

PROSPECTUS

PROJECT

URBAN TRANSITION: STREET ART

February 2018

STREET ART

BELLVILLE CBD

We run various programmes designed to contribute toward community upliftment and build social cohesion. The Art in Action programme is one of them. This programme was conceived to improve the general look and feel of our city. We identify certain highly visible or prominent areas which are used by thousands of commuters each day.

We commission artists to use the spaces as a canvas, to beautify the area with meaningful murals that relate to the place and its people. The brief to artists is to enliven the façade of buildings and walls, injecting colour and vibrancy to the area with stories that have relevance to Bellville's multi-cultural communities.

Worldwide, murals have become a wonderful, creative and cost effective tool in urban regeneration. In streets all over the world, street artists are moving their work out of remote places and placing their art in public spaces, for everyone to enjoy. Street art has become a powerful tool for urban communication, a way to make people stop, look and think and an expression of social cohesion.

Project Description

Bellville is the second busiest transport node in the city, receiving thousands of feet passing through the public transport interchange (PTI) each day. We identified a 100m x 2.5m wall, opposite the PTI and in the heart of the CBD. The wall was in a state of decay. It was the perfect canvas for a striking mural.

We commissioned Falko One, a renowned street artist, to create an artwork for the wall. Born in Cape Town, Falko's work is well known across the board. He is regarded by some as one of the earliest and influential street artists on the South African street art scene. In recent years, Falko's work is seen on walls in large cities and also small towns, Karoo dorps and informal settlements all over South Africa. His work is instantly recognisable for his trademark elephants, which he's painted in cities all over the world. They portray a strong sense of community, unity and strength, which represents our aspirations for the Bellville community.

Outcome

This project was conceived to use mural art as a strategy for beautifying and creating a local identity. The very positive public response to the mural is an indication of the significance that art has on urban culture.

The mural was featured in newspapers and on social media and the locals community expressed excitement and support at its presence. That cold, concrete wall was transformed into an expression of public pride in Bellville.



FUN FACTS:



600l of paint used



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PROSPECTUS

PROJECT

CONNECTED COMMUNITIES: WELLNESS DAY
DECEMBER 2017



BELLVILLE CBD

We drive various programmes and projects that add value for and activate the region's best potential. This Wellness Day project falls under one of our core goals to connect communities through physical and/or virtual spaces. A healthy community leads to a healthier civil society and promote health and wellness to achieve that.

Cities can be stressful places, with the tension of economic activity, daily commutes and academic pressures ever-present. As healthcare costs are rising, so is a move towards greater health consciousness. These conditions presented the ideal opportunity to create a wellness project.

Project Description

Bellville has six hospitals and over 900 specialised health care practitioners located across the city centre and the surrounding neighbourhoods. The aim of the Wellness Day is to raise awareness of the many local healthcare facilities and services, while also giving local wellness practitioners the opportunity to showcase and promote their businesses.

This event was open to the general public and many people participated, regardless of their physical ability and/or exercise history.

Outcome

On the day, various physical sessions were offered to the community including:

- Yoga
- Zumba
- Dancing
- Mixed Martial Arts (MMA)
- Aerobic/Crossfit session

Participants could be screened for health conditions as well as health issues and ailments including :

- Blood pressure
- Cholesterol levels
- HIV and TB testing
- Cupping therapy was also available

Participants received gifts as reward for taking part, and food demos and food stalls were also on site to support the activities during the day.



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PROSPECTUS

PROJECT

CONNECTED COMMUNITIES: BELLVILLE MARKET
MONTHLY

BELLVILLE MARKET

BELLVILLE CBD

As part of our social development and innovation programme, this project aims to establish a unique cultural and tourism identity for the Bellville CBD. At the same time it will contribute to the strategic aims of the City of Cape Town to stimulate entrepreneurship and facilitate the growth of small local tourism and local businesses.

Over the last two decades, the Bellville CBD, and particularly the areas adjacent to the Bellville public transport interchange (PTI), has become home to a large and diverse population of South Africans as well as people from other nationalities representing countries from as far as Jordan, Pakistan, Somalia, Angola and Mozambique. The Bellville Market was devised to celebrate these international and multi-cultural communities.

The Bellville Market was created to bring the Bellville CBD alive on market day, encouraging retailers to stay open and creative parties to host diverse cultural events, keeping the urban energy alive late into the evening. This dynamism allows anyone to explore the Bellville CBD on foot and experience the cultural wealth Bellville has to offer. Streets would be temporarily closed on the day so that the community and visitors could travel on foot and non-motorised transport through the CBD, for shopping, healthy and fun, physical activities, dancing, exercising and performances.



Project Description

The first Bellville Market was hosted on 30 June 2018 on the Teddington Walkway in Bellville CBD.

The market was conceived as a free and accessible community engagement platform that could bring about social change and community cohesion across all demographics. Hosting the event in a public parking lot encouraged car-free use of public spaces and created an accessible platform for engagement with local community.

Outcome

Vendors were required to apply to participate on the day, and we facilitated the relevant permits. The mix of vendors was curated to make the day fun, sociable, and creative.

Market stalls sold street food, artisanal bread, crowd-pleasing favourites like nachos and ribs, and sweet treats like slushies, fresh juice, and donuts. Bellville designers Richboy Clothing, YGEN and Mindmaze brought exclusive drops which were not yet available on their websites, as well as various accessories, arts and crafts stalls were present at the market.

In terms of entertainment, we ensured that there was something for everyone. Local band Tequila Train played live on the day, while visitors browsed the stalls and stocked up on delicious fare. Other markets throughout the year followed the same model, to increase cohesion for the community and trading opportunities for the vendors.



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PROSPECTUS

PROJECT

URBAN TRANSITION: URBAN GARDEN
ONGOING



URBAN GARDEN

BELLVILLE CBD

The primary focus of our urban transition programme is the improvement of the physical environment in Bellville, and improving the perception of the area. We are guided by the principles of the Broken Window theory, conceived in New York in 1982. This suggests that negative elements in an urban area can be removed or minimised when urban environments are upgraded, improved and maintained as pleasant, welcoming spaces.

The urban gardens project is a collaboration between the GTP, Voortrekker Road Corridor Improvement District, social upliftment NGO MES, and urban gardens consultancy GrowHow. It is designed to breathe life into public spaces in the Bellville CBD and to create awareness of how the area is being revitalised. To achieve this, we implement various activations aimed at promoting the use of public space, including creating and maintaining urban gardens in the Bellville CBD.

Project Description

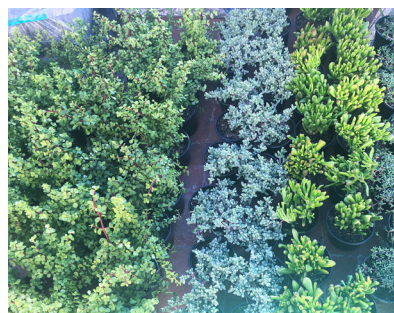
Bellville is a business-driven area with thousands of people moving in and out of its public spaces daily. And yet, even with the high influx of people and community growth, pride, ownership and interest in the local environment is limited.

One manifestation of this is the dilapidation and decay of some of the parklets and garden beds in the Bellville CBD — often a symptom of limited resources and neglected maintenance. We set out to change this by implementing an urban greening upgrade project, replanting the existing gardens in the area. Considering Cape Town's constrained water resources, the gardens were designed to be water-wise, featuring beautiful and drought-resistant plant varieties that thrive with little water.

Outcome

The project was delivered with urban gardens consultancy GrowHow, social upliftment NGO MES and the Voortrekker Road Corridor Improvement District (VRCID). GrowHow provided knowledge of specific plants and expert horticultural advice. The MES team cleaned around the gardens and cultivated the soil. The VRCID assisted with facilitation, implementation and will also monitor and assist with the ongoing maintenance of the garden beds.

Volunteers replanted seven small gardens located in Cross and Blanckenberg Streets in the Bellville CBD. The gardens were replaced with more environmentally-appropriate and environmentally friendly plants. Dilapidated, unhealthy plants were removed. The beds are now home to various herbal and succulent florae which are checked and maintained regularly.



