



Making Claremont
a better place for all

The Claremont Clarion

Official newsletter of the Claremont Improvement District Company (CIDC)

Issue 21 May / June 2010 www.claremontcentral.co.za

**The Executive
Manager's Desk**
Page 2

**Councillor Kinahan
promoted to Alderman**
Page 2

**MontClare Place
receives SAPOA
Merit award**
Page 2

**2010 Fine Art Collection
at Cavendish Square**
Page 3

**Cape Town Stadium
2010 Soccer matches**
Page 3

**History of the
Vineyard Hotel & Spa**
Page 4

**Stanhope Bridge
graffiti removal**
Page 4

It is here. Let the party begin!

Grab your vuvuzelas, don your makarabas and get ready to party. No more countdowns! It is here. Since 15 May 2004 South Africans have been preparing for the world's greatest sporting spectacular, the much anticipated 2010 FIFA World Cup™ ... and finally, it is here. The atmosphere across the country is electric. South Africa, Cape Town and, in turn, Claremont are putting their best foot forward to welcome the many thousands of soccer fans streaming into the county from every part of the globe to participate in this great event.

It is estimated that of the anticipated 300 000 foreign visitors for the World Cup, 4 out of every 5 will also visit Cape Town at some stage during their stay. Naturally, many of these visitors will extend their tour to include Claremont, one of the city's premier shopping and entertainment destinations.

"It is our aim at the Claremont Improvement District," says Abdul Kerbelker, CIDC Executive Manager, "to ensure that every foreign, as well as local visitor to Claremont enjoys our vibrant nightlife, our more than 400 retail offerings and our historical and sporting precinct so much that it will not only leave them wanting more, but also with the experience of it being one of the best managed urban spaces in the world."

Security and cleansing, as always, are some of the CIDC's key priorities. Additional security officers and cleaning staff have been deployed to strengthen the regular contingent. "The officers, each in their characteristic orange peak cap, with a message saying, 'Claremont Welcomes the World' have been given specific training to ensure that they are ambassadors for Claremont," said Kerbelker.

"We envisage that at night, when visitors want to sample our cuisine or party at one of the upmarket nightclubs in Claremont, greater strain will be placed on our cleansing services. The Solid Waste Department of the City of Cape Town has come to the party by not only allocating extra cleaners, but has also placed additional litter bins within the Claremont area. "We appeal to everyone to use the new green litter bins placed on concrete slabs throughout the Claremont area," Kerbelker added. *Read more about the stepping up of the CIDC's services in the Executive note on page 2.*



CIDC staff wear the popular 'makaraba' fan helmets worn with pride by soccer fans.

Soccer revellers wanting to party after the matches will have plenty of bars, clubs and pubs to choose from what is on offer in late night Claremont. Geoffrey du Toit of Club Cubana on Claremont Main Road informs that they have 6 big screen TVs and will be showing all the games, both day and night, as well as holding Castle promotions with prizes throughout the event. Party-goers may also opt for Tiger Tiger, Tin Roof or the recently opened Club 91, which are typical of the vibey nightlife Claremont has to offer.

For soccer fans too tired to go clubbing after doing the diski dance and blowing their vuvuzelas, trying one of Claremont's restaurants may be the way to end the day after watching the game. Dining options are many and varied with culinary fare ranging from fast foods to more exotic, sophisticated cuisine. There's plenty to please all pockets, moods and taste buds in the CBD's many restaurants, bistros and cafes.

After all the eating and drinking, local fitness centres will help you to work off the inevitable party hangover and the extra kilos gained. Virgin Active in MontClare Place has put together a series of soccer related workout routines to get fitness enthusiasts into the spirit of the game. They are also offering visiting fans special short-term memberships.

"Our hope," says Kerbelker, "is that every visitor to Claremont during and after the World Cup would want to return to this urban space because it is the business district which, through its proactive management, allows for the best shopping and entertainment experience. Of course, our hope too, is that Bafana Bafana makes us a proud nation and we wish them the very best in the tournament."

From the Executive Manager's desk



South Africa is currently experiencing a massive influx of foreign visitors for the 2010 FIFA World Cup™. It is the aim of the Claremont Improvement District to ensure a seamless visit for every local and foreign visitor to our urban space. We want them to enjoy a superior experience, which will have them saying that this is the best managed urban space in the world.

At the CIDC we pride ourselves on our relationships with Traffic and Metro police, who assist in managing the Claremont CBD to ensure easy and safe access to our premier shopping complexes. We also have outstanding relationships with Claremont SAPS and Law Enforcement, whose tasks are to manage crime within the Claremont CBD. In addition to our 33 dedicated security officers who are available 24 hours per day, 7 days a week, to ensure that the Claremont CBD is consistently one of the lowest crime areas in greater Cape Town, we have deployed an extra 9 officers in our characteristic orange peak caps with a World Cup welcoming message. As our lead story indicates each one of our officers has been given specific World Cup training to ensure that they are ambassadors for Claremont and South Africa.

