
**FEASIBILITY STUDY – PROPOSED STRAND CBD
SPECIAL RATING AREA**

PERCEPTION SURVEY REPORT

JULY 2012

This report was prepared for the Strand SRA Steering Committee in support of the feasibility study for the proposed Strand Special Rating Area by Gene Lohrentz of Geocentric Information Systems

Disclaimer

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INTRODUCTION

A group of concerned property owners and members of the community has recognised the need to seek and implement solutions to the challenges facing the Strand CBD area. In response this group has formed a steering committee for the establishment of the Strand CBD Special Rating Area (SRA). The steering committee does this work on a voluntary basis without any compensation and initial expenses leading up to the application for the establishment of the SRA are funded by the steering committee members.

The establishment of an SRA will enable the formation of a statutory body in terms of a proposed SRA by-law. If the SRA application is successful SRA levies will be collected by the local authority from ratepayers in the area and paid over to the SRA management board. Funds raised will be dedicated to supplement municipal services such as security, cleansing and urban management.

As part of evaluating the feasibility and needs for a Special Ratings Area in the Strand Central Business District and in support of the development of the business plan, the Steering Committee commissioned a perception survey amongst property owners, businesses and people working or visiting the area of the proposed SRA. This report summarises the survey results.

Questionnaire and methodology

The perception survey is designed to provide feedback from property owners, businesses and people working or visiting the area on safety and security, social problems and urban management issues of the area. The survey is not intended to provide quantitative statistics but rather indicative trends upon which the needs in the area can be evaluated.

Geocentric collaborates closely with a research agency in respect to questionnaire and sample design and applies internationally accepted best practice in both instances. Each question is reviewed for its suitability before the questionnaires are used in the field. This supports the application of the results to the rest of the SRA establishment process.

Two target group-specific questionnaires were developed. The first group consists of business and property owners while the second group consist of shoppers and visitors using the Strand CBD. Similar themes were addressed in each questionnaire, but the angle of questioning was adapted to be appropriate for the identified target group.

Broadly speaking, the following themes were covered in each questionnaire:

- Perceptions about the levels of safety and security
- Perceptions about the cleanliness of the area
- Whether social issues such as vagrancy is a problem in the area
- What are the expectations of both business owner/tenant and shopper (user)
- Predisposition towards the establishment of an Improvement Area

Business owner or tenant - typically the following process is followed:

1. All relevant data about the spatial characteristics are gathered from local government (size of proposed area, number of plots and the land use classification of each plot.
2. The above data, however, is not sufficient to develop a scientific sample and therefore Geocentric will scan the total area to ascertain a profile of all present in the area. This is done by means of street-level photography and mapping. This database is part of the final deliverable and has been proven to be invaluable to the management of the Improvement District in terms of directing their efforts.
3. Once a more scientific universe is available, Geocentric will apply relevant criteria such as economic sector and business size, when interviewing potential business or residential respondents.
4. The realised sample will be weighted back to match the profile of the actual business population in the area. This is an essential step to ensure that the data is accurate and reliable and to avoid the over or under representation of sectors.

Shopper or user survey – process that will be followed

5. Time-random intercept interviews will be conducted at street level. This methodology ensures that a representative spread of respondents is achieved

In both instances, a structured questionnaire was used. A combination of face-to-face interviews and self-completion was applied in the data collection phase. Geocentric also developed a cover letter in consultation with the Steering Committee that explained the purpose of the survey and a copy of the letter was distributed to every survey respondent.

Participants were also asked to rank the importance of the above listed issues at the end of the questionnaire and were also given the opportunity to express general comments and concerns in writing.

The survey was conducted by contacting and interviewing property owners and businesses on an individual basis over a period of one week in July 2012.

Survey results and analysis

Survey participants

Fifty-one (51) participants completed the full perception survey and 38 respondents completed the shopper survey. 71% of the participants that completed the full survey are business tenants and 25% are property owners with businesses in the area (See Figure 1). A further 4% were employees and managers at businesses. Figure 5 shows the general geographic location of where the surveys were conducted.

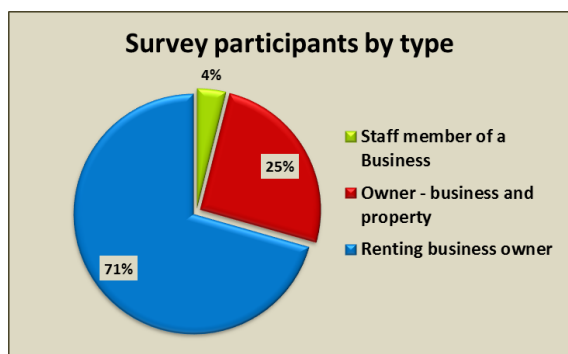


Figure 1 Survey participants by type

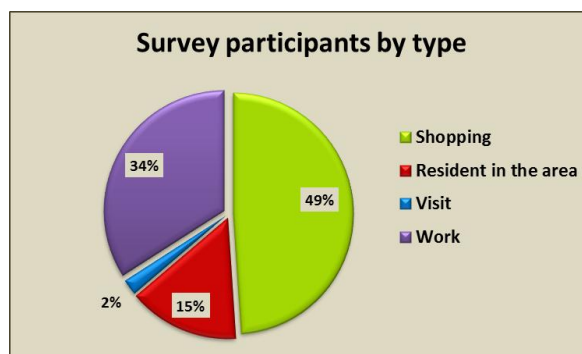


Figure 2 Survey participants by type

The shopper survey produced very interesting results. 34% of the participants were working in the CBD area whilst 49% were shoppers. There were 21 female participants and 17 male participants. Although respondents were not asked to provide any details of their income or financial status general observations on income and Lifestyle Measurements were recorded. Most participants could be categorised in the middle income groups with fewer respondents from the low and high income groups. Figure 2 illustrates the type of shopper survey participants and Figures 3 and 4 illustrate the shopper survey participants by age, income group and gender.

It can be observed that the split of workers versus shoppers represents a user group typical of most CBD areas. The low number of "middle-aged" male users indicates that this group would be at work while shoppers are mostly represented by "middle-aged" and older female shoppers. 76% of the shoppers use the CBD on a daily basis or at least three to four times per week.

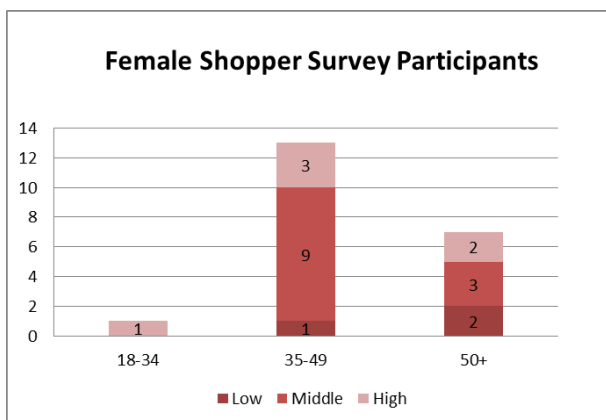


Figure 3 Female Shopper Survey Participants

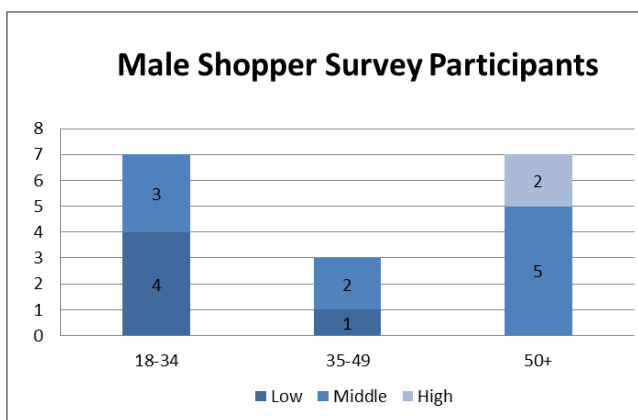


Figure 4 Male Shopper Survey Participants

Figure 5 illustrates the indicative survey location distribution within the proposed Strand CBD.