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PROSPECTUS

PROJECT

CONNECTED COMMUNITIES: STREET STORE
DECEMBER 2018



STREET STORE

BELLVILLE CBD

Devised in South Africa, the Street Store concept has swept the world as a simple solution to restore dignity to the homeless people in our cities. Members of the public donate unwanted clothing which is then displayed in a unique manner that enables homeless people to choose selected items for free. The project strengthens the connections between people and the places they share.

Together with social upliftment NGO, MES, and the Voortrekker Road Corridor Improvement District, we facilitated a Street Store in the Bellville CBD with the aim of creating social awareness about homelessness. The project was also designed to help build linkages towards a more integrated social service offering across the board, alleviating poverty, developing skills and enhancing social development services and initiatives in Bellville.

Project Description

Homelessness and poverty isn't a uniquely Capetonian problem. It isn't even just a South African problem. It's world-wide. People move past homeless individuals without ever connecting with them. This project aims to change this by bringing the 'haves' and 'have-nots' together at a temporary meeting point to break through a deep-set of social stereotypes. The Street Store was Bellville's first rent-free, premises-free, no-cost pop-up clothing store for the homeless. It transformed Voortrekker Road into a bustling marketplace.

The focus of the Street Store is to offer a hand up to people living on the street. Through our partners, the homeless people who attended were offered further social development support to identify their needs and to begin a path of rebuilding and upliftment.

Support Bellville's Second street store for the homeless





The Street Store is the world's first rent-free, premises-free, free pop-up clothing store for the homeless. It will be open on Friday, 14 December 2018, from 10am to 2pm

@thestreetstore / #thestreetstore OR VISIT thestreetstore.org



- Bellville Library CARL VAN ASSEWEGEN STREET
- DF Malan High School FRANS CONRADIE DRIVE, BELLVILLE
- Spar CNR VOORTREKKER ROAD & BILL BEZUIDENHOUT
- Sanlam 2 STRAND ROAD, BELLVILLE, 7530
- Bellville Methodist Church 3 KRIGIE STREET, BOSTON, BELLVILLE
- New National Hotel 352 VOORTREKKER ROAD, PAROW
- GTP Office CNR DURBAN ROAD & DE LANCE STREET
- OK Oakdale ALEXANDRA ST, OAKDALE
- Die Handels Huis 27 NORTHBURMLAND RD, BELLVILLE
- The Settler's High School SETTLERS ST, BELLVILLE



Donate your clothes from 6 Nov 2018 at these drop-off points:

Washed and ready to wear

Thank you!



Over **120** shoes donated



Clothes donated (excl. shoes)
700kg



70 Black bags full



WASHTUB
INDUSTRIAL LAUNDRY SERVICE
EST. 1995



R11,500
Discount from Washtub



THE GREATER TYGERBERG PARTNERSHIP



Outcome:

The event was promoted primarily through our social media platforms. We developed marketing materials including a logo, posters, flyers, icons and social media materials. The event attracted 853 likes on Facebook, was shared 565 times and reached more than 50 000 people. It also enabled us to consolidate our relationships with social development NGOs and night shelters in the area.



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PROJECT

CONNECTED COMMUNITIES: HARDEKRAALTJIE
ONGOING

HARDEKRAALTJIE

BELLVILLE CBD

The Hardekraaltjie project is an expression of one of the three key goals we have identified to drive Bellville from potential to prosperity, which are to drive a 24-hour economy, create community connections and to build a prosperous, sustainable city centre.

This project falls under our connected communities programme. Its primary focus is to drive the upgrade and redevelopment of the only multi-sports facility in Bellville, transforming it into a centre for high-performance sports activities. The project was designed to use sports as a driver for economic development and improvement in Bellville.

Project Description

The Hardekraaltjie site provides facilities for a number of sporting codes. In 2015, we developed a sports facility plan, which proposed various upgrades and changes to the existing facility. The concept was updated in 2017, creating the Hardekraaltjie sports precinct and its surroundings.

The strategy for the new precinct would help to improve security, create linkages, promote integration and enhance diverse uses through the area. The mixed precinct includes workspaces for offices, shops and factories; green recreation spaces and accommodation spaces.

Outcome

As a high-performance sports precinct, the Hardekraaltjie development will increase economic opportunities and attract investment to the area. It will provide affordable and student accommodation, conference and medical facilities. The project will also create an open space network between Bellville's green spaces, connecting Elsieskraal, Elizabeth Park and other parks along the green belt. Maximising the use of vacant and under-used land will improve security and surveillance. The precinct will be publicly accessible and attract major investments and anchor tenants to the area.



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PROSPECTUS

PROJECT

24-HOUR ECONOMY: STUDENT ACCOMMODATION
JUNE 2019



STUDENT ACCOMMODATION LISTING

LIVING

BELLVILLE CBD

This project forms part of our goal to promote a 24-hour economy in Bellville. It seeks to attract student accommodation as a major contributor to the night-time economy, promoting activity between the 5pm-11pm cycle.

We facilitate the co-ordinated development of student accommodation in the Bellville CBD. To achieve this, we initiated a student housing council, comprising students, owners of private residences and educational institutions. Through partnerships, we have also devised a way to connect students and their caregivers with validated student accommodation in the area. This helps to further promote Bellville as a student city.

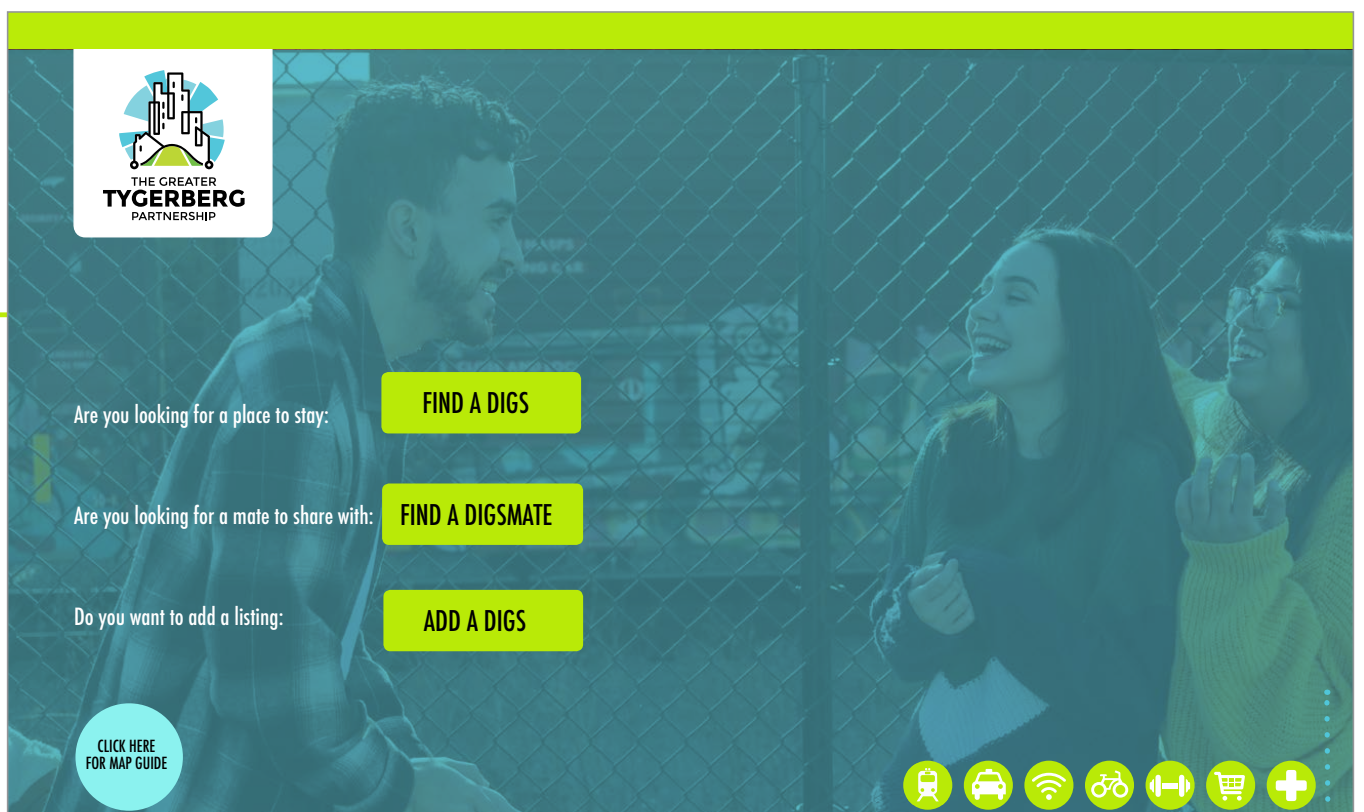
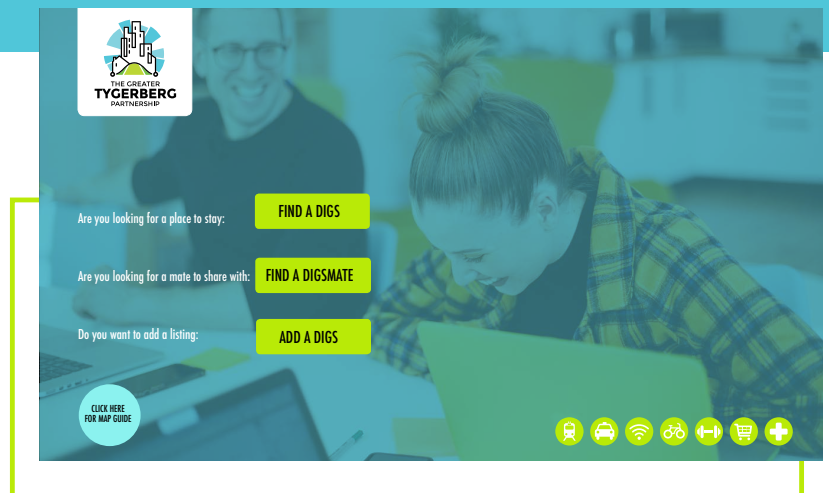
Project Description

