

BLACKHEATH BUSINESS RETENTION & EXPANSION DISCUSSION

BUSINESS RETENTION & EXPANSION UNIT
5TH SEPTEMBER 2023



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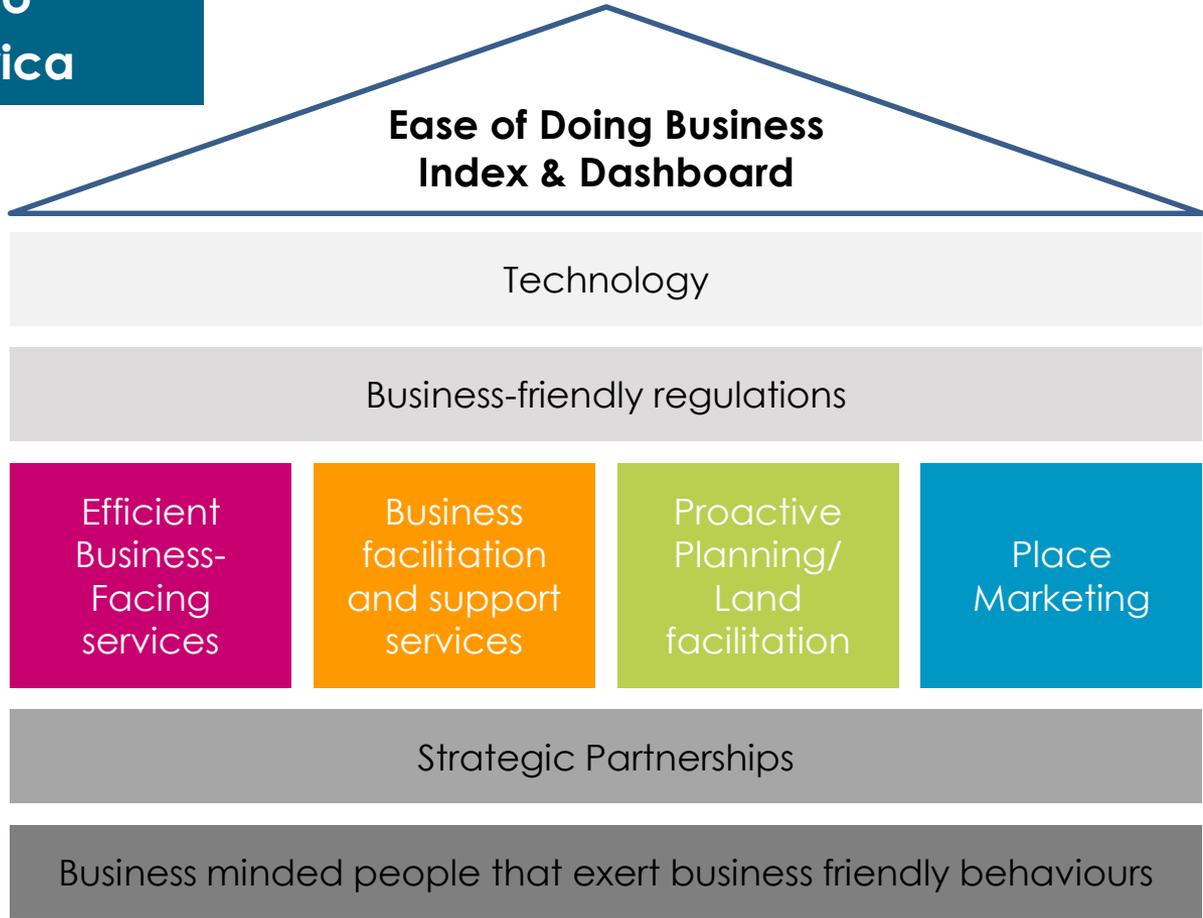


CITY OF CAPE TOWN
ISIXEKO SASEKAPA
STAD KAAPSTAD

AGENDA

- WELCOME
- ESKOM ENGAGEMENT
- REPORT OVERVIEW
- COMMENTS
- BUY-IN FROM LINE DEPARTMENTS
- WAY-FORWARD IN TERMS OF TACKLING CRITICAL ITEMS WHICH HAVE NOT GAINED TRACTION
- CLOSING

#1 Easiest place to do business in Africa



Systems

Regulation

Process

People

- Reform Action Plans
- Best Practice
- Stretch Targets



BLACKHEATH PROGRESS

22
23

REPORT



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Introduction

What is BR&E?