Figure 5 Indicative survey Locations

Survey results

Overall perception

The initial section of the survey tested the perception of the overall image of the Strand CBD, especially the areas where the surveys were conducted. Figure 6 illustrates how most respondents view the area as unwelcoming and unattractive. There is a difference in opinion on how safe the area is when comparing the business and owner survey with the shopper survey. Business owners tend to view the area as more unsafe than shoppers. This in part may be as a result of the number of business robberies and property related crime in the area. It is fair to conclude that most respondents highlighted that the CBD has an unattractive and run-down feel to it.

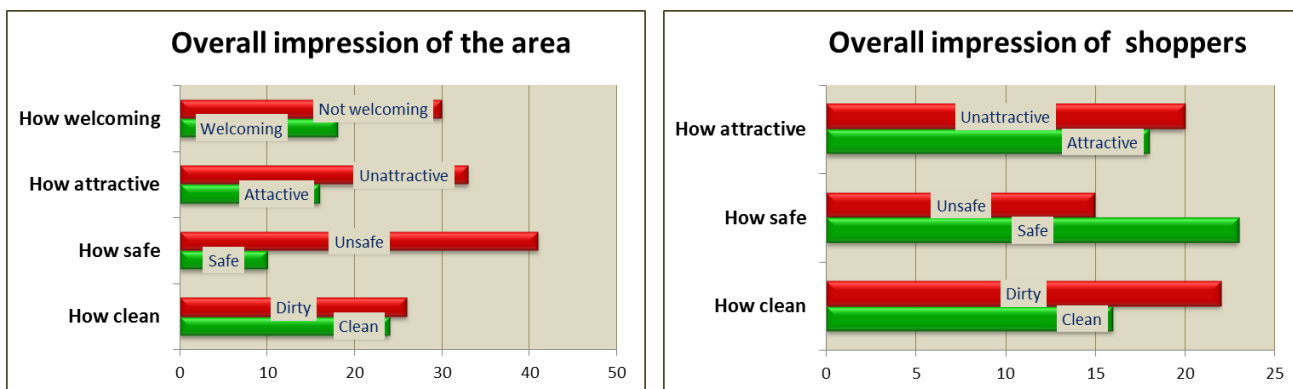


Figure 6 Overall image of Strand CBD

The question on the overall impression of town was followed by a measurement of the overall impression of municipal service delivery in the Strand CBD. Respondents were given a choice to select a range of answers from Excellent to Very Good, Good, Fair and Poor. **When the answers are analysed further, responses of Excellent and Very Good illustrates satisfaction, Good represents "middle of the road" acceptable while Fair and Poor represents dissatisfaction.** On this basis it is evident that up to 65% of the respondents are dissatisfied with municipal service delivery. Only 12% are clearly satisfied.

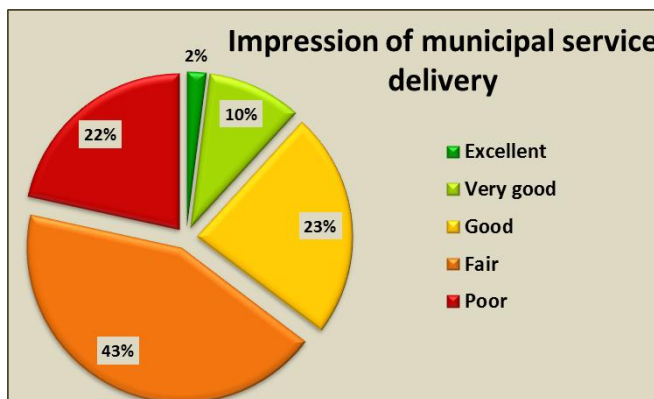


Figure 7 Impression of municipal service delivery

Section 1 - Safety and security

Section 1 focussed on safety and security. Participants were initially asked to rate the overall security situation in the Strand CBD. Overall only 12% rated the overall security situation as good to excellent. 31% rated it as fair and 57% rated it as poor (see Figure 8). The analysis illustrates a clear dissatisfaction with the level of safety and security in the area. In some instances participants qualified their answers by stating that they felt safe during the day but not necessarily at night and/or that they don't frequent the area at night. The shopper perception was more positive although largely dissatisfied as well.

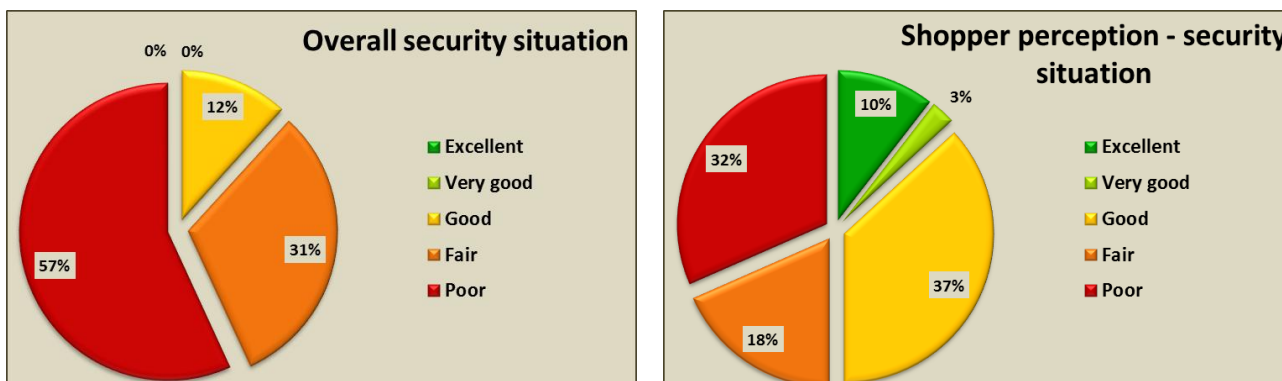


Figure 8 Overall security situation

Questions 6,7,9,10 and 11 focussed on respondents experience of crime in the Strand CBD. Respondents were asked if they or someone close to them have been a victim of crime. Participants were given the opportunity to answer Yes or No. 51 Respondents answered the question. 43 Participants or 84% answered Yes. Only 34% of shoppers indicated that they have been a victim of crime.

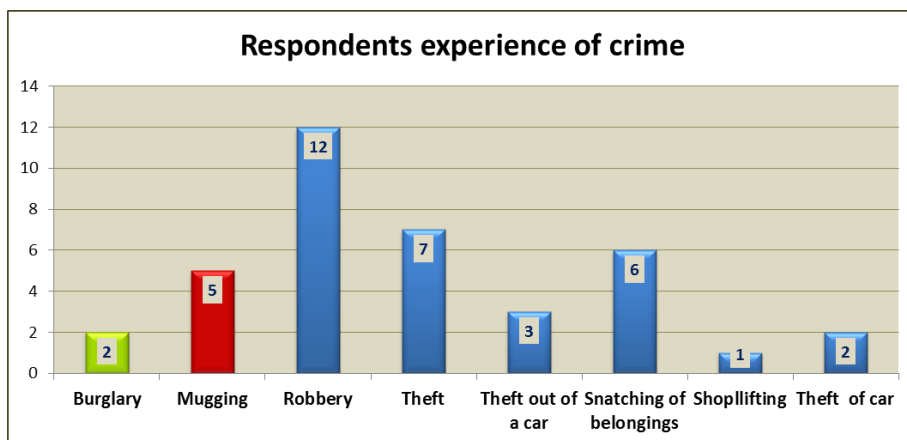


Figure 9 Experience of crime

Figure 9 illustrates the responses of the participants who answered Yes. Theft, robbery and Snatching of belongings are mentioned more often and indicate that property related crime most frequently occur while contact crimes are also present but fewer. 61% of the respondents also indicated that the crimes took place between 08:00 and 16:00, illustrating a tendency for crimes to be committed during the day.

Beyond their personal experiences participants were asked to identify the types of crime that occur most frequently in their area and were provided with a list of typical criminal activities. Participants were also given the opportunity to specify any activity not listed.