Nine major tertiary education institutions are located in Bellville. They are magnets for local, regional and international students seeking high quality education. While in the area, the students will need to find quality accommodation.

The student accommodation listing is a single online platform which enables students to access comprehensive details about the type and availability of accommodation within the Bellville CBD and the wider Greater Tygerberg area. Developed in partnership with student accommodation startup, DigsConnect, the portal will enable students to easily familiarise themselves with their new neighbourhood while studying in Bellville and surrounds.

Outcome

A single, active online portal for students to interact with accommodation providers, and to access details about accommodation options in Bellville and surrounding areas. All available accommodation in the area will be listed on the portal, including large accommodation operators and smaller, family-style offerings.



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PROSPECTUS

PROJECT

24-HOUR ECONOMY: AFFORDABLE ACCOMMODATION
ONGONG

AFFORDABLE ACCOMMODATION

GREATER TYGERBERG AREA

Facilitating opportunities for the development of affordable accommodation will support our efforts to maximise the potential of a 24-hour economy; to connect communities physically and virtually; and to improve lives through a facilitated urban transition.

To this end, we have embarked on a data-gathering and research project focused on the demands and design of accommodation requirements in the Voortrekker Road Corridor (VRC). The project also seeks to identify available sites for suitable development.



Project Description

In scoping the demand for affordable housing in the area, we are aiming to lay a foundation for a vibrant day- and night-time economy. Successful cities provide opportunities for people to find cost-effective accommodation located close to their workplace. This, in turn, helps to reduce congestion and reduce commuter transport costs — two issues that affect the majority of workers in the Cape Town metropole. It will also help to build an inclusive, integrated city that welcomes everyone.

Outcome

Outline Document:

The purpose of this document was to define the term affordable housing, and to assess the typologies of housing available and delivered within Cape Town. The assessment enabled us to clearly define the type of housing that would be most appropriate for the private and public market in the VRC.

We identified the gap, or affordable, market for affordable accommodation, comprising households earning between R3 500 and R 15 000 per month. Providing appropriate accommodation for this market will increase the number of workers, leading to more economically active consumers. More consumers living in the area presents an opportunity for retailers to draw more passing trade and for businesses to broaden their local customer base.



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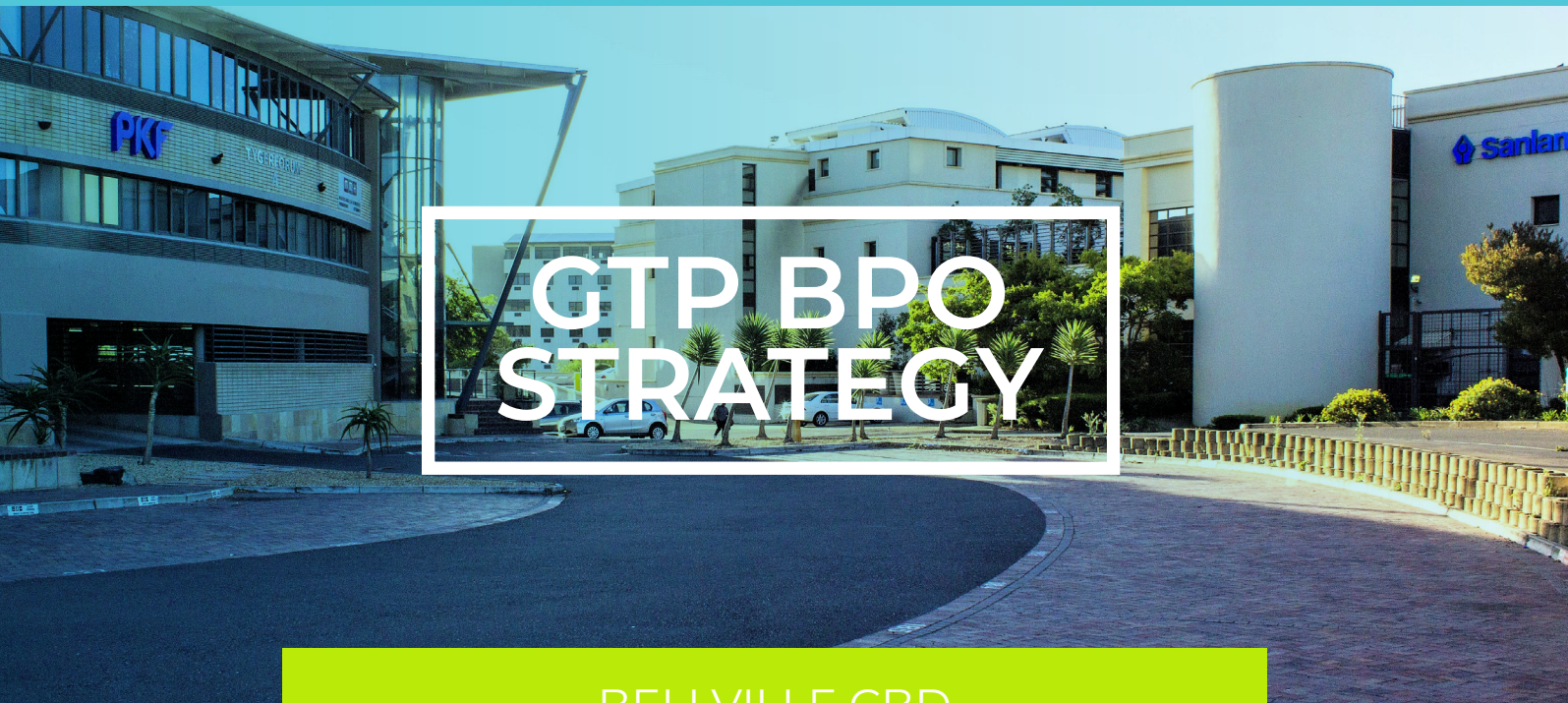
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PROSPECTUS

PROJECT

URBAN TRANSITION: BPO STRATEGY

DECEMBER 2018



BELLVILLE CBD

The Western Cape is already considered a prime BPO destination by international and local operators. The Bellville CBD has all the ingredients for building a successful business process outsourcing (BPO) sector.

