



Making Claremont
a better place for all

The Claremont Clarion

Official newsletter of the Claremont Improvement District Company (CIDC)

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Claremont's huge loss



The discovery of CIDC Chairman, Chris Drummond's body in Stegmann Road, adjacent to Stadium on Main, in the early hours of Tuesday, 06 April, has left family, friends and colleagues reeling with shock and disbelief. Despite much speculation, the circumstances surrounding his death are still unclear and under police investigation.

Chris was widely acknowledged for his dynamism and entrepreneurial skills and as the person who kick-started and facilitated the urban regeneration of the Claremont CBD. He was appointed Chairman of the Claremont Improvement District Company (CIDC) in February 2000.

The Claremont Boulevard will perhaps stand out as Chris' biggest legacy to the area and its stakeholders. It was through his determination and perseverance that the boulevard project was re-ignited after some 30 years in dormancy. The urban renewal success which has been achieved by the CIDC was a source of great pride to him.

In 2008, Chris founded the IRR Properties Group, focusing on a blended top-end residential and commercial portfolio. The jewel in the crown is Benguela Cove Lagoon Wine Estate, located on the bank of the Bot River Lagoon opposite Arabella. Thanks to Chris' visionary gift, Benguela is today a truly sought-after luxury residential security estate with ocean and mountain views, an abundance of bird and wildlife, whilst producing award winning wines - all of which took Chris

back to his proud 'farmer's son' roots.

Chris had a strong sense of social investment and played an active role in many charitable organisations until his untimely death. He had a passion for youth education and was renowned for his huge investment of time in the lives of young people. He was a Director of StreetSmart, a fund-raising charity for disadvantaged children and an Advisory Board Member for Common Purpose, an international educational institute specialising in societal cognisance.

In early 2009 Chris joined Aylesford International Luxury Property Specialists as Chairman and 50% shareholder. He continued to take the company from strength to strength with his passion and enthusiasm for the brand, continuously striving to raise the bar, as he always did, for excellence in the property services industry.

Ever the sports and adventure enthusiast, Chris was a keen golfer with a single figure handicap and was captain of Arabella Golf Club for many years. He was also a cricketer, cyclist and runner. His running exploits include several Comrades, the New York Marathon and many Two Oceans runs. He cycled two Cape Epics, several Cape Argus Tours and recently cycled with Lance Armstrong. His climbing feats include summiting Kilimanjaro, Aconcagua (the highest mountain in South America), Mount Elbrus (the highest in Europe), and to within 300 vertical meters of the summit of Mount Everest, only thwarted at the last by bad weather and frost bite on several toes.

The world will be a poorer place without Chris Drummond. While living his own life to the fullest, his indomitable enthusiasm, passion, sense of humour and optimism left all those privileged to have known him or worked with him, breathless.

His love and respect for family life, his beloved wife Flora and sons Andrew and James, not to mention his family in England, was an example to all those around him. It was impossible to meet Chris and not be touched by him in some way. He will be forever loved and greatly missed by all. His legacy, passion and 'can-do' attitude will be continued, through his family and by his partners, colleagues and all those who worked closely with him.

Chris' memorial service took place on Saturday, 17 April at the Bishops Memorial Chapel. The family have requested that a donation be made to the charity Street-Smart in lieu of flowers - details are overleaf.

From the Executive Manager's desk

CIDC AGM report



I could, with tired clichés, commemorate the life of Christopher Vivian Drummond, but tired clichés are wholly inappropriate for someone who lived the very truth of these clichés: sucking from the marrow of life, living life on a grand canvas, at ease with kings and queens, yet never losing the common touch.

It is thus with a heavy heart and a consolidated woe from the board of the Claremont Improvement District Company, the staff, our service providers and consultants, that we pay tribute to this larger

than life individual, who had within him that very rare human quality to not only affect every moment he shared with people, but leave the conversation or moment with an optimism which was tangible, and to infect those whom he touched, to be swept up by his enthusiasm for life and the willingness to do better.

