for Planning, Trevor Manuel, indicated that it was becoming urgent for new projects to be unearthed, particularly as the tournament-related projects were nearing completion. There is also the fear of a "double dip recession" where the UN warns that, though the world economy will bounce back in 2010 with growth of 2.4 percent, it could slump back into recession if state stimulus spending is wound up too early. This is a possible scenario that faces us here in Claremont too.

The UN's preliminary report on the "World Economic Situation and Prospects 2010" cautioned that a "premature" removal of state support could trigger the second part of a "double dip recession" after last year's contraction. In its 'Global Economic Prospects 2010' report the World Bank indicates that South Africa's economic recovery, as will be the case across sub-Saharan Africa, will be fuelled by a recovery in private demand, exports and investment, with the largest contribution expected to come from exports.

All this generally accepted economic theory asks us to redouble our efforts in Claremont to spur on particularly local government, as well as private investors to complete the unfinished agenda of the development of Claremont. The drive for connectivity would make the pedestrian friendly Main Road project, with its sustainable aim of getting commuters out of cars and connecting areas of high activity with areas of low activity, through a pedestrian friendly network, a key project which would answer the need for infrastructure investment in the economy and also assist in increasing retail turnovers.

Initiatives such as the Newlands Historic and Sporting Precinct highlighted on our front page, has at its core, for Claremont, the development of the sports, entertainment and historic hub, to relate with greater connectivity to the retail, shopping and entertainment precinct of Claremont. Developments in this precinct could attract footfall into both Newlands and Claremont as a greater and more accessible historic, sporting and cultural offering is planned and developed.

Often the big picture demands highlighted above are seen in isolation, but the connectivity of the wonderful experiences available to Capetonians and visitors in Claremont and Newlands, would not be available if the core business of the Claremont Improvement District is not delivered.

The CIDC aims to deliver a quality public space by investing in partnership with both government and the private sector. A snapshot of this investment in social development in the past year reveals that the CIDC has not only assisted in placing 8 adults into shelters, reuniting 7 adults with their families and delivering a baby, but has also set up countless partnerships to deliver a clean and safe Claremont.

Please view our statistics corner to see how the CIDC has impacted on the built environment, in order to deliver the best managed CBD in Cape Town.

Abdul Kerbelker
Executive Manager

Ward councillor's plans for 2010



Councillor Ian Iversen of Ward 59, which comprises of Claremont, Kenilworth, Newlands, Rondebosch and Rosebank, says that he has many aims and objectives for 2010.

"As far as flooding is concerned, I am having ongoing discussions with the roads branch of the city to firstly identify "red gullies" that are prone to flooding and to take the necessary action before the winter rains to correct any problems in the storm water drains."

Iversen said that management of the Claremont Interchange that caters for buses, taxis and trains "is weak" and steps are required to sort out small but growing problems. From his side Iversen indicated that it would be a "hands-on effort" to turn the matter around. Security in the area is also another of his priorities. At the request of the Claremont Community Police Forum he will be playing a greater role in assisting them and the police to address crime in the area.

He believes that the only way to achieve his goals is to work closer with the community. "I will do this by keeping in touch with the community via emails, SMSes, public meetings and newsletters to advise local residents on municipal issues and to ask them their opinion on various official matters," said Iversen.

Iversen holds environmental matters close to his heart. "I will be developing and distributing an environmental leaflet to encourage local residents to recycle more of their waste," he said.

Litter removal in Claremont CBD



Over the period January 2009 to January 2010 the CIDC's cleansing team collected and removed over 381 tons of litter from the streets of Claremont

Urban Management Statistics

Abdul Kerbelker, the CIDC's Executive Manager, reports on their Urban Management statistics from January 2009 until January 2010 as the following:

The Economy? 2010?

Local businesses share their views

Southern Sun Newlands



Johann Nortje, General Manager of the Southern Sun Newlands Hotel, commented that the recent festive season and the draw of the New Year's Day Cricket Match, where the Proteas took on England at Sahara Park Newlands, resulted in the hotel experiencing a "good season". He added that he had noticed a definite upswing in domestic travel as many of his guests fell into the VFR (visiting friends and relatives category), such as parents accompanying their 1st year students at UCT.

Nortje went on to say that the economic recession had not bypassed the hotel. The first 6 months of 2009 were particularly tough, which resulted in the hotel looking to new niche markets, including Signature Conferencing, which consisted of tailor-making a product and planning it specifically around each particular client's needs. Feedback from conference delegates in respect of the upgraded conference facilities had been extremely positive and provided a major financial boost to the hotel.

According to Nortje, besides going back to basics, which meant good control over expenditure whilst not affecting the end product to the customer, it was also key to have competitive awareness of what was being offered by similar establishments in the area. He was of the opinion that Southern Sun's investment and efforts were now beginning to pay off as the hotel was seeing a steady increase in business. He also noted that Claremont is coming into its own in terms of what it has to offer. "The area presents a viable alternative to the V & A Waterfront with a less frenetic shopping environment at the up-market Cavendish Square Shopping Centre, not to mention Sahara Park Newlands rugby and cricket grounds right on our doorstep, all contributing to an experience of leisureliness," said Nortje.

Nortje is extremely excited about the 2010 Soccer World Cup as it provides an excellent opportunity for the country to showcase what it had to offer. He said that "the responsibility lies with all parties to create excitement around the event and to make a joint effort to ensure that the experience is a memorable one for visitors."

Cavendish Square



Taking into account the effects of the economic downturn, retail expectations were for slower trading conditions over the festive season, but as a result of concerted marketing efforts Cavendish Square saw an increase in turnover and trading densities.