Several operators are already active in Bellville, recognising that:

- It is the second largest economic hub in the Western Cape, second only to the Cape Town CBD
- The Greater Tygerberg area has a large urban population of around 350 000 citizens
- It is conveniently located 25 kilometres from the City of Cape Town
- With the busiest public transport interchange, Bellville is a launchpad for many commuters, visitors and businesses to the City of Cape Town area
- The area's economy is diverse, with distinct industrial, residential and commercial hubs located in Bellville, Goodwood and Parow
- Portions of affordable vacant land still exist and are ripe for development, in contrast to other urban areas which are more saturated and lack spatial development opportunities

Project Description

This project was conceived as a means to attract BPO-related businesses to and retain them in Bellville. Doing so helps to increase the skill and BPO capacity in the Greater Tygerberg area, offering greater opportunities to BPO operators.

We also seek to form close relationships with BPO stakeholders, such as the City of Cape Town and BPO industry body, BPeSA, to increase and promote the attractiveness of Bellville as a BPO destination.



Outcome

This is an ongoing project, in which we have facilitated discussions with key industry players to determine and refine the value proposition for Bellville as a BPO destination. We are in advanced discussions with BPeSA to agree a memorandum of understanding to promote Bellville. We also undertook a survey to better understand the existing BPO landscape, as well as the attitudes of BPO managers and employees. This data will be used for the development of future plans and strategies.



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PROSPECTUS

PROJECT

URBAN TRANSITION: GTP EXPRESS
JULY 2018



GTP EXPRESS

BELLVILLE CBD

The GTP Express was conceived as a way to encourage people in the area to connect to the GTP and to experience the surrounding area. The concept comprises two components: a takeaway coffee kiosk and an information hub, which offers a safe place for people to find out more about the Bellville CBD and to raise awareness about our work. Those two components of the GTP Express continue to drive the functionality and interior layout of both the existing structure and future outlets.

A derelict flower-seller's kiosk was selected as the ideal site for the first GTP Express, located at the end of the Teddington Road/Walkway, on the edge of Voortrekker Road. This site offers exposure to local businesses, including the many visitors to the South African Revenue Services premises.

Project Description

The GTP Express was launched on 30 June 2018. Since then it has grown in popularity, which is reflected in rising month-on-month revenues. It not only provides coffee to people in the surrounding area but also provides places for people seeking information regarding Bellville and surrounding areas, or a safe place to work or meet.

Several objectives guide the operation of the GTP Express:

1. Attract investment into the Bellville CBD
2. Contribute to the local economy through increasing daily sales
3. Create a safe and welcoming environment where people can find information about Bellville and the GTP
4. Add value to the surrounding businesses and to attract more people into the area
5. To serve affordable, delicious coffee to the local community



Outcome

The former kiosk was refurbished to a high standard, with contemporary furniture and efficient serving equipment. With a monthly target of R31 000, the GTP Express has recorded rising revenues since it opened in June 2018, an indication of its potential to become a self-sustaining entity.

The menu was developed in line with customer needs and/or demands, including the addition of smoothies, iced coffees and muesli, sandwiches and muffins.

The GTP Express marketing was bolstered by a stand-alone website, printed flyers and a loyalty card which quickly gained popularity among large and small businesses.



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PROSPECTUS

PROJECT

CONNECTED COMMUNITIES: GTP URBAN TRAIL RUN
ONGOING



BELLVILLE CBD

As part of our between of connected communities programme, this event aims to connect the old Bellville CBD with the new Bellville CBD by activating the open spaces in the area. It encourages health and wellness and promotes Bellville's green spaces as safe and beautiful places for everyone to enjoy.

Project Description

The GTP Urban Trail Run was created to encourage people to explore the old Bellville CBD and the green belt that connects the urban parks along Elsieskraal. The objective was to unlock the great potential of the parks, stretching from the Haardekraaltjie site all the way to Willowbridge.



Outcome

The GTP Urban Trail Run creates awareness of the quality green spaces that Bellville has to offer and encourages people to explore the green belt, while also promoting health and wellness. The parks create an area where people can walk and run off tarmac while within a built environment.

The event tests the viability of hosting a regular trail and/or family running event in Bellville, tracing a route off tarmac as much as possible. Over time, the route will become a well-used, safe path for families and individuals to enjoy.

PROSPECTUS

PROJECT

URBAN TRANSITION: ECOBRICK CHALLENGE

JUNE 2018



BELLVILLE CBD

Inefficient waste management and recycling can have negative environmental and social impacts in urban areas. In this project, we collaborated with Waste-ED, a local waste management company, to design and facilitate a project that empowers individuals to become active home recyclers, recycling entrepreneurs and to develop skills using upcycled materials. The project focuses on plastic waste and educates people on the impacts of the waste life cycle of non-recyclable materials.

Project description

The Ecobrick Challenge was delivered under our Bellville Zero programme, which seeks to raise awareness and to educate residents, businesses and the broader community about waste and how it is affecting cities worldwide, through various waste and recycling initiatives.

With Waste-ED, we ran a competition involving the local community and youth, who were challenged with designing and creating an innovative functional Ecobrick structure. The winning structure would be built and located in a public space in Bellville.

Outcome

The Ecobrick Challenge is a platform to create further awareness around recycling and waste. The challenge was a way to encourage participants to undertake other forms of sustainable waste management that minimise harm to the environment. At the same time, it seeks to broaden current waste and recycling networks in Bellville, to upskill interested parties through workshops and upcycling development programmes.



THE GREATER TYGERBERG PARTNERSHIP

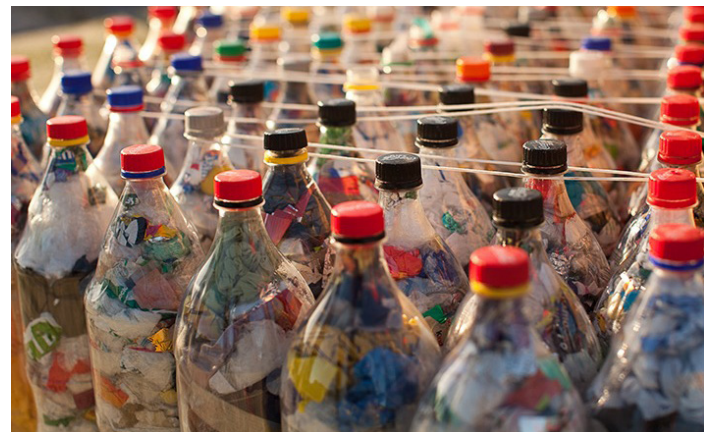
THE ECOBRICK BUILDING CHALLENGE

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PROSPECTUS

PROJECT

URBAN TRANSITION: TROLLEY PROJECT

MAY 2019



This project was delivered under our urban transition programme, in collaboration with the Voortrekker Road Corridor Improvement District, social upliftment NGO MES, and GreenCape. The Trolley and Recycling Project was conceived as a strategic urban intervention to make the business of waste collection safer for residents and businesses. Perhaps more importantly, it was also designed to help the informal waste pickers in the area earn a more reliable income, restoring their dignity and supporting their families. Waste pickers would traditionally spend all day scouting the streets for rubbish that could be recycled in exchange for a meagre income.

We designed custom-made, durable and functional trolleys which the waste pickers use. The Trolley and Recycling Project is a community upliftment project which aims to empower Bellville waste collectors with functional, safer and durable waste trolleys. The trolleys also function as a mobile billboard where companies can advertise their brand on the trolley, providing exposure for local businesses throughout Bellville.

Project Description

The Trolley Project is a structured, facilitated programme that provides personal and economic development opportunities for waste pickers. It is designed to empower individuals to become active recycling entrepreneurs, through their participation in a skills development and life skills programme. It will also help to maintain a clean city centre and reduce the waste mountain in Bellville.

In Bellville CBD alone, 200 tons of waste are recycled every month. Waste pickers are appointed to collect recyclable waste from allocated businesses. They then transport the recyclable materials to buy-back centres, which pay the pickers for each usable load. GreenCape estimates that this process saves the City of Cape Town around R1 million every month. The concept also diverts recycling waste from landfills which are at capacity. Around 80% of post-consumer waste is recycled through the informal economy.