We extend our condolences to Chris' wife, Flora, his sons Andrew and James, as well as to his parents in England and to the rest of the Drummond family. We would particularly like to thank Flora and her boys for sharing their husband and father with the Claremont community, which he unselfishly built, to become the Claremont family. We will all keep memories of them in our hearts, as they were the subject of Chris's favourite recollections of family life.

It is through the programmes of the CIDC, initiated by Chris, that the Claremont family is kept safe, well cared for in cleanliness and through its social outreach programmes, takes care of its less fortunate members. This Claremont family, was just beginning to reap the benefits of a safe and clean environment and looking for opportunities to dance to its own music through its jazz offerings on Sunclare Square and sharing its excitement with its cousins at the Newlands Historical and Cultural Precinct (see last month's Clarion), when Chris was so suddenly taken from his family.

The work of the Claremont Improvement District Company, bears testimony to the life of Chris Drummond, being strong on the delivery of its basic mandate of clean, safe and caring, as well as seeking opportunities to share and expand this vision with its neighbouring communities. We have in the interim had a special board meeting on Friday, 09 April, where David Stoll was unanimously appointed by the board in a caretaker capacity. Mr Stoll, the Regional Head of Growthpoint Properties, has filled the role before when Chris Drummond took a sabbatical to climb Mount Everest and also during Chris' convalescence following his car accident last year.

I would like to end with a quote from one of the many tributes the CIDC office has received on the passing of Chris Drummond, this one from Melanie Burke, which epitomises the leadership and influence Chris's life has had on the many he has touched. She writes on leadership beyond authority, which Chris displayed and asks that we may all find comfort in these words by Michael Josephson, when thinking of Chris:

"It won't matter where you came from or what side of the tracks you lived on at the end. It won't matter whether you are beautiful or brilliant. Even your gender and skin colour will be irrelevant. What will matter is how long you will be remembered, by whom and for what. Living a life that matters doesn't happen by accident. It's not a matter of circumstance, but of choice. Choose to live a life that matters."

Abdul Kerbelker, Executive Manager

In lieu of flowers for Chris, please make all donations to StreetSmart SA

Account holder: StreetSmart SA
Bank: Nedbank Foreshore
Branch Code: 108309
Account Number: 1083344439
Reference: Chris Drummond / your name

The year under review has been characterised as a period of change within the Claremont Improvement District Company (CIDC), with probably the most notable change being the handing over of the Executive Management responsibilities from Anthony Davies to Abdul Kerbelker, whose previous experience of urban management matters through his 8 years with the Central City Improvement District Company, together with his well-established network of relevant contacts, has resulted in very positive achievements.

After the major capital projects involving the Boulevard and the Public Transport Interchange, it was with great disappointment that we learnt that the City had cancelled its previously committed contract for the upgrade of Claremont Main Road and we are actively seeking a solution for this important element of our area.

The CIDC's key focus will remain on 'crime and grime' initiatives, which have been so successful and impactful on the area. Efforts will be redoubled in the area of social intervention with the objective being to make Claremont more attractive and accessible. The consequence of this strategy will be an enjoyable and socially creative area for all stakeholders, be they shoppers, office workers, residents or landlords.

There is a lot of work to be done regarding the "uitval grond" areas beyond the Boulevard and the CIDC is actively engaging with the City to ensure optimal usage of these land areas, maximising their effectiveness and contribution to the environment and people of Claremont.

The relationship between the CIDC and its key delivery partners such as SAPS, the City Council and various social intervention groups, remains of paramount importance. The effectiveness of the CIDC's operations are inextricably linked to these relationships and the organisational effectiveness of the co-operation between these bodies.