Any strategy or programme designed to help existing businesses to grow or prevent businesses from shutting down. Usually defined as any local, national or regional strategy specifically designed to help existing businesses to survive and to grow. The four Pillars of BR&E include business administrative support, business operational support, municipality support and strategic support.

Objectives of BR&E:

- Identify ideas, concerns, priorities and obstacles to expansion.
- Respond immediately to urgent concerns
- Action plan for problems, improvements and opportunities.
- Broad-based partnership for implementation and sustained development
- Enhance the relationship between business and the wider community.
- To inform policies and programmes

What is the process?

The Business Retention Branch will be responsible for the programme and project development including implementation through a facilitated approach, further streamlined through regular engagements with line departments and businesses.

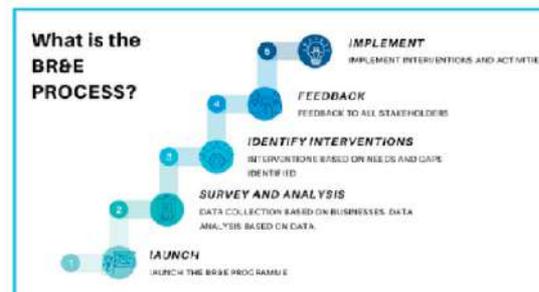


Figure 1: BR&E process

Blackheath BR&E

The overall goal of the BR&E programme in the Blackheath Industrial area is to help local businesses become more competitive and by doing so retain existing employment opportunities and create sustainable new jobs.

The short-term objectives of the programme were to:

- Identify local business needs and priorities
- Respond to immediate business concerns
- Demonstrate community support for local business
- Enhance the profile of business in Blackheath Industrial
- Seek new ideas for economic and employment growth
- Develop consensus around action plans for business growth



The long-term objectives were to:

- Enhance the competitiveness of local business
- Identify opportunities for business growth and the creation of new businesses
- Create a broad-based partnership to sustain long-term economic development
- Establish and implement strategic action plans for economic development
- Create new jobs through the growth of local businesses

A number of engagements were held with key business stakeholders in the industrial area and the Blackheath Industrial Cid agreed to act as local partners and form the task team.

Priority Actions

After reviewing the findings of the survey, the task team identified three sets of recommendations that were to be addressed through joint action of the local Blackheath business community, BCID and the City of Cape Town:

Recommendation 1: Working towards improving street lighting and safety

Recommendation 2: Improving the functioning and safety of key intersections

Recommendation 3: Addition of trucking parking area



STREET LIGHTING AND SAFETY

The survey identified that the absence of adequate street lighting in certain streets and slow response to calls for the replacement of broken lights is creating a safety risk for businesses and their staff, specifically those who use public transport.



FUNCTIONING AND SAFETY OF KEY INTERSECTIONS

A second priority identified by the survey is the overall improvement of the Stellenbosch Arterial and Range road intersection as well as the Butskop road exit. The intersection is one of the main entry and exit points where severe congestion is experienced during peak times.



TRUCK EMBAYMENT AREA

The third priority identified through the survey is the need for suitable parking and stacking areas as well as the upgrade of certain roads and curbs to accommodate large trucks entering and exiting the industrial area.

Measuring Progress

The program “kicked-off” on the 1st of April 2021

(<https://www.bcid.co.za/blackheath-expansion-and-retention-programme/>).

The programme identified key priorities for the area and following this action teams were formed.