Figure 10 illustrates the various criminal activities highlighted in the questionnaire and the frequency that each activity was listed by the participants. Although these figures cannot be regarded as accurate crime statistics or empirical evidence of crime, it illustrates that theft from property, snatching of belongings and muggings as well as theft from cars or vehicle related crime occurs most often in the area.

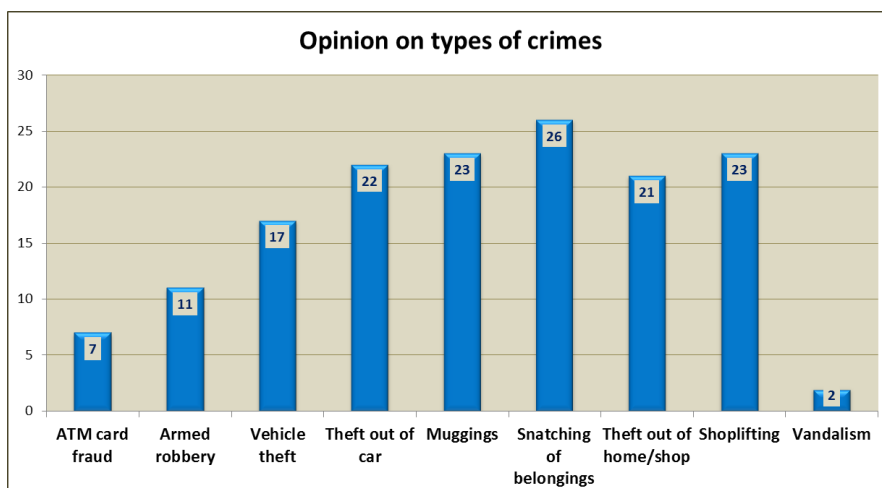


Figure 10 - Number of times that participants listed typical criminal activities

Participants were also asked to identify the location where most crimes occur. Table 1 lists the various locations and the frequency these were listed as locations of criminal activity.

Table 1 Listed criminal activity locations

Location	Count
Beach Road	10
Wesley	8
Shoprite	6
Main Road and streets close by	2
Michau Street	2
Anderson	2
Abegglen	2
Parking Lots	2
Spur at Strand	2
Beachfront area	2
Dorpsmeent Centre	2
Ben Cohen Plain	1
Parking at Pick a Pay	1
Church Street	1
Gordon Street	1
George Street	1
All ATM's	1
De Bosche	1
Murray	1
Terhoven	1
Galloway square	1

The shopper survey specifically focussed on the taxi rank and train station and asked respondents to indicate whether they feel that the taxi rank is safe to use. It is accepted that not all the respondents utilise the taxi rank or public transport and therefore those that responded as “not sure” were excluded from the analysis. Most respondents regarded it as safe.

Participants further indicated that crimes take place at various hours of the day but most (47%) indicated that they perceive crime to take place at during the day and evenings. Evenings are specifically highlighted. Figure 11 illustrates this graphically.

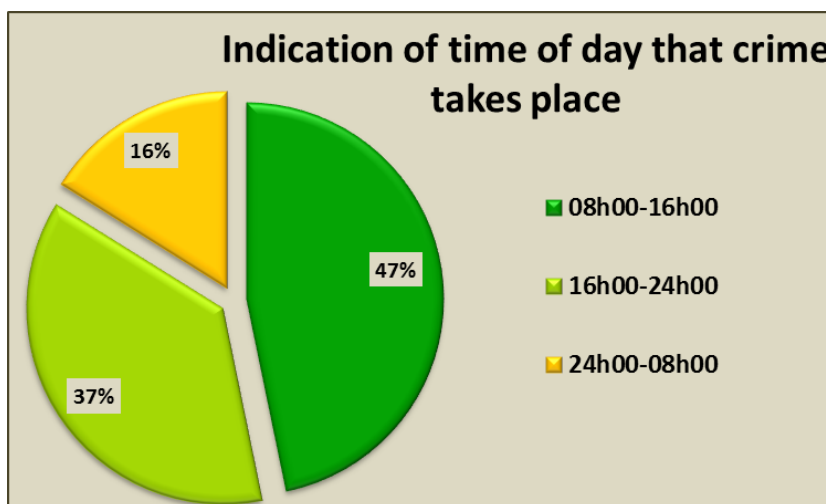


Figure 11 Perception of when crime takes place

Participants were asked to express their opinion regarding the effectiveness of current policing efforts. 26% agreed that current efforts are effective ranging between good to excellent while 74% believe that it is not very effective. This is illustrated in the graph shown in Figure 12. Some of the comments listed regarding the opinion on SAPS effectiveness include:

- Bad management
- Police not interested in “petty” crime

- Attitude of Police staff totally negative
- They don't respond immediately
- Members not being involved, not well trained. Leaving the crimes to be investigated by detectives
- No answer at SAPS
- Corruption, criminal activities

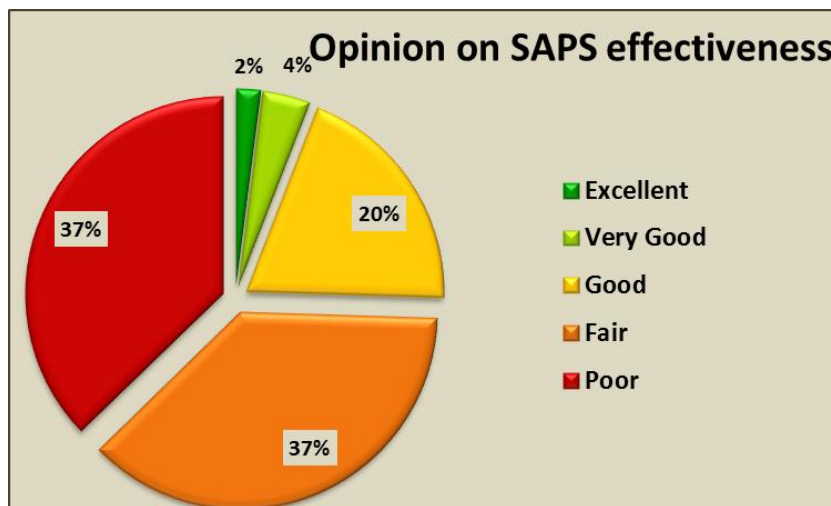


Figure 12 Opinion on SAPS effectiveness

The last part of the section on safety and security dealt with the actions by property owners or businesses to ensure their own security. Participants were asked to indicate if they have private security such as a personal alarm system and/or armed response.

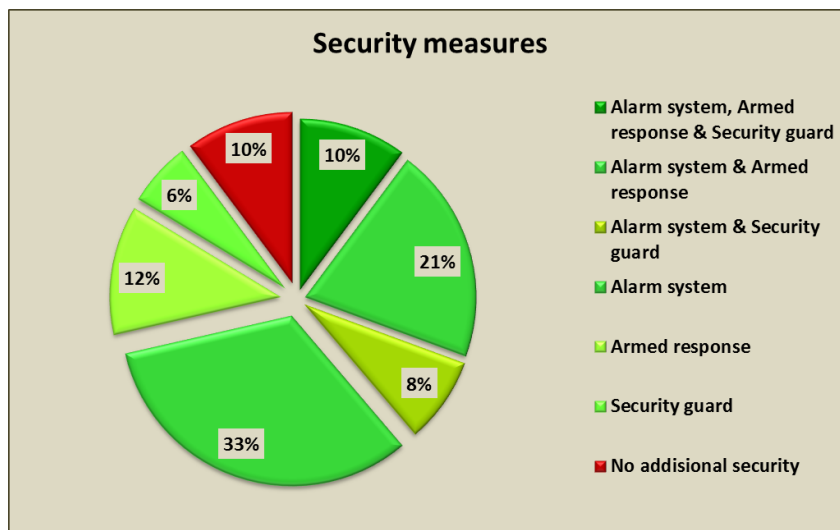


Figure 13 Personal security measures

90% of participants indicated that they have some form of personal safety and security in place (See Figure 13). Only 10% have no security measures. 66% of respondents indicated that they would prefer any additional security services to be 24 hours per day while another 19% preferred additional security between 07:00 and 19:00.