Outcome

In addition to offering waste pickers a more sustainable income, a primary outcome of this project is to analyse and research the shortcomings of how waste is managed in the area. This could influence future waste management initiatives and planning. The project was also designed to provide a structured programme that equips the waste pickers operating in Bellville with legal and user-friendly trolleys that can be used to earn a sustainable income from transporting recyclable materials from businesses to buy-back centres.



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PROSPECTUS

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URBAN TRANSITION: INFORMAL TRADERS

APRIL 2018



INFORMAL TRADERS

BELLVILLE CBD

Informal retail remains a defining characteristic in contemporary cities. Informal traders play an integral role in building the economy of Bellville's CBD and the broader metropolitan region. Informal trade keeps public spaces, and city economies, buoyant and economically productive.

We commissioned a study of the informal economy in Bellville. The aim of the study was to understand the challenges and needs of the informal traders. The data would be used to inform the City of Cape Town's decisions about capital investment, design interventions required and approaches to the upgrade and management of public infrastructure.

Project Description

Informal trade is a very important part of Cape Town's economy, offering employment opportunities for traders, and providing affordable goods and services to commuters and residents. The informal sector is the fifth largest employment sector in Cape Town.

Although difficult to measure, some estimate the informal economy's value at 28% of South Africa's gross domestic product.

Our comprehensive survey of the informal traders in the Bellville CBD comprised a random sample of 263 informal traders. Participating traders came from different sections of Bellville CBD to ensure the traders were not all from the exact same location. Respondents were 52.3% female and 47.7% male.

The survey sought to understand the traders' experiences of trading in Bellville, and covered issues such as location, trading times, goods provided and trading challenges. Most traders have been trading in Bellville for between six and ten years.

Outcome

The survey revealed the main needs of the traders, and what they would require to improve their trading conditions. The results of the survey will define what should be prioritised to reach an holistic solution. The traders reported four key challenges:

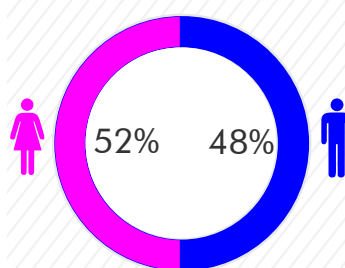
- Problem 1: Better kiosk structures
- Problem 2: Better security
- Problem 3: Ablution facilities
- Problem 4: Cleaning-up the area

We followed up with a design thinking workshop with engineering consultancy Aurecon, bringing students, engineers and traders into the same room to consider design solutions for new ablution facilities.

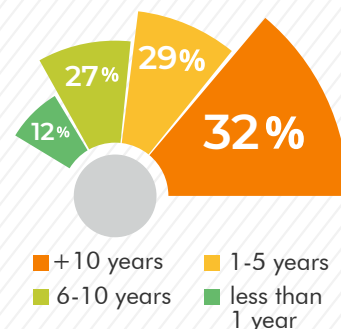
DISTRIBUTION OF NATIONALITIES OF INFORMAL TRADERS



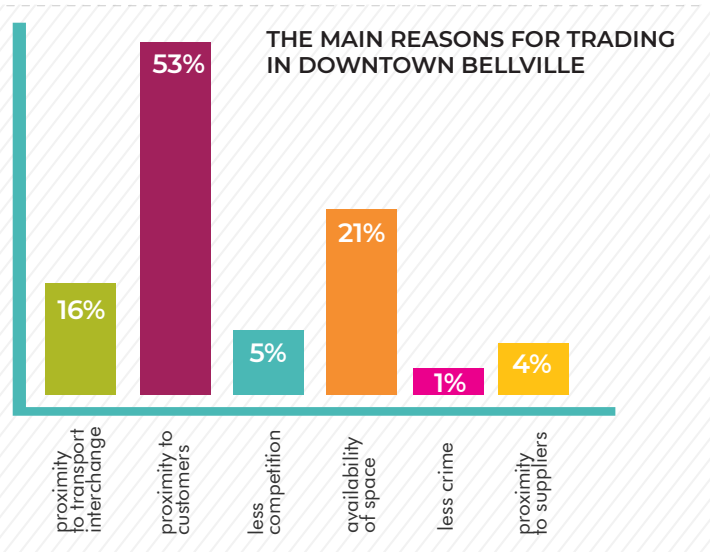
GENDER DISTRIBUTION



NUMBER OF YEARS TRADING



THE MAIN REASONS FOR TRADING IN DOWNTOWN BELLVILLE



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PROSPECTUS

PROJECT

CONNECTED COMMUNITIES: FIVE-A-SIDE SOCCER
JUNE 2018



POP-UP FIVE-A-SIDE SOCCER TOURNAMENT

BELLVILLE CBD

This project represents our vision for the construction of a permanent five-a-side soccer pitch in Bellville.

Sport unifies people across all barriers. Sports events can draw people together, enabling communities to reclaim under-used public spaces for community building activities, enlivening those spaces and reducing criminal activity. We hosted two pop-up five-a-side soccer tournaments on Blanckenberg Walkway in the Bellville CBD, inviting businesses and communities to take to the pitch in day of friendly play.

Project Description

We chose soccer as our pop-up sporting event of choice, given its worldwide popularity – and its popularity among Bellville residents. In 2018, the event was timed to coincide with the FIFA World Cup tournament.

We invited members of the community and surrounding areas to participate in a one-day soccer tournament, played on a pop-up inflatable soccer pitch. This tournament has the ability to activate this section on a larger scale, creating inclusive events for teams, businesses and passers-by.

Small-scale events can successfully activate urban spaces – even in driving winter rain, as happened in the 2019 event.

R250 Admission Fee!

POP-UP

SOCCER TOURNAMENT

22 June | 10am – 3pm

Enter
NOW!



Outcome

The main objective of this event was to use sport to meaningfully integrate cultural groups and communities in the urban centre. By hosting the event outdoors, we were able to activate a public space in Bellville through small-scale, cost effective and achievable actions. The events were a test-bed for a more permanent five-a-side pitch in the Bellville CBD.



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PROSPECTUS

PROJECT

CONNECTED COMMUNITIES: TYGERBERG HERITAGE FESTIVAL
SEPTEMBER 2018



TYGERBERG HERITAGE FESTIVAL

BELLVILLE CBD

Bellville comprises a population drawn from many different cultural and national communities. The Tygerberg Heritage Festival is an expression of our desire to celebrate that multiculturalism and to connect communities across our city.

The annual festival was launched in September 2013, conceived to celebrate the diversity in food, culture and music of Bellville and Tygerberg. Various events are held across Bellville and the Tygerberg area, showcasing dance, music, sport and other cultural activities, hosted by community groups and schools.

Project Description

The Festival's purpose is to recognise and celebrate Tygerberg's vibrant cultural diversity and promote racial reconciliation. In 2018, the theme for the Festival was Building Bridges, to mark the importance of creating connections between local people, businesses and organisations irrespective of race, sex, age, faith, sexual orientation, and social, educational, economic and cultural background.

The festival is delivered in an innovative partnership between cultural producers Bold Moves Africa, social upliftment NGO MES, the Voortrekker Road Corridor Improvement District and the GTP. Other organisations involved included JayDee, Parow High School, Middestad Mall, Parow Centre and other Cape town-based businesses and organisations.



Outcome

The festival programme is curated to connect South African citizens and people from diverse cultures who live, work and study in the area. The event is delivered through inclusive and innovative partnerships that stimulate collaboration between big businesses and small businesses, between different faith communities, between the rich and poor, between the private sector and civil society groups to enhance socio-economic development in Bellville and the broader Tygerberg area. It also helps to stimulate conversations around shared values, such as respect and diversity, among others, encouraging everyone in the city to consider what that means and how it can benefit society at large.



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PROSPECTUS

PROJECT

URBAN TRANSITION: CORPORATE GOVERNANCE
ONGOING

CORPORATE GOVERNANCE

BELLVILLE CBD

THE GTP BOARD



Justin Coetzee
(Chairman)



Sanett Uys
(Deputy Chairman)



Warren Hewitt
(CEO)



Johan Bester



Larry Pokpas



THE GTP BOARD

The Board is the focal point of governance of the GTP and assumes ultimate accountability and responsibility for the performance and affairs of the Partnership. It also acts with regard to the legitimate expectations of its stakeholders. The Board provides strategic direction, leadership, governance and oversight of the GTP.