As the premier decentralised business node of the City, we have a very important role to play in the success of the Soccer World Cup tournament and event. No country could ever secure a better opportunity to globally market themselves than through this event which is watched, through broadcasting, by more people than any other event on the planet. Claremont, like South Africa, must ensure that it puts its best foot forward, whether it is being helpful to the guests staying in our superb hotels or being polite to the sports stars, some of whom will be based in Claremont, we must all ensure that the event is characterised by a sense of goodwill, fulfilment, safety and security.



Seen at the AGM, held at the Vineyard Hotel & Spa's Splash Cafe, were Dermiad de Burca, General Manager of SAB Newlands Brewery and Dave Lowry of the City of Cape Town

A tribute to Chris Drummond Farewell dear friend and colleague



From left to right, top to bottom:

Chris and Helen Zille cutting the ribbon at the official opening of the Claremont Boulevard

Chris at his 50th birthday celebratory lunch with a painting of the Claremont CBD, which was presented to him, in the background

David Stoll, Chris and Wallace Mgoqi at the signing of the Boulevard partnership agreement with the City of Cape Town

Chris inspecting his dining options during a trip to attempt a summit on Mt Everest

Chris and friends celebrating his 50th birthday at a surprise breakfast at the Vineyard Hotel

New shopping centre for Claremont



A new mixed-use development comprising a neighbourhood shopping centre and residential apartments is to be built on a prime site in Claremont. Situated on the bustling Palmyra Road, Palmyra Junction will be anchored by a 1200m² Woolies Foodstore, one of the largest Woolies Food convenience stores in the Western Cape, and 18 other handpicked retail tenants.

With a gross lettable area of 2200m², Palmyra Junction is being developed at a cost of R50m by the Rabie Property Group on behalf of Insight and in response to strong market demand. The centre, which will have 24 hour controlled access and CCTV coverage, will enjoy plentiful parking with no less than 150 dedicated parking bays being provided on site.

Ten studio apartments will be built above the shops providing potential work from home opportunities. Rabie Development Manager, Colin Anderson, said it had taken eight years to assemble the site and get the necessary development rights in place.

“The Claremont area is under-shopped in terms of convenience shopping as there simply have not been suitable, large enough sites available for development. The existing shopping facilities in the area have thus been limited to strip shops or small redevelopments which all have parking limitations. Palmyra Junction will really have a competitive advantage in that it will be able to provide both convenience and destination shopping.” Anderson said they were in the process of concluding leases for about 85% of the space.

The centre is located on one of the southern suburbs’ main “school runs” and in close proximity to about 20 leading schools. “Weekday trading hours will be from 8am to 8pm to benefit from the passing trade and provide convenient shopping for parents dropping their children off in the morning or picking them after school.”

Anderson said the Woolies Foodstore was being designed to be the “greenest” of all Woolies Foodstores countrywide with green building measures being taken including recycling energy for the underfloor heating, rain water harvesting and natural ventilation.

The centre will be set around an internal, open air piazza enabling restaurants and coffee shops to spill out and for patrons to enjoy the landscaped surroundings and mountain views. The architecture of the centre, which is being built on an old railway siding, embraces a combination of steel, glass and facebrick in a contemporary idiom and will incorporate some historical elements recovered from the site including recycled railway sleepers and tracks.

Construction by Granbuild is well underway with the centre due to open in November 2010.

Sports Agency partners with local business

Locally based sports marketing agency, the Treble Group, established in 1999, has worked with some of the biggest names in South African sport, such as the South African Rugby Union and Western Province Rugby, as well as with some of international sports biggest organisations, namely Manchester United Football Club and the International Cycling Union (UCI).

Whilst the group has global reach, it has also created partnerships with local businesses within the Claremont-Newlands business district. One of these partners is the Southern Sun Newlands Hotel, which has long been associated with the organisation by hosting the company's guests from across the country. "With the hotel's proximity to the Treble Group offices and Newlands rugby stadium, it is an ideal fit for both companies," says Brad Habana, Head of Marketing and Sales for the Treble Group and brother of rugby player Bryan Habana. "Our relationship with the Southern Sun Newlands, where it is recommended that all touring visitors stay when the Stormers are playing, is a prime example of our ties with local business. It is especially convenient as it is only a two minute walk to the stadium," adds Habana.