It would seem that the overall security in the Strand CBD is dominated by property related crime aimed at the business environment and that many of the problems occur during the day. The retailers are more vulnerable to crime related to robbery, shoplifting and snatching of handbags etc. which coincides with shopping activities during business hours. Opportunistic crimes take place in some areas. It would seem that the Main Road and Beach Road area is the most crime sensitive area in Strand CBD.

Section 2 - Litter and cleanliness

Section two of the survey asked participants for their opinion on litter and cleanliness. The opinion of people regarding litter and cleanliness can be very subjective and difficult to measure. The responses received should be regarded as observations by the participants although it can be argued that the responses are based on people’s desire for their area compared to the current situation. Overall, most participants regard the general state of cleanliness as fair to poor illustrating a substantial measure of dissatisfaction with current circumstances while 28% regarded it as good and only 8% regarded it as very good or excellent (See Figure 14). The shopper survey results illustrate the same measure of dissatisfaction.

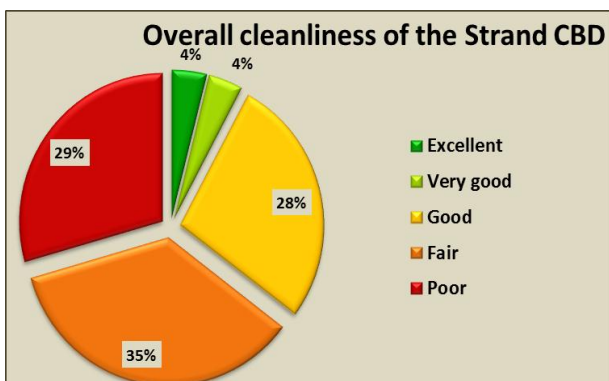


Figure 14 Overall opinion of cleanliness of the area

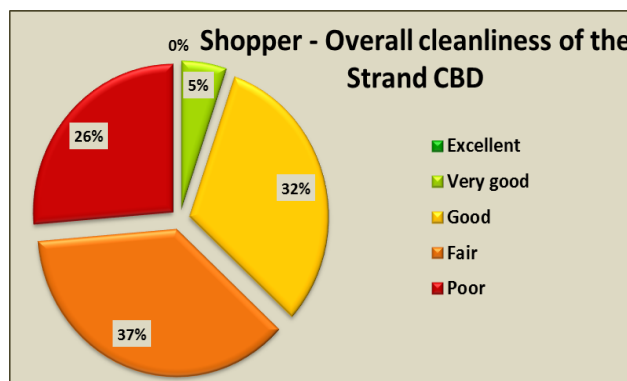


Figure 15 and 16 shows a summary of the opinions regarding litter and cleanliness. Litter in the public areas seem to be a general problem. In contrast general refuse removal seems to take place fairly regularly. From observations made during the photographic survey of the area, the street and public area cleaning operations seem to focus on specific areas only while other areas have not been cleaned for some time.

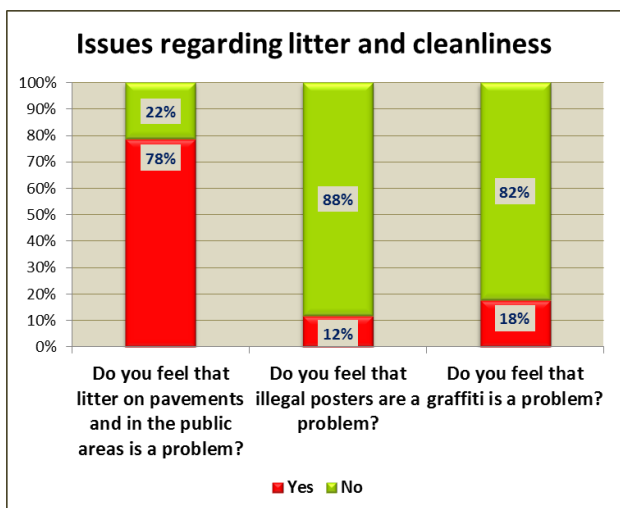


Figure 15 Opinion on litter and cleanliness

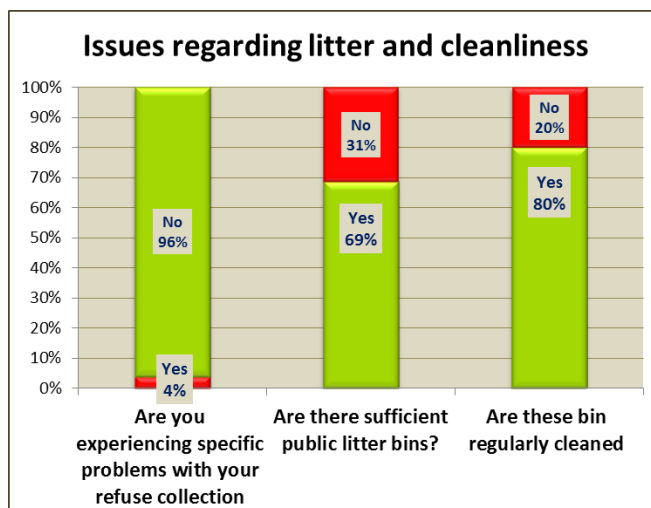


Figure 16 Opinion on litter and cleanliness

Figures 17 to 22 illustrate issues of littering in the public areas which seems to occur at various locations in the Strand CBD. 65% of the shopper survey respondents indicated that litter on pavements and in public places is a problem.



Figure 17 Litter on the verge and street gully



Figure 18 Litter in the main road and sidewalk



Figure 19 Litter behind buildings at Wesley Road



Figure 20 Litter in public open spaces



Figure 21 Graffiti



Figure 22 illegal posters

Table 2 lists the places and the frequency that they were mentioned as locations of littering.

Table 2 Where is litter a problem

Location	Count
Beach Road	7
Beachfront	6
Shoprite	6
Main Road	5
Wesley Street	3
Parking areas and open spaces	3
Pickle Street	2
Homeless people use public places as a toilet	2
Market area next to Pier	2
Fountain area	1
Ablution blocks opposite the road	1
Wesley Square and Surrounds	1
Schwartz Street - next to Absa	1
Fish shop - drain and cabbage smells terrible	1
Market Square	1
Church Street	1
Streets around CBD	1
Old Police Station	1
Plein Street	1
Post Office	1
Where bergies sleep/operate	1
Fagan Road	1

In some instances comments were received of municipal cleansing staff not performing their duties. One respondent comments as follows: "Municipal worker often seen hanging in our shop, watching sport and supervisors not reacting - rather sightseeing than working".

Two specific public area cleaning issue was surveyed separately. This relates to illegal dumping and bin picking, both issues that frequently occur in many urban areas. Figure 23 shows that 37% of respondents highlighted illegal dumping as an issue. Most of the participants that indicated that this is a problem also indicated where the most illegal dumping takes place.