The Board has established various sub-committees to oversee the financial, risk, nominations and general advisory functions, to support the effective and transparent management of the organisation.

BENEFITS OF COLLABORATION AND CO-CREATION

Our Memorandum of Incorporation clearly mandates that in order for the organisation to exist, a membership structure is needed – as the organisation has no shareholders. The GTP was established with a statutory membership structure made up of a matrix of organisations whose role is to provide additional collaboration opportunities and harness their collective potential for the benefit of Bellville and the broader Tygerberg area. The founding statutory members are businesses of all sizes, and all sectors, academic institutions, community-based organisations, public sector entities and individual citizens.

By becoming a member of GTP, businesses join a powerful network supporting our region.

Members provide us with valuable insights regarding direction and content of projects. Having members that represent a wide variety of organisations from the greater Tygerberg area also ensures that we stay in touch with the needs of the community we serve.



Georges Comitis



Johan van der Merwe
(City Representative)



Annelize van Zyl
(City Representative)



Craig Kensley



Rethabile Mashale-Sonibare



Owen Mbundu



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PROSPECTUS

PROJECT

CONNECTED COMMUNITIES: FIVE-A-SIDE COURT BUSINESS PLAN
ONGOING



FIVE-A-SIDE BUSINESS PLAN

BELLVILLE CBD

We commissioned Bigger than Me, a social impact strategic consultancy, to deliver a business plan for the envisioned Five-A-Side football pitch. The business plan lays out a R2 million proposal for the funding, construction, maintenance and ongoing support for the pitch.

Built adjacent to Elizabeth Park and Bellville Library, the pitch provides a sports, business and community hub in the centre of the Bellville CBD, and within an emerging student precinct. The ultimate objective is to promote the regeneration of the area and to build a new centre for healthy, inclusive community participation.

Project Description

The business plan compiles the commercial case for providing funding for and investing in two five-a-side soccer courts. The aim is to provide a space for activity and people to come to the area beyond 9am-5pm hours in a well-lit area, which will minimise crime, vagrancy and or illegal activities.

The project is driven by various objectives:

- Providing local urban residents with a safe space to gather and play
- Enhancing social connections and interactions across all races and demographics
- Building a healthy and sustainable community that values active lifestyles
- Encouraging teamwork and boosting self-confidence among young community members
- Providing inclusive, affordable and accessible recreational opportunities for all residents
- Showcasing designs and practices that promote energy efficiency and green technologies



Outcome

The business plan identified the prime location, forecasting and real-time guides for a possible investor or sponsor to fund the erection and management of two Fives Soccer courts. Among other factors, it considered proximity to public transport and reduced parking requirements, reflecting transit-oriented development principles. The preferred site is currently earmarked for parking, but is not used to its full capacity.

Once an investor is secured, we will facilitate the necessary conversations to drive the project to completion.



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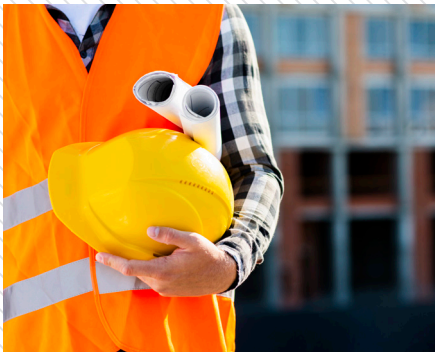
PROSPECTUS

PROJECT

24 HOUR ECONOMY: URBAN DEVELOPMENT ZONE BROCHURE
ONGOING

DEVELOPMENT INCENTIVES URBAN DEVELOPMENT ZONE

PAROW-BELLVILLE



Project Description

The Urban Development Zone (UDZ) is a tax incentive administered by South African Revenue Services, and aims to encourage private sector-led residential and commercial development in inner-city areas with well-developed public transport facilities.

Outcome

The GTP is currently participating in the City of Cape Town's UDZ working groups for the assessment and application for extension of current incentives. The GTP has identified the gap between SARS and the City with the promotion and the ease of process in submitting and or applying for this incentive. With this the GTP has compiled a brochure that provides information, process and requirements needed within the Parow-Bellville UDZ. The UDZ tax incentive is having a positive impact on commercial and industrial property prices. The property prices were higher inside the Bellville/Parow UDZ compared with those outside the UDZ. Furthermore, prices inside the UDZ grew at a higher rate than prices outside the UDZ over 10 years (37% inside vs 35% outside). The City will facilitate investment in the UDZ by:

- Promoting the UDZ in line with national policy
- Investigating methods of fast-tracking development applications located in UDZ
- Directing appropriate investment towards UDZ areas
- Monitoring the use of UDZ once national government confirms its intention to extend the UDZ beyond 2020

Bellville UDZ = 213.94ha

- Mixture of residential and commercial land use claims

- 14 claims over a 12 year period (2006—2017), with a total value of **R194 851 344**

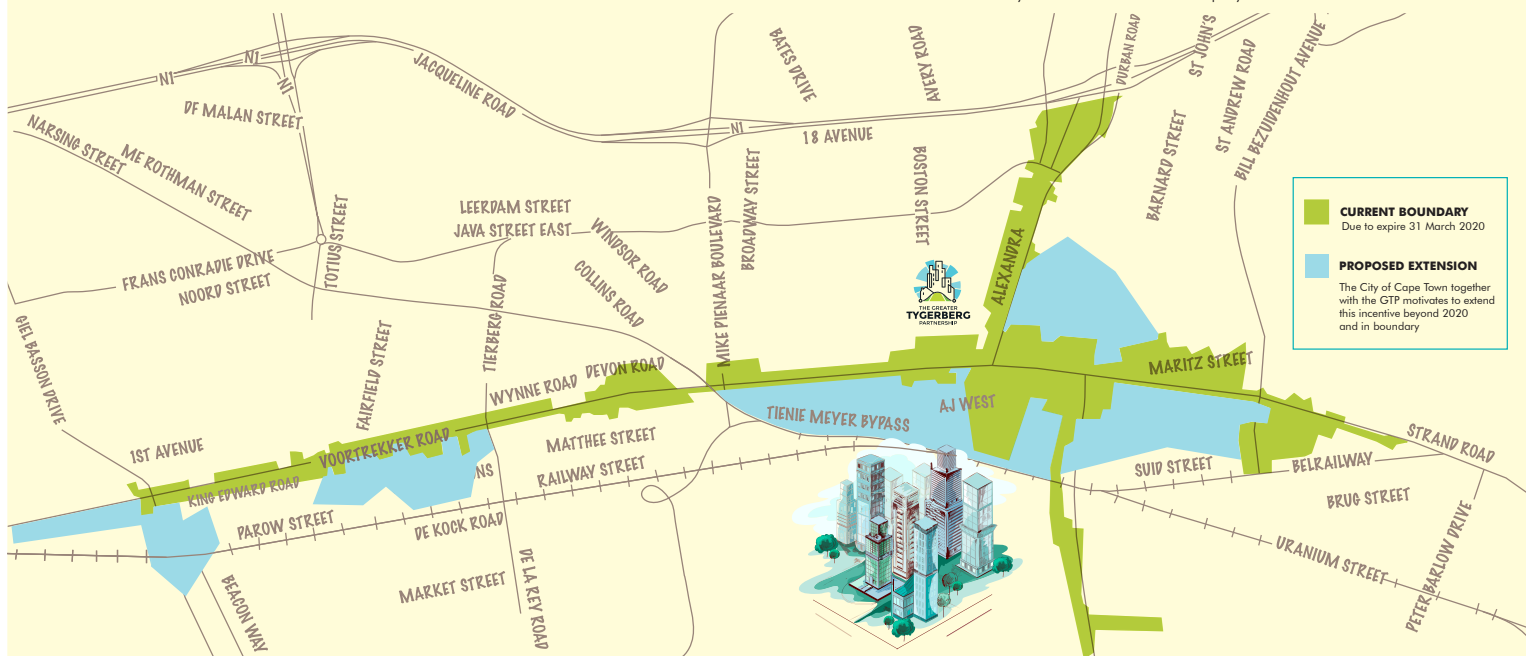


Example:

A building in the UDZ was improved by installing integrated energy-efficient technology (R1.2m). In order to install this technology, a part of the building's roof was extended (R1.6m). It complied with the minimum of 1 000m² floor area.