Each Action Team Chairperson were then expected to formulate a plan of action, to implement, which includes the involvement of the relevant City Line Department representatives who are expected to guide the teams’ In terms of their engagements with the City.

BR&E process / project

Key Indicator	Activity / Project	Recommendation
Buy-in from line departments/lack of traction	Action team responsiveness	Invite line manager and director to next engagement
Subcouncil engagement/discussion following recommendation (regarding Subcouncil blockages)	Slow progress made on key priorities identified	Discussion to be held and to bring matter to Subcouncil's attention as a matter of urgency.
Commitment of BCID directors	Lack of engagement by business in action team	As per the above sessions to be scheduled, it would be recommended to revitalise and reform action teams.

Measuring Progress

Street Lighting

Key Indicator	Activity / Project	Recommendation
Theft and vandalism	Action team responsiveness	New official and has not attended any security sessions as per previous official.
Blackheath lighting registered complaints not yet repaired	Street lighting issue	C3 list has been compiled by Cllr BVM.
Electron and Wimbledon roads	Street lighting	Vernon Hendricks to provide update.
Street lighting - Very little traction on the way forward following Eskom information - reliant on W&S now for a way forward (Nicole Avenue and Range Road lighting issues regarding infrastructure).	Street lighting	Request update from Vernon Hendricks Escalate within W&S

Truck Embayment

Key Indicator	Activity / Project	Recommendation
Truck embayment plan	Truck holding area	IFB truck embayment proposal attached as addendum of proposed sites.



Measuring Progress

Congestion

Key Indicator	Activity / Project	Recommendation
Lack of action for traffic calming measures	Function of key intersections	Follow up with Siphelele Mehlo from Transport planning and network management.
Lack of feedback on traffic assessments as per congestion sessions	Function of key intersections	Follow up with Siphelele Mehlo from Transport planning and network management.
Danger of scholars crossing at School Road. Also highlighted the risk of the backup railway line. Suggestions or proposals included a three way injunction, the problem should be investigated.	Function of key intersections	Follow up with Nobesuthu Nyati from Transport planning and network management.
Eersteriver Way extension	Buttskop road lack of funding also not on congestion programme	Follow up with Johan G Meyer and Mark Pinder.
Zevenwag link road	Funding approved construction to begin in 2 years	Confirmation from Cllr BVM
law enforcement and traffic	Potential to assist in traffic calming measures	To be investigated by BRE action team.
Development contributions	Discussions and feasibility	Not viable option for programmes due to accumulation time periods and allocations. Roauwen Thomas follow up?
Eersteriver Way	Congestion relieve programme as option	BRE team to consider raising this for future congestion relieve programme and generate interest for this to be a priority for the next 5 years.

Measuring Progress Continued

Cllr BVM escalated the current challenges (C3 service requests) on the 14th July 2023 which speak to the above concerns.

- The road signs have been missing for months.
- The pedestrian crossing and painted stop controls are completely faded to the point of being invisible at the intersection of Range and School Roads in Blackheath Industria.
- The raised intersection also has no more visible road markings on it.

Despite this, the issue remains a huge concern to the public and needs urgent addressing. The issues have been plaguing Blackheath since 2020. This has been escalated to Cllr Roberto Quintas and is currently being addressed by Neil Slingsers from Transport and Planning.

Additional Progress

22 JUNE 2023

MEDIA RELEASE

Resurfacing of various roads in Blackheath



The details of the repair work are as follows:

- Removing the existing asphalt surfacing and replacing the old surface with hot asphalt
- Reinstating the road markings



The work will be done on various segments of:

- Malabar Crescent,
- Buitenzor,
- Wanderer,
- Bellona,
- Vineyards,
- Meadow,
- Drakenstein,
- Franschhoek,
- Madeleine,
- Petro,
- Robert,
- Rodger
- Boby Street in Blackheath



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Progress continued

This assessment was done in order to investigate the level of road surface degradation. Furthermore, **figure 2** below is currently displaying the asphalt testing done on Wimbledon road.