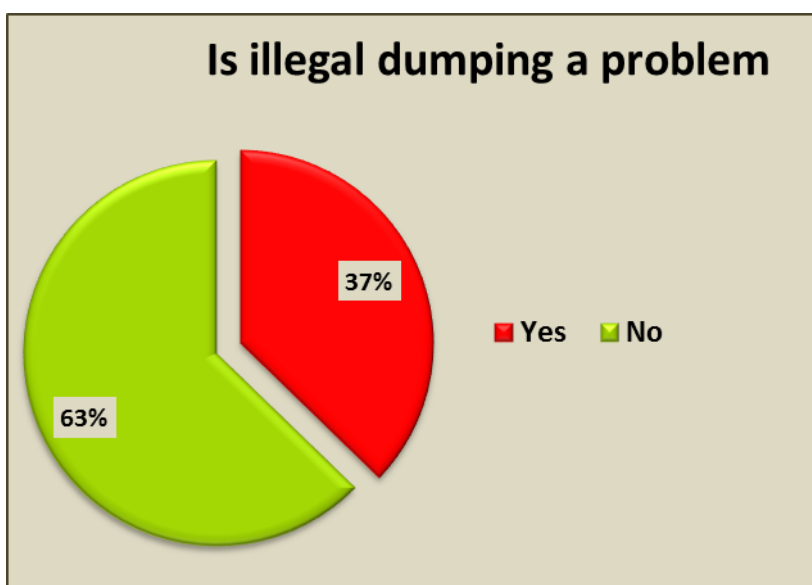


Figure 23 Perception on illegal dumping

Respondents were asked where the illegal dumping takes place and were also given the opportunity to indicate what type of waste (see Figure 24) is most often associated with the illegal dumping practices. The list below highlights these locations:

Location
Beach area
Beach Road
Shoprite parking area
Heineke Street, back of Rialto area to Terhoven Street
Cnr Wesley & Church Street
Open plots
Ryneveld Street
Outside Strand Jewellers
Corner of Plain & Fagan Street
Against the wall at Diamond Liquor Store, across road from pharmacy. Park - Main Road/Market Street
Any vacant land and parks
Main Road
In the parking area behind the building

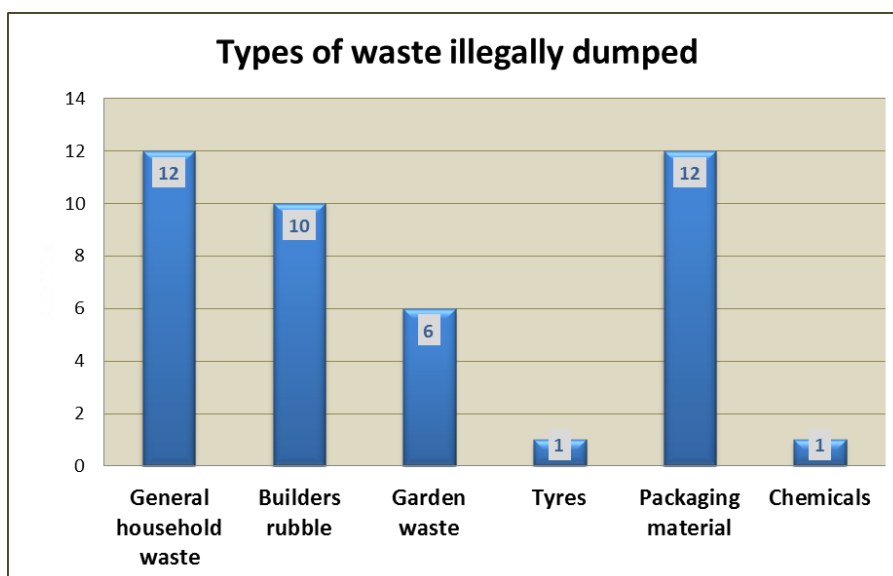


Figure 24 Types of waste dumped illegally

To support the above listed locations and perceptions of illegal dumping, the photographic survey conducted in the area found numerous dumping locations. Figures 25-27 illustrates this issue and also shows the type of material mostly found. Builder’s rubble dominates the type of material illegally dumped.



Figure 25 Illegal dumping of builders rubble



Figure 26 Illegal dumping of packaging material



Figure 27 Illegal dumping of builders rubble

The need for waste recycling clearly exists in the Strand CBD area. 78% of all participants indicated that there is a need for recycling in the area. Figure 28 illustrates the required types of recycling that respondents indicated as important and the frequency that it was listed. 73% of respondents indicated that they would prefer a separate recycle bin.

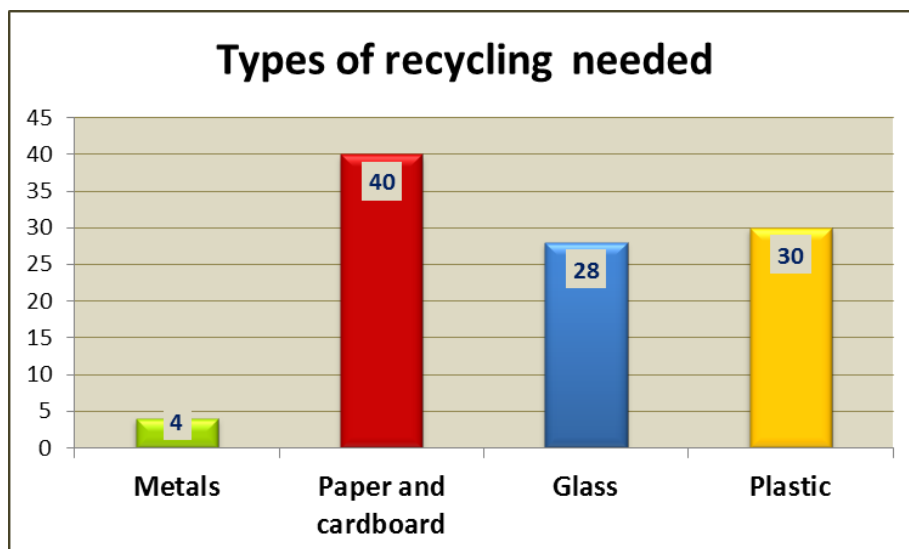


Figure 28 Types of recycling listed

Section 3 - Lighting and traffic

The third section of the survey sought the opinion of participants regarding the lighting of streets and pavements and the standards of traffic signs and road markings.

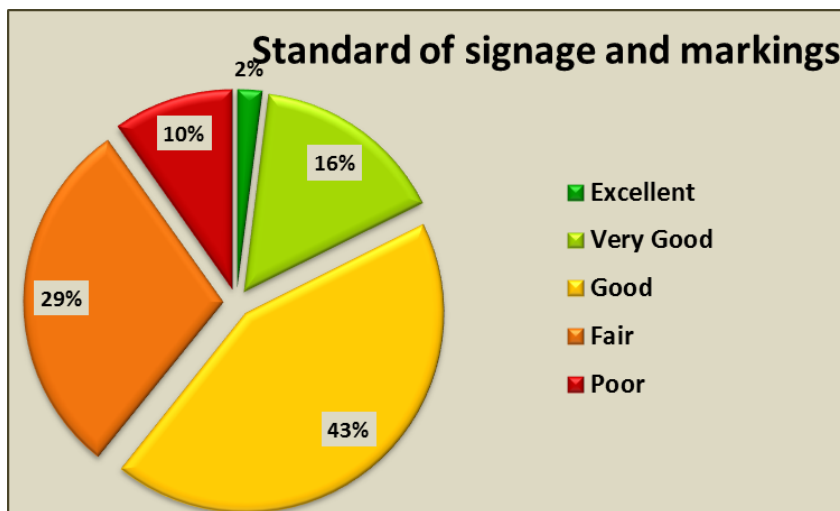


Figure 29 Standard of signage and markings

61% of the participants regarded the standard of street signage and markings as good to excellent while 39% regarded it as of a fair to poor standard (See Figure 29). Figures 30 to 32 illustrate the status of signage and road markings in the Strand CBD. Bent, disorientated and faded signage illustrates the opinion of some of the survey participants.



Figure 30 Bent regulatory road sign



Figure 31 Faded area name sign



Figure 32 Road Name sign removed

Fifty eight percent (58%) of the participants regarded the street lighting as sufficient.

Section 4 - The public environment

The fourth section of the survey collected opinions regarding the public environment, especially the participants' opinion regarding the maintenance and safety of pavements and the general state of public spaces such as parks and other public amenities. Participants were asked to provide an overall rating of the public environment. As illustrated in Figure 33, Fifty seven percent (57%) of the participants rated the overall quality of the public environment as fair to poor. Only 43% rated it as good to excellent.