The owner was able to:

- Deduct the cost of installing the technology in equal instalments over five years (R1.2m x 20% = R240 000 per year) commencing in the year of assessment in which the technology was brought into use for purposes of the owner's trade.
- Qualify for an allowance over five years on the cost of the extending the building, since the extension was related to the improvement (R1.6m x 20% = R320 000 per year)
- Qualify for total R560 000 allowance per year



The City will facilitate investment in the UDZs by:

- Promoting the UDZs in line with national policy
- Investigating methods of fast-tracking development applications located in UDZs
- Directing appropriate investment towards UDZ areas
- Monitoring the use of UDZs once national government confirms its intention to extend the UDZ beyond 2020

Property Trends:

UDZ tax incentive is having a positive impact on commercial/ industrial property prices as average property prices were higher inside the Bellville/Parow UDZ compared to those outside the UDZ.

Furthermore, prices inside the UDZ grew at a higher rate than prices outside the UDZ over 10 years (37% inside vs 35% outside).

**Find out more. Get involved.
Discover Bellville.**

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PROSPECTUS

PROJECT

24 HOUR ECONOMY: AFFORDABLE ACCOMMODATION INVESTOR BOOKLET
AUGUST 2019

INVESTOR BOOKLET

GREATER TYGERBERG AREA

South African cities are grappling with the double dilemma of trying to redress their segregated past while also planning for a more urbanised future. Cape Town is no different. If a society is to thrive, its people need to be empowered to find work. They need to be able to access safe, reliable public transport. And they need to live in decent accommodation that they can afford.

We created the Affordable Accommodation Booklet as a tool for developers seeking to maximise the opportunity for building affordable housing in Bellville and the Greater Tygerberg area. The details contained in the publication could be used to inform development decisions that will build on the existing potential of our city, and drive the growth of a prosperous, economically active urban centre.



Project Description

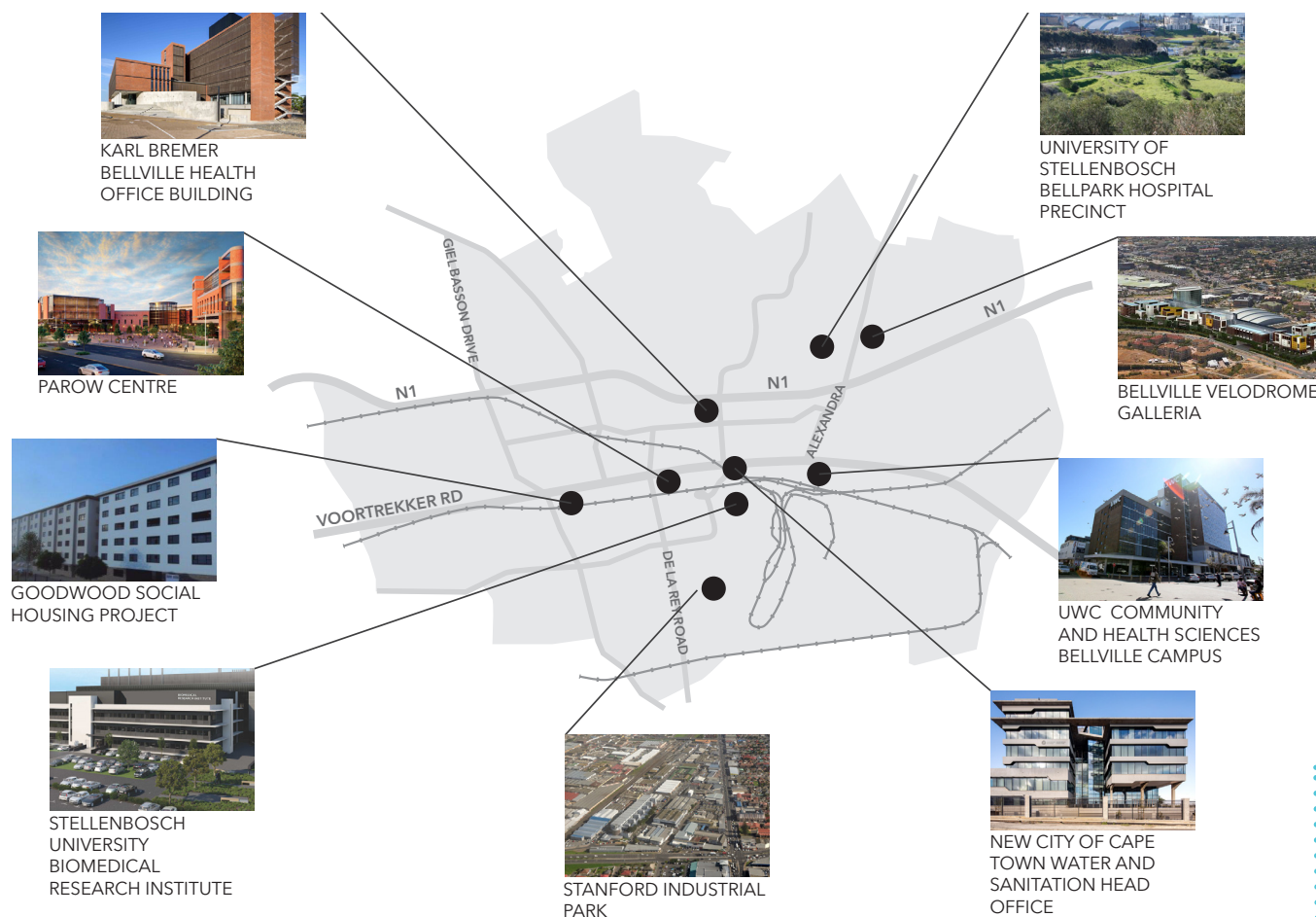
The Affordable Accommodation Investor booklet was created to educate local and international investors about the opportunities and potential for developing affordable accommodation, and to attract their investment into Bellville, Parow and surrounding areas.

The booklet covers various topics, including:

- Why the Greater Tygerberg region
- Development incentives
- Public transport zones
- Zoning and land uses
- Demand, supply and trends
- Bulk services (water, electricity, sewage)
- Amenities (education, shopping, open spaces, etc.)
- Surrounding investments

Outcome

To educate local and international investors about the area and the opportunities and potential that exists for affordable accommodation. The availability of affordable accommodation will be a significant differentiator, attracting both investors and also new residents seeking more affordable property located close to their workplace and within easy reach of public transport.



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PROSPECTUS

PROJECT

24-HOUR ECONOMY: PUBLIC INFORMATION BOOKLET
ONGOING



PUBLIC INFORMATION BOOKLET

GREATER TYGERBERG AREA

Like every city, Bellville grapples with crime and anti-social behaviour on its streets and in public spaces. This was a significant issue raised during the discussions with the student housing council, formed of students, residence owners and educational institutions in Bellville.

In response, we set out to create a public information booklet that would be distributed throughout Bellville. The booklet contains critical safety information, such as who to call, and how, in an emergency. It also contains more general information, including where to access public services, which universities have campuses in the area, and where to go for a night out on the town.



Project Description

The public information booklet was first conceived for students, but we soon realised that the information it contains is valuable to everyone who lives, visits and works in Bellville. The booklet, which is available in a printed version and also a digital downloadable pdf, lays out vital information such as a description of unsafe behaviours to avoid, strategies to prevent harm, instructions on how to get immediate assistance, steps to take to improve personal safety, how to activate crisis response, basic first aid and emergency procedures, and how to report faults, criminal incidents and domestic abuse.