Asphalt testing may involve a range of tests to evaluate properties such as density, stability, durability, and resistance to deformation and cracking.



Figure 2: Displaying Asphalt testing done

Next Steps

Where do we go from here? Poorly Maintained Roads and Streetlights in Blackheath Industrial Area: Urgent need for mitigation efforts, reports are not just about looking back, but also looking forward.

This Blackheath Progress Report is a continuous work in progress. This business report aims to highlight a critical issue that has been persistently affecting the Blackheath Industrial community and necessitates immediate attention. The purpose of this report is to underscore the detrimental impact of poorly maintained roads and streetlights and emphasize the alarming lack of attempts made thus far to mitigate these pressing issues.

01

Increased Costs

Increased Costs: The sub-standard condition of BCID roads necessitates frequent repairs, increasing costs for businesses and individuals commuting through or operating in the Blackheath Industrial area. Additionally, accidents resulting from inadequate street lighting can result in significant financial liabilities for Blackheath, be it in the form of medical expenses, insurance claims, or legal disputes.

02

Blackheath plagued issues

Deteriorated Reputation: Neglected infrastructure sends a negative message to potential investors and businesses considering Blackheath Industrial for relocation or expansion. It reflects poorly on the commitment to providing a conducive and safe environment for commerce, potentially deterring investments and hindering future growth opportunities in the area.

03

Action and collaboration with relevant line departments

Collaboration with Relevant Authorities: Engage with local government bodies, transportation departments, and utility companies tasked with road and streetlight maintenance. Foster a collaborative approach to address these challenges, pooling resources and expertise for an effective and sustainable solution.



Conclusion

In conclusion the report aims to highlight constraints regarding certain aspects and challenges faced by the Blackheath BR&E action teams. It is worth noting that BR&E is the foundation of effective economic development. An effective BR&E programme should be based on accurate knowledge, constant engagement, responsive in assisting businesses with issues and bottlenecks and providing relevant guidance. It is recommended that this report is noted and that relevant line departments be consulted to promote active engagements and participation.

By investing in infrastructural improvements and collaborating with relevant authorities, we can create a more conducive business environment, enhance safety, and attract new businesses to the area. It is imperative that stakeholders actively participate in finding sustainable solutions to these challenges, ensuring the long-term prosperity of the industrial zone.

Furthermore, the above report will be used to implement necessary traction in the area with revitalised action teams from line departments and Blackheath Businesses as a collective to get progress on the long-standing issues listed in the report.

**Business Retention
& Expansion is a
Better Option
than Business Attraction
But it needs improvement too.**

Acknowledgements

The City of Cape Town, Business Retention Unit would like to thank the following stakeholders for their respective contributions:

Blackheath Local Business Community, Cllr Brendan Van Der Merwe
City of Cape Town line departments and branches including the Electricity
Department,
Urban Mobility, Enterprise and Development, and City Improvement Districts Branch.

**We thank you for your continued
support
in our efforts to contribute to
improving
Cape Town's business climate
and
positive economic growth.**

References

Delany G. and Patterson C. 2010. The South African Business Retention & Expansion Manual. GTZ Strengthening Local Government Programme: Local Economic Development Component, Implemented by ICON-Institute Private Sector and Swisscontact.

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Current Challenges



TRAFFORD ROAD

This image clearly depicts the road congestion and damage to road reserves due to the lack of truck staging areas



Current Challenges



GOODERSON ROAD

This image clearly depicts the damage to road reserves due to the lack of truck staging areas



Current Challenges



STATION STREET

This image clearly depicts the road congestion due to the lack of truck staging areas



Current Challenges



City Of Cape Town
Adiel De Lange
31.08.2023 11:43

BUTTSKOP ROAD

This image clearly depicts the road congestion due to the lack of truck staging areas



Current Challenges



BUTTSKOP ROAD

This image clearly depicts the congestion due to the lack of dedicated parking areas



ANY QUESTIONS?