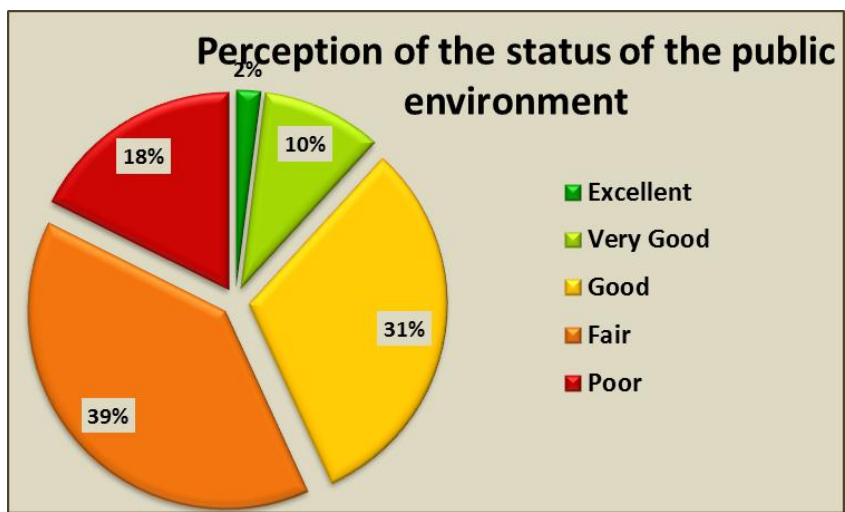


Figure 33 Rating of the overall public environment

It is important to note that in principle the Strand CBD offers various public squares, parks, benches or walkways but these areas are fairly neglected and in a state of disuse or disrepair. As an example, Ben Friedman Plain is complete run-down, in disuse and a group of vagrants has constructed make shift shelters on the vending area of the plain (see Figure 34).



Figure 34 Ben Friedman Plain

Figure 35 illustrates the responses received and shows that most of participants are satisfied with the maintenance of the pavements in the area.

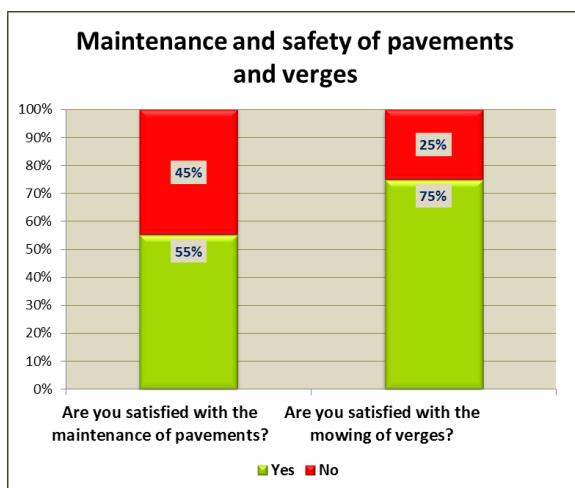


Figure 35 Maintenance and safety of pavements

Figures 36 to 39 illustrate the findings of the photographic survey. The photo results are in contrast to the perception of the respondents although it can be noted that the sidewalks in one portion of the main road in the CBD are quite good while side streets and other areas are particularly bad in terms of surface and safety.



Figure 36 Poor sidewalks in some of the side streets



Figure 37 This broken manhole cover makes this sidewalk unsafe



Figure 38 Another storm water manhole without proper cover



Figure 39 Sidewalk maintenance not completed in the main road

In general, the public environment can be described as “in distress” with many element suffering from neglect and general deterioration. These elements include street furniture such as benches, public signage, tree wells and items such as bollards. Figures 40 to 43 illustrate there issues picked up during the photographic survey.



Figure 40 Public infrastructure in a state of disrepair



Figure 41 Broken street furniture such as benches that are unsafe to use



Figure 42 All that is remaining of this public notice sign



Figure 43 Poorly maintained bollards

Participants were asked to rate the maintenance of infrastructure such as water supply, storm water drains and street gutters. 74% of respondents indicated dissatisfaction with the maintenance of this type of infrastructure rating the maintenance as fair to poor. The photographic survey captured locations of poor infrastructure maintenance in many of the streets in the Strand CBD. This is further supported by the rating of the quality and the maintenance of the roads in the Strand CBD where 74% of respondents rate the maintenance of the roads in the Strand CBD as poor or average. Only 20% rated it as good. The photographic survey captured numerous locations where the road infrastructure has been damaged severely. This is further associated with damage to sidewalks and kerbstones. Figures 44 to 49 illustrate typical damage to road infrastructure in the Strand CBD and industrial area.



Figure 44 Kerb inlet and drain blocked due to poor maintenance and lack of street sweeping



Figure 45 Evidence of poor road surfaces



Figure 46 Damage to kerb stones



Figure 47 Damaged kerb inlet and kerb stones



Figure 48 Potholes



Figure 49 Potholes

Participants were also questioned about informal trade activities and how it contributes to the economy of the Strand CBD area. Respondents were offered a list of statements regarding informal trade and informal trade management. Table 3 lists the statements and shows the percentage of respondents that agreed or disagreed with each statement.

Table 3 Opinions regarding informal trade

Statements on informal trade. Do you agree or disagree?	Agree	Disagree
Informal trade is important as it contributes to the local economy	51%	49%
It needs more support	53%	47%
Informal trade is problematic as it impact negatively on formal economy	51%	49%
Support and better regulation should go hand in hand	94%	6%
Informal trading should take place in specially demarcated areas	90%	10%

Informal trade seemed to be focused near the beach front area of the CBD where most traders operate. Informal trade is not viewed as negative or positive in the Strand CBD. It would seem that better regulation and trading areas that are well managed would support this industry sector. The regulation thereof is a priority agreed upon by most respondents.



Figure 50 Informal traders near the beach front



Figure 51 Lack of management and control of informal trade leads to a disorganised and uninviting offering

Section 5 - Social environment

Social issues

The fifth section of the detailed survey focussed on the social environment. Most areas experience a level of homelessness with vagrants using the opportunities to beg for food and money. Homeless people often utilise public areas such as parks and alleyways for shelter and congregate on areas of potential income such as parking areas, traffic signals and shopping malls. Homelessness seems to be a problem everywhere in the Strand CBD. This becomes more evident in the fact that 96% of participants perceive homelessness as a problem. Participants were asked to identify the issues associated with homeless people in the area. The most frequently identified issues in the area in order of priority is begging, sleeping in the area, alcohol and drug abuse and theft as shown in Figure 52 below.

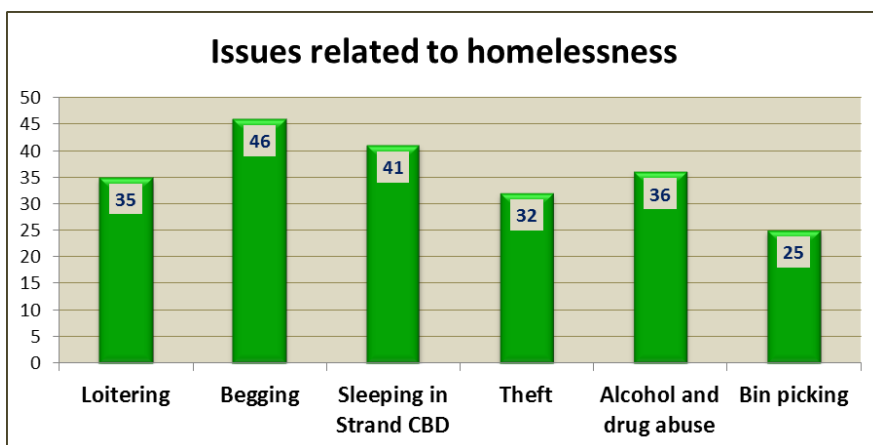


Figure 52 Issues related to homelessness and the social environment

Participants were specifically asked if they were experiencing problems with bin picking. 60% of respondents indicated that this is a problem. Bin picking creates various problems in any urban area as it supports vagrant communities through recycling of small amounts of material from bins. This in turn leads to anti-social behaviour including littering, aggressive begging and opportunistic criminal activity such as theft. Figure 53 shows typical bin picking activities in the Strand CBD area.