The booklet contains details about, and maps facilities for:

- Public Safety services, including South African Police Services, Law Enforcement, Traffic Services, Disaster Risk Management and Ambulance
- Metro Police and Fire & Rescue
- Safety tips and precautions
- Civic safety organisations such as Improvement Districts, Neighbourhood Watches and Community Policing Forums
- Medical assistance services
- Public services
- Transport services



Outcome

The comprehensive guide to life in Bellville is designed to:

- Empower society to be and feel safe on the streets and in public spaces
- Encourage people to take back the streets, safely and with community in mind
- Enhance quality of life by saving lives, protecting property and limiting crimes
- Create an inclusive, united society by reducing people's vulnerability
- Encourage the community to take responsibility for their health and safety
- Create a civilised and progressive student society
- Protect the environment
- Promote Bellville as a vibrant student city



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PROSPECTUS

PROJECT

URBAN TRANSITION: KRUSKAL AVENUE UPGRADE
ONGOING



KRUSKAL AVENUE UPGRADE

BELLVILLE CBD

The City of Cape Town's Transport and Development Authority (TDA) lists the Bellville CBD as a priority node on the Voortrekker Road Corridor. This strategy seeks to identify strategic projects that will enhance the urban environment and promote a greater sense of ownership and well-being in the area. The Kruskal Avenue Upgrade is one of the projects.

Kruskal Avenue is situated in the commercial hub of the Bellville Central Business District (CBD) and comprises both formal and informal businesses. This upgrade will predominantly consist of improving existing kerbs, refurbishing walkways, widening pedestrian crossings, changing the traffic flow to one-ways and installing additional lighting and benches, among others.

Project Description

The Kruskal Avenue Upgrade project will upgrade sections of Teddington Road, Voortrekker Road, Kruskal Avenue and lower Blanckenberg Street in the Bellville CBD. These roads form the main pedestrian route that links Voortrekker Road with Bellville Station and Public Transport Interchange. Our role as the GTP is to assist the City of Cape Town with co-ordination and communication with the community, business and property owners in achieving the success of this urban regeneration in Bellville's CBD.

Outcome

The GTP supported the City of Cape Town in open days, public engagement processes and regular meetings to discuss and showcase the concept design of the upgrade.

The Kruskal Avenue Upgrade project was planned to be implemented in two phases. The first phase commenced in September 2018 and is set to be completed in early 2020. This phase included the upgrade and construction along sections of:

- Teddington Road (between Vrede Street & Voortrekker Road)
- Kruskal Avenue (between Voortrekker Road & Cross Street)
- Voortrekker & Durban Road interchange



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PROSPECTUS

PROJECT

URBAN TRANSITION: ELSIESKRAAL GREEN BELT
ONGOING



ELSIESKRAAL GREEN BELT

BELLVILLE CBD

We identified an opportunity transform the Elsiekraal River into a vibrant interactive soft corridor. The aim is to create a natural link stretching from the Tyger Valley precinct to the Bellville CBD and the Hardekraaltjie sites, as an expression of our goal to use physical spaces to connect communities and improve the public realm.

The intent is to create a vibrant and safe environment for people to use and enjoy the natural corridor to get fresh air, be active and social as well as protecting the natural environment.

Project description

In early Bellville, the Elsieskraal River supplied horses with water and a coffee house on its banks served as a resting place where passengers would get refreshments. Today, the area is home to students, residents, workers and visitors in a range of age groups, income groups and occupations. Healthy public spaces contribute to revitalised communities and stimulate economic development. They also help to build a sense of community and cultural identity.

We devised a project to transform Elsieskraal, providing a space to promote and protect the natural environment, enhance social interaction and kick-start the improvement of surrounding properties. The results will help to reduce criminal activity, drug abuse, vandalism and dumping that are symptoms of neglect and decay.



Outcome

Working with Gibbs Saint Pôl Landscape Architects, we created a Draft Design Framework in September 2015. This Framework identified the Elsieskraal Green Belt as a strategic space which can be upgraded to contribute to the regeneration of the Bellville CBD.



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PROSPECTUS

PROJECT

24-HOUR ECONOMY: STUDENT SAFETY INNOVATION CHALLENGE
JULY 2019

SAFETY INNOVATION CHALLENGE

GREATER TYGERBERG AREA

Like every city, Bellville grapples with crime and anti-social behaviour on its streets and in public spaces. This was a significant issue raised during the discussions with the student housing council, formed of students, residence owners and educational institutions in Bellville.

Bellville is a student city and an academic hub, with nine major institutions located in the area. This presents an opportunity to create a culture of innovation in the area, and to use innovation to find solutions to critical challenges. We devised the student safety innovation challenge to do just that.



Project description

Around 5 000 students live in student residences in the Bellville and Greater Tygerberg area. Every day, they travel through the area, they socialise and shop, they work and study, and they exercise and find places to relax. However, students in our city are at risk of becoming victims of crime while they're simply going about their daily business. Many of these crimes are not reported, or, research has shown, some crimes are even committed by students themselves.

We initiated the Student Safety Innovation Challenge, in a pitching battle between residences in Bellville. Students were challenged to find solutions to improve personal and group safety. The solutions needed to be implementable, replicable and innovative. The challenge was launched in April 2019, and students living in all off-campus residences were encouraged to enter the competition.

Outcome

Seven residences applied via an online application and 60 second video. The seven teams were shortlisted to a group of five who were invited to a training workshop on how to pitch their idea to investors.

The five teams were again shortlisted to the top three finalists, based on their pitch during a final session in July. The winning team won a three-month business incubation programme and R3000 cash. Their residence received 10 laptops for their students to use. The two runners up each won R1 000 in cash.



PROSPECTUS

PROJECT

FACILITATED TRANSITION: TEDDINGTON PRECINCT
ONGOING

TEDDINGTON PRECINCT

BELLVILLE CBD

Like every city, Bellville grapples with crime and anti-social behaviour on its streets and in public spaces. We identified the need to find new ways to reduce criminal behaviour and unlawful activities which threaten the livelihoods of businesses, and increase the vulnerability of consumers in the area.

The Teddington Precinct is a pilot project designed to draw on the collaboration of business owners in the Teddington Precinct within Bellville CBD. With their co-operation and support, a concentrated programme of law enforcement, deployed in and around the precinct would help to enforce by-laws and improve the public realm.



Project description

The Teddington Precinct project was conceived to create a safe environment for all, provide business owners, customers and pedestrians with greater peace of mind and improve the experience of Teddington Street, by mitigating all illegal and/or criminal activities and behaviours. The GTP formed a forum of business owners, property owners and property managers. This forum has identified criminal issues affecting business. We co-designed a proposal to address the issue.

Dedicated law enforcement officers would be mandated to enforce various by-laws, including:

- Streets, public places and prevention of noise
- Parking
- Traffic
- Informal trading
- Public parks

Outcome

A primary outcome of this project has been the development of an effective costing model for the employment of two law enforcement officers, provided by the Expanded Public Works Programme, to patrol the Teddington Precinct. A majority of the business owners have agreed that they would pay for this type of service, to protect their businesses and their investment.



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PROSPECTUS

PROJECT

CONNECTED COMMUNITIES: MUSIC IN THE PARK
ONGOING



BELLVILLE CBD

Elizabeth Park is a well-known landmark in the Bellville community. However, after years of neglect and decay, the park has become degraded and dilapidated. It was considered to be unsafe, unkempt and an eyesore in the neighbourhood.

The City of Cape Town has identified Elizabeth Park as a main instrument for uplifting the area and surrounding community. The City has undertaken multi-million Rand urban upgrade, to regenerate the park and promote it as a safe and desirable public space for all to enjoy.

This project is designed to activate Elizabeth park in an engaging and inclusive programme throughout the year.

Project description

The City's upgrade of Elizabeth Park includes the creation of new pathways and lighting installations and the installation of closed-circuit television cameras (CCTV) to enhance security. The river was also rehabilitated. A coffee shop will be introduced in the library in the park, and a new plaza will be built nearby.

Outcome

The improvement of Elizabeth Park is an essential ingredient in our connected communities programme. A successful park provides opportunities for people of all walks of life to come together and enjoy the benefits of a well-kept and safe public space.

The upgrade will be supported by ongoing programming for the community to enjoy throughout the year, including markets and concerts held in the newly renovated amphitheatre. We will facilitate this programme of activities and generally support the City of Cape Town's efforts to restore the park to its full potential.



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