



Making Claremont
a better place for all

The Claremont Clarion

Official newsletter of the Claremont Improvement District Company (CIDC)

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Claremont gears up for 2010

June 2009 marks one year to go to the 2010 FIFA World Cup kick-off. Capetonians, and indeed the community of Claremont, will welcome the world as hosts. If the German experience in 2006 is to be emulated, the point about international football at World Cup level was that it was a fan experience, encompassing not just young men, but people of all ages, both males and females.

"Germany's 2006 'Time to make friends' campaign, which it is believed was one of the most effective initiatives behind the success of the 2006 event, is illustrative of similar initiatives we need to galvanise within Claremont," says Abdul Kerbelker of the Claremont Improvement District Company (CIDC). Not only did it generate a great feeling within stadiums, but it allowed both local and fans from abroad to be friends outside the pitch. "It was about welcoming the world as good hosts and encouraging people to go to the stadium," says Luyanda Mphalwa, advisor to the Local Organising Committee.

The CIDC believes that its model of creating a safe and clean platform can help galvanise the hospitality, retail and commercial opportunities existing in Claremont, to allow Claremont to welcome the world. "Our programmes, in partnership with the City of Cape Town and various NPO's like Straatwerk, help not only to make Claremont clean and safe, but also free of graffiti.

Claremont has also, through the aegis of the CIDC and the City of Cape Town, been virtually flood-free and thus allowed for our transport, both motorised and non-motorised, public and private, to move freely within the Claremont environment, adds Kerbelker. "These building blocks create quality public space, where the world can meet and the locals can interact, talk and do business," he says.

The global recession shows no signs of abating, with the IMF's recent World Economic Outlook predicting a shrinking of the global economy by 1.3%, the worst since World War II. Comments Kerbelker: "We can certainly thank Jack Dempsey, the New Zealand delegate who voted against South Africa in 2006, for placing the African World Cup smack bang in the middle of a global



CIDC staff, seen here at Sunclare Square, celebrate one year to go to the 2010 FIFA World Cup

recession, as this should cushion us from some of the recession's worst effects."

Apart from its host city status, Cape Town is an important venue for the tournament. According to Pam Naidoo, the Director of Operations for the City, of an anticipated 3 500 000 visitors expected in South Africa, 4 out of 5 international respondents have indicated that they would prefer to visit Cape Town. There are thus 3,5 million "green shoots" of economic recovery in South Africa that could mitigate against Capetonians feeling the full brunt of a global recession.

Mike Marsden, head of the City of Cape Town's 2010 team, stated at a recent presentation that Cape Town's host city status goes beyond hosting a successful event, but was also about the legacy of the event. Preparations for 2010 have precipitated investment in neglected infrastructure. Many gains have been made in terms of public and private investment, thus building a strong platform for future economic growth. The landmark Claremont Boulevard, with the accompanying Public Transport Interchange, has ensured that a well managed Claremont is accessible and thus open for business and ready to welcome the world.

From the Executive Manager's desk



It is less than a year to go before Claremont and South Africa welcomes the world for the 19th edition of the FIFA World Cup. It is time for the CIDC, and indeed Claremont, to gear up to receive the opportunities and deliver the services required to stage such an event.

The CIDC, during this time will emphasise its core services of safety, cleansing and caring to deliver a quality urban environment. These services to deliver a managed environment are essential in a period when it is expected that world cup guests and Capetonians will mingle in the public space. This social and cultural exchange is particularly relevant to Claremont with its large decentralised offering of accommodation and 24 hour quality entertainment venues, such as cinemas, bowling alleys and up-market café culture and spas.

June is a time when the plight of the less fortunate becomes highlighted as the streets become less welcoming for homeless people during winter. We have partnered with Community Chest in a drive with media partner Good Hope FM radio, to collect and distribute food and clothes to the most needy. We have also partnered with Straatwerk, U-turn and the Haven to assist the most vulnerable in addressing first phase interactions with homeless people. We would also like to commend the Protea Sub-council under the able leadership of Owen Kinahan and the Ward Councillor, Ian Iversen, for their superb initiative in providing a comprehensive leaflet, which allows members of the public to understand the issues of homelessness and how they can interact with the services and service providers active in the field. Copies of the leaflet are available at the offices of the CIDC. This excellent initiative around giving responsibly discourages the tendency to give to homeless people, who often perpetuate their cycle of homelessness using these handouts to either buy drugs or alcohol, thus not seeking rehabilitation or avoiding entrance level occupations, as begging appears more lucrative. The CIDC's partnership with Community Chest's Operation Winter Warmth to enhance effective distribution of resources reflects this practice of giving responsibly.

We would also like to commend the work of our Social Outreach worker, Ingrid Frieslaar, who tirelessly has been placing people back in their communities and often offering words of comfort and help to the destitute. Her biggest success story has been the assistance to a couple, who have lived on the streets of Claremont for seven years, by not only providing them with identity documents, but also assisting them with accommodation in Phillippi.