"The centre was incredibly busy in the run up to Christmas and cinemas seemed to be performing well throughout the festive period. Footfall in Cavendish Connect reflected an increase of 20%," said Brenda Bibby, Cavendish Square Centre Manager. "The new

Vineyard Hotel & Spa



"2010 will certainly be an interesting year for the local hotel trade in view of the dynamics that will be at play," says Roy Davies, General Manager of The Vineyard Hotel & Spa. "We are in uncharted territory with a lot of uncertainty as to what will materialise versus expectations. Our strategy, therefore, is to hold one third of our accommodation inventory for tour groups, one third for individual leisure tourists, whilst one third has been allocated to Match, the organisation which holds the entire inventory for the World Cup."

According to Davies, the hotel is planning several activities over the next couple of months to heighten the World Cup experience. These include cultural dance displays in the hotel foyer when guests arrive and screening of the World Cup soccer matches in their Splash Café. They will also gear up over this traditionally low season with a high season staff complement to service the expected increase in visitors. Staff have also been afforded the opportunity to learn one of three foreign languages, German, Spanish or French, to enhance their interaction with and assistance to visitors from abroad.

Commenting on the recession, Davies said that the hotel had noticed a definite change in dining patterns of patrons with restaurant food orders not being as substantial as they previously were. "Diners may opt for the more relaxed terrace menu rather than the Square restaurant. Our fresh fish and chips offered on the patio menu goes down especially well with our English guests," he said. To add a little local flavour the hotel also offers a braai buffet of salads, meat and desserts at the Splash Café on Wednesday and Sunday evenings from December until end February.

With its unique setting against the magnificent backdrop of Table Mountain, in addition to its fascinating history dating back to the days of Lady Anne Barnard, this accommodation venue remains a popular choice. "The hotel is a firm favourite with sporting teams and has played host to many visiting and local rugby teams over the years," said Davies.

380m2 Ottawa Spur Steak Ranch on the 2nd floor of Cavendish Connect, which seats up to 280 patrons, is a welcome addition to our food and restaurant offering," she added.

Although Cavendish has not yet confirmed the comparative spend and sales figures for the period, Bibby said that trading had remained buoyant and the January sales promotions seemed to have provided a further boost and extension of holiday trading.

"Shoppers enjoy the one-stop shop element of Cavendish Square and we aim to continue offering our customers the 'perfect excuse to go shopping' in 2010," she said.

Craft Picture Framers



Established in 1992, Craft Picture Framers, a small family run framing business based in Stadium on Main, specialises in custom picture framing, quality custom made framed mirrors and the supply of art prints and accessories.

Owner Gavin Teixeira advises, "Mirrors, if positioned correctly, can really enhance living areas by providing a dimension of depth to an area and also providing more light and enhancing small spaces."

All the work is undertaken in their on-site workshop by a professional team who have 60 years combined experience. They will also advise clients on the best possible way to enhance their artwork. "Using the correct colour combination of frame and mounting with the artwork is critical for a successful result," says Teixeira.

A benefit of the work being done on the premises is that valuable artwork need not be moved around and they offer a fast turn around time. Also, being a direct supplier and manufacturer their prices are very competitive.

"Coupled with a change in marketing strategy and lots of hard work, we managed to have a 'good' 2009," says Teixeira. "We noticed a definite upward swing last year compared to 2008 and though the retail side was still flat, the service side of our business showed a marked increase. I believe 2010 will provide a lot of much needed economic stimulus to SME'S and South Africa as a whole. We are currently trying to secure more soccer-related content and focusing on products for prospective tourists."

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MontClare Place increases shopper offering



MontClare Place on Main Road, Claremont

"The opening of the new double-storey Pick n Pay Clothing Store has been a great asset to MontClare Place, broadening the offering available to shoppers in the centre," says Gregg Huntingford of Growthpoint Properties. Most of the tenants within the centre have stayed on par with 2008, while one tenant reported an approximate 10% increase in turnover.

Cavendish Square at the J&B Met



Always fashionably first, Cavendish Square embarked on a unique project at this year's J&B Met, Cape Town's premier fashion and social event. Partnering with FEDISA (Future Excellence Design Institute of South Africa), Cavendish Square took the 2009 Cavendish New Face winners and finalists to the J&B Met, dressed in stunning, "over the top" creations, designed by the first year students at the design institute.

Said Madrie Verwey, Cavendish's Marketing Manager, "We wanted to do something a little bit different and really make a statement at this year's J&B Met and in so doing get the Cavendish brand exposure in a subtle and sophisticated way."

Allan Le Roux, FEDISA's CEO and Academic Director, said, "We are always looking for opportunities to expose our students to real working situations whilst their studies are on-going and we jumped at the opportunity to get involved with Cavendish Square's J&B Met promotion."

"We were also very honoured to have walked away with the coveted 'Best J&B Met Centre Court display' in a shopping mall in the Western Cape. In keeping with the J&B Met theme, 'In full colour', the team created a stylish and elegant display which was devised entirely in-house and featured beautiful floral creations by Fabulous Flowers, a Cavendish Square tenant," said Verwey.

Significant improvements to the parking facilities and procedures have resulted in hassle-free access for shoppers at MontClare Place. For extra convenience, undercover and open parking is now free for the first one and a half hours. Parking rates have also been lowered; it now costs only R10 to park for 2 hours, should you need to stay longer than the 90 free minutes period. Thereafter it is R10 for each additional hour.

The newly improved free-flow traffic and parking arrangements are a response to customer requests. "Our customers have spoken, and we have listened," said Adrian Read, Property Manager of MontClare Place. "We are always intent on offering our customers a pleasant, safe and convenient shopping experience and the enhanced parking is one of the ways we are ensuring that we meet their needs."



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