Figure 53 Bin pickers on Beach Road

Participants to the survey indicated various locations and public areas, especially around the shops as locations frequently used by homeless people. Table 4 lists the locations frequented by homeless people. Figures 54 and 55 shows areas frequented by homeless people in the Strand CBD.

Table 4 Location frequented by homeless people

Location	Count
Beach Road	12
All over CBD	9
Market square in front of Shoprite	7
Wesley Street	5
Main Road	3
Pickle Street	2
Galloway Square, Police Station	2
Altena Street	1
Around shopping areas	1
Around shopping centre, library	1
Library	1
Beachfront	1
Behind Millers Outfitters	1
Behind Strandsig	1
Cnr Kort & Market Streets	1
Everywhere, especially around liquor stores & parking areas	1
Huge problem with them sleeping in our ATM area - problem for customer safety	1
Robots in front of Post Office	1
Church	1
Wesley Square and surrounds	1
Michau Street	1



Figure 54 Large group of homeless people congregate behind Shoprite on Ben Friedman Plain



Figure 55 Large group of homeless people congregate behind Shoprite on Ben Friedman Plain

General anti-social behaviour has also been mentioned by survey respondents who have singled out drinking in public, especially close to shops selling alcohol and urinating in public as two particular related issues. Figures 52 and 53 illustrate these perceptions and support the opinion of the respondents. Drug abuse is perceived to be a major problem in the Strand CBD with 76% of respondents regarding it as a problem.

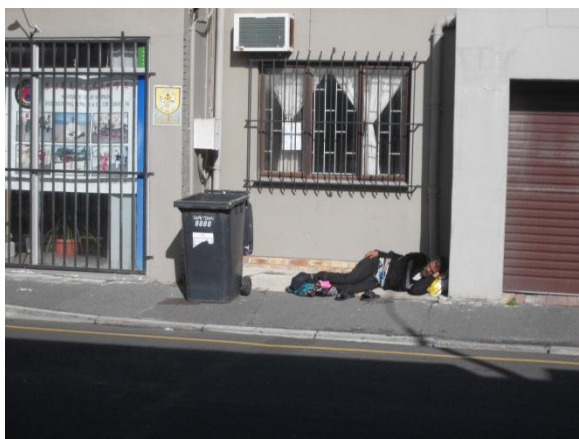


Figure 56 People sleeping in the area near bottle store



Figure 57 Vagrants begging in a parking area

Section 6 - Marketing of the Strand CBD

Survey participants were asked if it would be useful to have events in order to build a community spirit in the Strand CBD. 78% of respondents answered yes and supported the idea of community events. Participants were asked to indicate what type of events they would prefer and support. Figure 58 illustrates the type of events and the number of participants that selected each type of event.

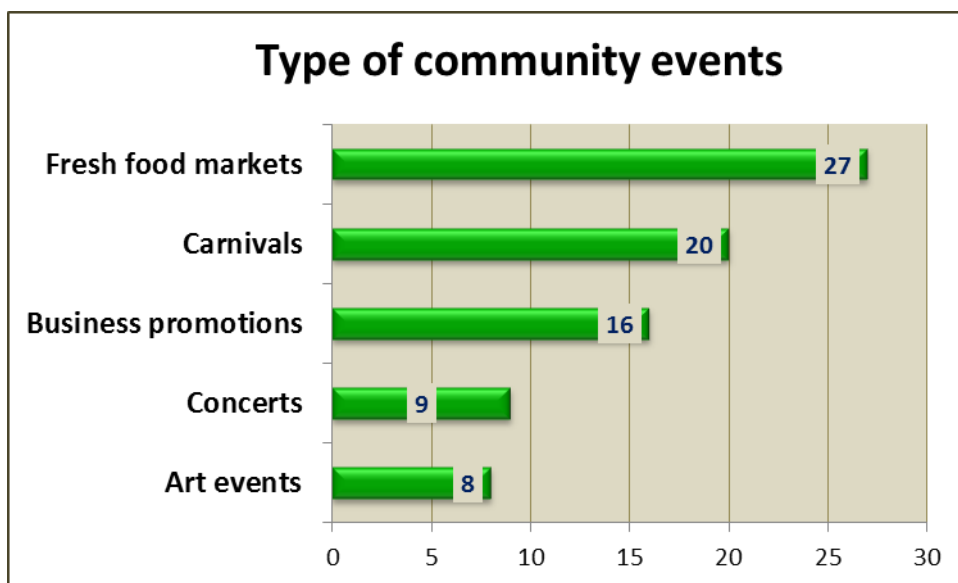


Figure 58 Types of community events selected by respondents

Ranking the priorities for the Strand CBD

The survey element of the questionnaire concluded with an opportunity for participants to rank each of the seven general themes of the survey in terms of its importance (See Table 5). Of the 51 respondents that participated in the ranking, 76% regarded safety and security as the most important issue followed by issues of litter and cleanliness selected by 49% making it the second priority and social issues such as vagrancy and begging ranked as the third priority selected by 37% of the respondents.

Table 5 Ranking of priorities

Service delivery category	Most important	2nd most important	3rd most important
Safety and security (including lighting)	76% selected		
Litter and cleanliness		49% selected	
Road and street signage			
Maintenance of public spaces			
Social issues such as vagrancy and begging			37% selected
Health and environmental safety			
Marketing of Strand			

Respondents' predisposition towards the establishment of an Improvement Area was tested by asking participants if they would be prepared to pay a top-up levy on their rates bill for more and improved municipal services and public security in the Strand CBD. As shown in Figure 59 only 16% are prepared to pay an additional rate. This outcome is in contrast to the opinion that the Strand CBD has deteriorated over the last 5 years according to property and business owners while most shoppers are of the opinion that it remained the same. Although the area has in general remained the same or have to some extent deteriorated it would seem that many businesses and owners are not prepared to contribute more beyond their rates to uplift the area (see Figures 60 and 61).