It is expected that there will be a greater strain on our cleansing services during this phase. The cleaning staff of the Claremont Improvement District remove 45 tons of waste each month from the streets of Claremont, ensuring that there is an unsullied experience between street and shopping centre for visitors to Claremont. For the duration of the World Cup our 18 cleaners will be supplemented by 2 additional night cleaners and an extra cleaner during the day. The Solid Waste Department of the City of Cape Town has also come to the party by supplying 9 extra cleaners during the day and 12 extra cleaners at night. In addition, over weekends, the contingent is bumped up to 12 extra cleaners day and night over the World Cup period. The City has also provided a number of new litter bins within the Claremont area. We urge everyone to use the green litter bins placed on concrete slabs throughout the Claremont area.

The Claremont Improvement District, in partnership with the Protea Sub-Council, has one of the most integrated programmes for dealing with issues of homelessness and people living rough on the margins of society. We have invested heavily in fieldworkers to be our first level of contact with marginalised people in Claremont. We then refer them to our preferred service providers for their assistance. Innovative programmes, such as the U-Turn meal vouchers, which may be purchased at Juta Bookstores and the Engen Garage on Protea Road, are supported by the CIDC. We have also strengthened our capacity for dealing with homeless people by employing an extra fieldworker during and post the World Cup.

All that remains for me to say is that we wish our visitors an outstanding stay in our city and we welcome their return visit. We also wish our national soccer team, Bafana Bafana, the greatest success in the 2010 World Cup.

Abdul Kerbelker
Executive Manager

Owen Kinahan promoted to Alderman



Alderman Owen Kinahan, chairperson of the Protea Subcouncil

Owen Kinahan, Protea Subcouncil chair-person, and formerly a councillor was promoted to the rank of Alderman at a special City Council meeting during a Civic Honours ceremony at which The City of Cape Town honours outstanding citizens.

An Alderman is a high-ranking member of a municipal council chosen by the elected members themselves. This title is awarded to councillors who have served the City Council with honour and distinction for a combination of criteria including long service and executive office.

MontClare Place receives SAPOA merit award



MontClare Place on Claremont Main Road, owned by Growthpoint Properties, was one of two developments receiving a merit award in the 'mixed-use' development category at the recent South African Property Owners Association (SAPOA) Innovative Excellence in Property Development Awards 2010 held at Sun City. The event attracted a record number of entries, up from last year's 46 submissions to 59 this year.

"The winners of the various categories and developers who earned a special mention at the SAPOA 2010 Awards provide a succinct overview of an industry that is capable of outstanding excellence," says John Truter Chairman of the SAPOA Awards Committee.

MontClare is home to the 6,000 m² Pick 'n Pay flagship store, the double-storey Pick n Pay Clothing store and Pick n Pay Liquors, as well as the acclaimed Virgin Active Gym and a variety of specialised retail offerings. "We are always intent on offering our customers a pleasant, safe and convenient shopping experience and the mix of upmarket stores and excellent parking facilities ensures that we meet their needs," says Adrian Read, Property Manager of MontClare Place.

2010 International Fine Art Collection at Cavendish Square

As part of the 2010 World Cup soccer event, the 2010 International Fine Art Collection is currently on display at Cavendish Square. Bringing together leading contemporary artists from around the world and from across Africa, the 2010 Fine Art project is one of the largest and most ambitious international art collaborations in history.

Created by 160 different artists from the 32 nations participating in the tournament and embodying the passion and excitement of many of the world's leading contemporary artists, the works in this Collection have been recognised as Official Licensed Products of the 2010 FIFA World Cup™.

"The exhibition is a celebration of Africa, football and art and South Africans will have the first chance to acquire these signed limited edition prints before they go on sale around the world," said Rob Spaul, General Manager of 2010 Fine Art – the South African company licensed to produce and distribute fine art for the 2010 FIFA World Cup™.

The two collections – 2010 International Fine Art and 2010 African Fine Art – offer collectors, football fans and all lovers of great beauty with a unique opportunity to acquire for themselves a piece of the excitement and passion of the 2010 FIFA World Cup South Africa™ - captured by some of the world's greatest artistic talents.

Speaking about the exhibition Brenda Bibby, Centre Manager of Cavendish Square said: "We are delighted that Cavendish Square is the retail home of the 2010 Fine Art Collection in Cape Town. South Africa is centre stage in the global theatre and initiatives like 2010 Fine Art are the perfect way to showcase the passion, spirit and talent of Africa to the world."

The collection will be on display at Cavendish Square until the end of June 2010.

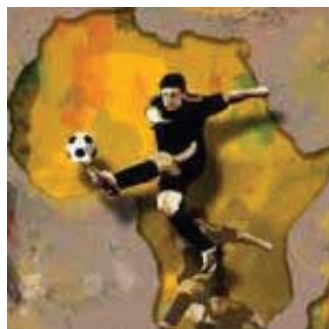
More information about the 2010 Fine Art Collections (including images of all the works) can be found at www.2010fineart.com.