The company runs and manages both the Springbok Supporters Club and Club Newlands, the official supporters club of the Vodacom Stormers and Western Province. According to Habana, companies in the vicinity are welcome to use the Treble Group's venues for corporate events. "Club Newlands offers local businesses the opportunity to be part of an amazing experience," says Habana. "We help businesses to grow their brand awareness and product, as well as to increase the sales and footfall within their companies. The Club Newlands Lounge and the Castle Lawns @ Club Newlands provide fantastic facilities for any event, as well as the unique experience of hosting an event at one of South Africa's most beloved landmarks, Newlands Rugby Stadium."

Another of Treble's main partners is SAB, with the Newlands brewery only a stone's throw away from the company's headquarters in Boundary Road. Besides being Club Newlands' main liquor sponsor, SAB has also lent its support to match day events by becoming the naming sponsor of the ever-popular Castle Lawns @ Club

Newlands. Situated opposite the Grand Stand, the Castle Lawns offer fans the chance to relax and enjoy entertainment amongst the most die-hard supporters of WP Rugby. "With our other partners Heart 104.9FM, who play the latest tunes all afternoon and Nashua Mobile, who gives everyone the chance to win great prizes each match day, it is no wonder the area is loved by all those who come to watch rugby at Newlands," adds Habana.

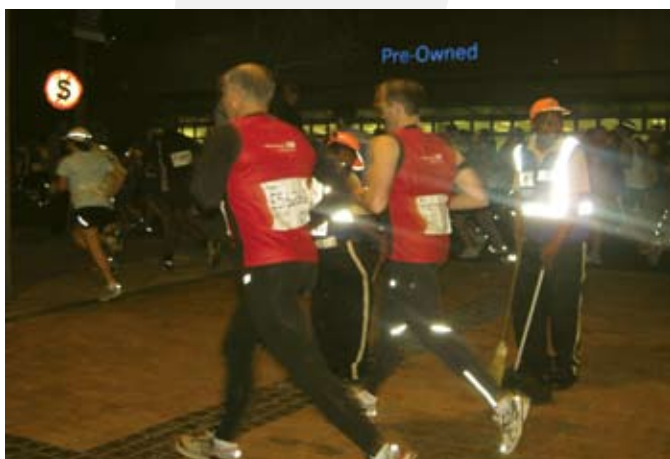
"Club Newlands, however, is not only about match day," says Habana. "Several other events take place throughout the year. These include sleepovers on the Newlands pitch - young fans and their dads set up tents on the field and get a chance to participate in a clinic run by the players - meet and greets, a golf day, rugby clinics and more. Being a Club Newlands member is the best way to get closer to the Vodacom Stormers and WP players,"

Members of Club Newlands get free or discounted entrance into events, as well as exclusive use of the Club Newlands Lounge on match days where they can enjoy watching sporting events with some of the most passionate fans in the Western Cape.

For more information on Club Newlands and the Springbok Supporters Club go to their respective websites at www.clubnewlands.co.za and www.springboksupporter.co.za



Two Oceans marathon races through CBD



Hundreds of onlookers lined the main road of Claremont on Saturday, 3 April to cheer the large field of marathon runners, some 21 000 participants, as they passed through the CBD shortly after the start of the race at 06h00 outside Southern Sun Newlands Hotel.

CIDC cleansing staff were hard at work the day and night before the race to ensure that the streets were in pristine condition for the thousands of runners who would stream through the area on race day.

Claremont can perhaps be thankful that it lies at the start of the race. Litter along the course of the race can pile up dramatically, given that some 750 000 water sachets, 180 000 Powerade sachets, 39 690 litres of Coca-Cola and 300kg of bananas were distributed to runners during the course of the race. It is estimated that 110 000 Coke cups and 137 000 plastic bottles were thrown away.



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