The CIDC has also hosted a Knowledge Sharing Security event with all the leading banks in the Claremont CBD, as well as initiating a monthly Security Forum, whereby all security companies meet, share and exchange information to prevent crime in Claremont.

The Claremont CBD has also seen the arrival of the new parking management agents, Numque 2000, who have, along with the City of Cape Town and the CIDC, engaged in a unique partnership to manage public parking in Claremont. This partnership, along with other partnerships, is perhaps illustrative of the CIDC's drive to have Claremont positioned as one of the best managed business districts in Cape Town.

Abdul Kerbelker, Executive Manager

Davies awarded Civic honours



Councillor Owen Kinahan, Protea Sub-council Chair, Anthony Davies (former CIDC Executive Manager) and Abdul Kerbelker (his successor) at the Civic Award Ceremony held at the Alphen Centre Council Chambers to honour Davies' achievements in initiating the Claremont Improvement District

Keeping Cape Town Warm



Seen here with the CIDC's contribution are Karen Bailey, CIDC Admin Manager and Good Hope FM radio's Lunch Actually presenter, Guy McDonald

On Wednesday 10 June, from 6am to 7pm, the Engen Garage on Claremont Main Road served as one of several collection points for the donation of blankets, clothing and non-perishable foods in the annual *Keep Cape Town Warm* campaign. The event is held by ABSA in conjunction with Good Hope FM radio to help the thousands of families left destitute every year by the adverse Cape winter storms.

The proceeds from the *Keep Cape Town Warm* campaign will be donated to the Community Chest for distribution as part of their *Winter Warmers* initiative. The donations will be provided to needy communities through its network of 400 social development organisations working throughout the Western Cape. Any excess food and clothes will be stockpiled and used to respond to emergencies such as floods or fires.

Visit <http://www.goodhopefm.co.za> for more information.

Straatwerk takes on challenge of graffiti



The CIDC recently appointed Straatwerk Ministries, a registered non-profit outreach ministry, to tackle the ongoing problem of unsightly graffiti within the Claremont CBD. Abdul Kerbelker, CIDC Executive Manager, says: "Based on my past experience with Straatwerk who assisted with cleansing and graffiti removal in the Cape Town CBD, we have seen fit to engage their services in the Claremont area."

Straatwerk offers a phase 1 rehabilitation programme aimed at facilitating the reintegration of desperate and needy people back into the community in a dignified manner. They currently have between 200 – 300 work seekers on file from which they source their labour teams. Project Manager, Hannes van der Merwe, says: "I am

passionate about cleaning up - because in the process we not only clean up the environment, but help people to clean up their lives. We render a consistently good service using 'unemployables' who would not find formal work through the usual channels. The "Project Opruim" programme presents an opportunity for them to earn cash in hand through a fair rotation system in available shift work under the guidance of a foreman. This provides them with a source of income to meet their basic needs. Participants who prove themselves get the opportunity to become members of a "First team" for whom there are more shift opportunities and thus better opportunities for a bigger income.

"Our strategy," says van der Merwe, "is to be very active so that as soon as graffiti is spotted, the clean up team is deployed to remove it. As soon as something appears on a wall, others start tagging it and in no time the wall becomes an eyesore. It is sometimes hard to distinguish between mural art and graffiti, so it's a grey area, but in general we clean up everything as we want to keep the environment neat and tidy. Regular follow-ups are conducted to ensure that the area stays clean. We are keen to establish an early notification system so that we can react quickly and in this way ensure that we stay one step ahead of the graffitiists."

Straatwerk has a good relationship with the Council, their sub-contractors and the CIDs. "Despite the supplementary cleaning services employed by the CIDs," says van der Merwe, "there is always a gap for top-up or specialised skills such as the removal of graffiti. We have developed special techniques to touch up graffiti so that the entire area affected does not have to be refurbished. On the basis of our past successes we have also obtained additional work from schools and businesses."

Claremont parking under new management



The City of Cape Town's Transport Programme Management, in partnership with Numque, have taken over the management of the 189 parking bays within the Claremont Improvement District area as of 1 July 2009.

The CIDC, in an agreement with the City of Cape Town and Numque, have agreed to play an oversight role by monitoring the efficacy of Numque's operations on behalf of the City. Twenty three marshals, with the aid of a sophisticated hand-held meter, will manage the bays. Where car owners could previously pay for the privilege of parking all day in side street bays off Claremont Main road, the emphasis will now be on the rotation of bays for a maximum time limit of one hour. The cost of on-street parking will be R3.00 for half an hour.

Abdul Kerbelker, Executive Manager of the CIDC, welcomed the move to ensure better managed public space for all the users of Claremont. He explains: "We are making sure that the public parking space is correctly managed and that people are not using one bay as a 'whole day' facility." He added that users of Claremont requiring longer stays could park in a number of private parking garages such as Stadium on Main and Cavendish Square.