Rob Spaul, General Manager of 2010 Fine Art and Brenda Bibby, Cavendish Square General Manager are seen here at the launch party on 11 May with artist, Wakaba Mutheki of Kenya and Madrie Verwey of Cavendish Square



Artist Alejandra Mandria of Mexico and Rashied Toefy, CEO of Cape Town International Convention Centre at the 2010 Fineart launch party at Cavendish Square



A selection of the 2010 Fine Art on display at Cavendish Square until 30 June.

2010 World Cup matches at Cape Town Stadium

During the 2010 FIFA World Cup™ (11 June to 11 July) the following matches will be played at the Cape Town Stadium in Green Point:

- | | | |
|--------------------|-------|-------------------------|
| • Friday 11 June | 20h30 | Uruguay vs France |
| • Monday 14 June | 20h30 | Italy vs Paraguay |
| • Friday 18 June | 20h30 | England vs Algeria |
| • Monday 21 June | 13h30 | Portugal vs Korea DPR |
| • Thursday 24 June | 20h30 | Cameroon vs Netherlands |
| • Tuesday 29 June | 20h30 | Round of 16 |
| • Saturday 3 July | 16h00 | Quarter Final |
| • Tuesday 6 July | 20h30 | Semi Final |

For a full schedule, go to www.fifa.com and click on 'World Cup' link

Claremont's rich history



The original 'House Vineyard', Lady Anne Barnard's country home (circa 1800's), now the present day Vineyard Hotel & Spa

Hope acting as a popular hostess to officials, the local population and eminent travellers to and from India.

After her residence in the castle, Lady Anne moved to the cottage Paradise in Newlands, the foundations of which can still today be seen in Newlands Forest. Although purchased in 1799, it was only in February 1800 that the Barnards moved into their new home, the house Vineyard, their country home, which survives as part of the Vineyard Hotel & Spa. Lady Anne was an accomplished travel writer, artist and socialite of the period. Through a series of letters to members of the British Government, she described not only the social life at

The Vineyard: Lady Anne Barnard's country home

The Vineyard Hotel and Spa has a long and interesting history of former owners, probably the most famous being Lady Anne Barnard.

Lady Anne set sail to the Cape Colony with her husband Andrew Barnard, the Colonial Secretary of the Cape, in March 1797, remaining here until January 1802. She became the first lady of the settlement, living with her husband at the Castle of Good

the Castle, but the country, its people and important events of this period -- life in the 18th and 19th centuries in the Cape. Her works include oil paintings and drawings, many of which are included in the fine display of Lady Anne's illustrations in the present day Vineyard Hotel and Spa.

The beautiful country house saw a number of owners after the Barnards departed for England in 1802, but in 1844, Mr. William Billingsley, a wealthy merchant, became the new owner and converted the thatched English home into a double storey. In 1894 a Scottish banker, James Mitchell, decided to buy the Vineyard, not so much as a home but as an investment. He decided to turn it into a hotel and a formidable Irish-woman, Mrs. O'Sullivan, was appointed to run it as the Vineyard hotel.

In 1980 the Petousis family, who had previously owned the Criterion Hotel in Johannesburg and in 1973 built the Townhouse Hotel in Cape Town, bought the Vineyard Hotel. Father, Francois Petousis, a Swiss trained hotelier of great vision, saw the huge potential and immediately demolished the existing 60 rooms and redeveloped the property into one of the finest hotels in the Cape.

Lady Anne is commemorated in several ways in Cape Town. A chamber in the Castle of Good Hope is known as 'Lady Anne Barnard's Ballroom', a road in Newlands is named 'Lady Anne Avenue' and a carved effigy of her is displayed in the foyer of the Claremont Civic Centre. She is also said to have bathed nude in a stream on Table Mountain, and in a spring in what is now the Kirstenbosch Botanical Garden - although the pool called 'Lady Anne Barnard's Bath', at the spring, may have been built after she left the Cape.

Note: Following the lead article in our Jan-Feb 2010 edition of the Clarion on the establishment of the sporting and historic precinct, The Clarion will, over the next few editions, be putting a number of places of historic interest within the Claremont / Newlands area under the spotlight. These points of interest may be incorporated as part of a historic walking trail under consideration in this area.

Graffiti removal on Stanhope Bridge



Stanhope Railway Bridge, belonging to Metrorail Intersite, was recently the target of unsightly graffiti. Straatwerk Ministries were commissioned to undertake the cleaning task. It took 3 workers one day to remove the graffiti. No chemicals were used in the cleaning process. A mixture of paint and cement was used to cover the graffiti. Straatwerk worker, Japie Moos, is seen here tackling the challenging task.



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