The City of Cape Town has a toll free number to deal with parking queries on 0800 65 64 63 or call the offices of the CIDC on 0800 200 597 for further information.

Wine and Dine at the Vineyard Hotel



The Square Restaurant, the Vineyard Hotel & Spa's signature restaurant, will be hosting Edmund Terblanche, wine-maker at the historic Franschoek wine estate, La Motte, on Friday, 31st July.

La Motte's Pierneef collection will be a feature of the evening and guests will be able to taste their new Shiraz-Grenache blend. This wine-tasting event includes a welcome drink, wine-tasting and a 4-course gourmet dinner paired with wine. Booking is essential. Visit www.vineyard.co.za.

Sleep experts launch Claremont store



Granny Goose Duvets, the sleep experts and makers of exquisite bedroom accessories, opened the doors to its stylish new Sleep Laboratory on the Ground Floor in MontClare Place in Claremont on 20 May. Oozing with style and decked out in white tiles and matching accessories, the 380 square metre store with its floor to ceiling glass façade, makes for a light-filled, luxurious shopping experience.

Duvets in every shape and size are available, filled with Granny Goose's premier quality downs sourced from Hungary, Canada, Germany and many other countries that produce quality down material. Inside the glass-enclosed laboratory, a technician carries out rigid quality control tests on every down or feather filling.

"All Granny Goose natural fill products are triple de-dusted as part

of the exhaustive cleaning process. This, coupled with the use of a tightly woven cotton down-proof fabric, prevents dust mites from entering the casing," says Granny Goose Marketing Manager, Glen Le Roux.

The Granny Goose Sleep emporium will transform your nights and ensure that your sleep problems are soothed away with their tailor made customer service. They will create a handmade pillow specifically for your needs – whether you have back and neck problems or are simply selective in how you prefer your pillow - hard, medium or soft. You can even try out your custom-made pillow on the blissful laboratory bed, dressed with a Granny Goose mattress protector, opulent Egyptian cotton sheets and an exquisite feather-light duvet. A seamstress will be on hand to finish your custom made pillow once you are happy with the filling quality.

There is also a wide range of superb Granny Goose products, including high thread-count linens, super-absorbent towels, light-weight goose down blankets, cotton throws and baby bedroom accessories. The Sleep Laboratory also offers a children's area with double bunk beds where kids can also test their pillows. In addition, the renowned Granny Goose gift registry range for brides is available in-store, featuring distinctive home appliances and bedroom accessories for newly married couples.

Bring along this copy of the Claremont Clarion to the Granny Goose Sleep Laboratory, MontClare Place, corner of Campground and Main roads, and you will receive 10% off your first purchase, until 31st August 2009. Terms and conditions apply. Visit the Granny Goose website at: www.grannygoose.com.

World class Aquatic Centre proposed for Newlands

A public participation process is currently underway regarding the redevelopment of Newlands Swimming Pool into a world class aquatic centre meeting international standards. Besides upgrading and maintaining the Newlands pool to international FINA standards, the proposal submitted by Swimming South Africa (SSA), the official organisation for promoting aquatics in South Africa, includes a media, training and administrative centre, spectator stands and change room facilities as part of the complex. Also proposed on the site is a small 4-star hotel, student housing, low rise residential apartments, offices and a small commercial component.

SSA has been engaging with the Cape Town City Council for many years regarding the upgrading of Newlands Swimming Pool. Early studies to evaluate some 15 sites in and around Cape Town for their suitability for re-development, concluded that Newlands was considered to be the most suitable site.

The Newlands Swimming Pool has historical value as a swimming venue but the pool has deteriorated structurally to the point where its condition is no longer considered to be adequate for national and

international competitions. Due to the lack of suitable facilities in the Western Cape, SSA has been unable to host any Senior National or International events in Cape Town since 1991.

The proposal will permit better utilisation of Council facilities and would promote major annual events of various aquatic sports in Cape Town. "Newlands" has furthermore developed a reputation as an international sport hub with the existence of Newlands Cricket Ground and Rugby Stadium as renowned brand names for international sporting events. Upgrading the swimming facility will add more impetus to this branding.

On completion of the public participation process and provided the City Council grants permission for the land availability agreement, environmental impact assessments, zoning and traffic studies will be conducted. The proposed development would be subject to rezoning and compliance with the Integrated Metropolitan Environmental Policy. The business plan and related documents are available for public scrutiny and comment at the Council offices until end July.



Claremont Improvement District Company

Upper Ground Floor, Stadium on Main
PO Box 24063, Claremont 7735 Tel: (021) 674 0639 Fax: (021) 674 1533
E-mail: info@cidc.co.za

This newsletter is designed and produced by The Executive Connection 082 2241 222

If you have any comments or suggestions, or would like to be added to our e-mail newsletter database, please e-mail info@cidc.co.za