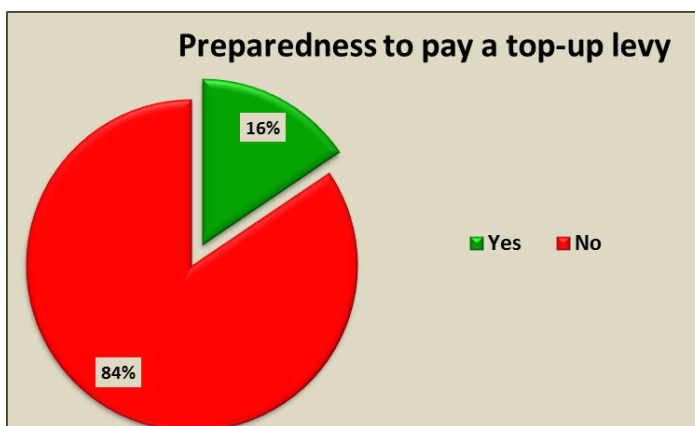


Figure 59 Preparedness to pay a top-up levy

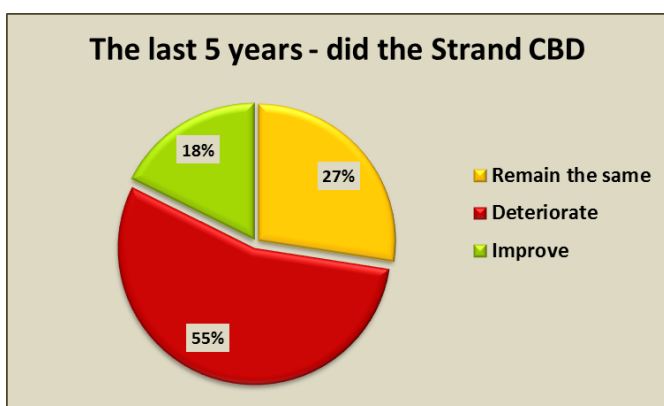


Figure 60 Status of Strand CBD over last 5 years

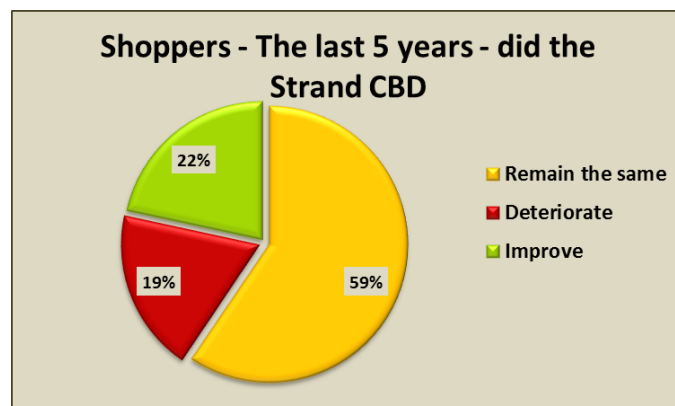


Figure 61 Status of Strand CBD over last 5 years according to shoppers

General Comments

All participants were given the opportunity to express their concerns by providing specific comments at the end of the survey form. These comments were as far as possible captured directly as they were provided with due consideration of grammar and spelling where possible. However, details of the comments were not changed in any manner and in most cases captured with obvious errors. Table 6 lists some of the responses received.

Table 6 Comments and responses received

COMMENTS
No improvement in social issues
Not innovative thinking re parking lot stalls, maybe build stalls and rent out- more controlled
New beach road paving, plants, trees
Cleanliness, roads
Increase on crime and litter
No efforts have been made to keep the Strand a prime tourist attraction
Beach Road pavements has been improved
Vagrants and squatters and their filthy language
All areas - safety and security
More beggars, homeless people, unemployment
The beggars at traffic lights
Plant in middle of road (Pavement)
I have been here more than 10 years and nothing has change, you see shops closing all the time
The homeless people get worse
Better flats
Jetty, wall beach front still the same
Management was poor in whole area
Vagrants is increasing, policing less visible
Drug abuse, poor maintenance services, homelessness
Nothing changed
Vagrants is increasing, security should be improved
The main CBD-Strand had a lot of work done - trees etc
Road maintenance, infrastructure, safety
Bins that has been supplied to us has make difference in cleanliness in area
Tik house on the corner of Wesley & Church Street, Tik smuggling bring all the bad elements into the area
Only been working here for two months
The whole look of feel CBD - is dark and gloomy - dirty
Lots of things
Lack of control
Problems with vagrants increasing as well as theft
Crime and drugs has gone up
Emphases moved towards newer areas and current CBD has been neglected badly
Crime very bad, homeless people taking over the streets
Lack of disciplined care for the region
More crime, vagrants and poor maintenance
Beggars, litter
No proper support from municipality - high charges, little support
Roads have deteriorated/ no marketing of Strand
More homeless people
Strand became poorer
We pay enough taxes, it is not utilized well. General public feel nothing for the area, loitering, sleeping on the beach, discard of waste all over, no visible police but thousands of ticket (parking) attendants. Rampant disregard for traffic signs by taxi's- general speeding.
More homeless people than a year ago

Too many foreigners trading in the streets, vagrancy, deterioration of infrastructure, shoddy work by municipal workers
Because it's getting more dangerous for us to work late
Safety, cleanliness and begging has caused negative interest on businesses
Business wise, nothing draws people to the Strand in winter

Conclusion

The survey was conducted over a period of one week in July 2012. From the responses received it would seem that many participants are aware of crime, concerned about crime or have been directly affected by crime, particularly businesses. However, crime seems to be focussed on property related crimes and it is perceived that most crimes are committed during business hours.

Clearly, the management of the public environment is important to those who own property or businesses in the area but once again this seems to be specific to certain roads and areas more than other. Issues and problems are described in detail illustrating that the participants want to see improvement in the area and benefit from their property and business investments.

Although problems of safety and some deterioration of the Strand CBD infrastructure is evident most business and property owners are not prepared to pay additional rates to improve the current situation. The area is however lacking clear urban management control and security may contribute greatly to securing the area completely and driving incidents of property crime down. Timely intervention through coordinated management of the area will preserve and maintain the existing infrastructure and ensure the future viability of the area as a vibrant town CBD.

PERCEPTION SURVEY

PROPOSED STRAND CBD SPECIAL RATING AREA

Dear property owners and business people of the Strand CBD

As a property owner, resident or member of the community in Strand you are no doubt well aware of the many challenges local authorities face to deliver services to all areas of our community with limited resources. We no doubt face many difficult choices whilst appreciating the need to keep our CBD economically viable and attractive.

A group of concerned property owners and members of the community has formed a steering committee for the Strand CBD Special Rating Area (SRA) and has taken the initiative to seek and implement solutions to the challenges facing the Strand CBD Area. The steering committee does this work on a voluntary basis without any compensation and initial expenses leading up to the application for the establishment of the SRA are in fact funded by the steering committee members.

What is a Special Ratings Area (SRA)?

- A statutory body established under an SRA by-law also known as a City Improvement District (CID).
- The SRA is funded by way of an additional rate collected from specific property owners by the City of Cape Town and paid to a non-profit management company that provides additional services to enhance the central business district.
- The additional rate will pay for supplementary municipal services within the defined area such as security, cleaning and other urban upgrade initiatives as described in a business plan.
- Many cities and towns in South Africa including Cape Town, Johannesburg and Nelspruit have applied this model to deliver improved services to business and industrial areas. Cape Town's vibrant central city and adjacent areas are good examples of what can be achieved through these initiatives.

Why do we need the SRA?

- It will reduce crime and grime through improved management of the area.
- It will provide a safer, cleaner and friendlier public environment.
- Public spaces will be upgraded.
- Property values tend to increase within SRA's.

How does it work?

- 'Top up' services will be added to those provided by the City of Cape Town.
- The additional rate may only be used for services in the designated area as outlined in the agreed business plan.
- An SRA provides property owners with a direct say in the management of the designated area.

We are currently establishing the feasibility and needs for a Special Ratings Area in the Strand Central Business District. All we ask of you at this stage is to please complete this questionnaire (it will only take **15 minutes** of your time). Once we have captured the data and have done an analysis, we will have a **better understanding** of the needs and the feasibility of such an initiative. You will be updated and involved in the progress.

The Strand CBD Area SRA Steering Committee

For more information please visit www.cityimprovement.co.za/strand or email us at info@geocentric.co.za

PERCEPTION SURVEY

STRAND CBD SPECIAL RATING AREA

Name and Surname:
Name of Business:
Physical address of business:
Telephone:
Email:
Are you a: <input type="checkbox"/> Business owner renting the business property <input type="checkbox"/> Business owner that owns the business property <input type="checkbox"/> Other : _____

A. Information about your business

1. Please indicate in which SECTOR your business enterprise would be classified. TICK ONLY ONE

- | | | |
|--|---|--|
| <input type="checkbox"/> Banking / financial services
<input type="checkbox"/> Communications & advertising
<input type="checkbox"/> Creative sector (film, design, etc)
<input type="checkbox"/> Entertainment
<input type="checkbox"/> ICT
<input type="checkbox"/> Management services
<input type="checkbox"/> Media

<input type="checkbox"/> Tourism and hospitality

<input type="checkbox"/> Retail – Specify type of retail _____

<input type="checkbox"/> Other (specify) _____ | <input type="checkbox"/> Chemical industry
<input type="checkbox"/> Community services
<input type="checkbox"/> Energy
<input type="checkbox"/> Food and beverages
<input type="checkbox"/> Legal
<input type="checkbox"/> Manufacturing
<input type="checkbox"/> Medical

<input type="checkbox"/> Transport | <input type="checkbox"/> Clothing, textile and footwear
<input type="checkbox"/> Construction (building, architects, etc)
<input type="checkbox"/> Engineering
<input type="checkbox"/> Informal trade
<input type="checkbox"/> Leisure and sport
<input type="checkbox"/> Marketing
<input type="checkbox"/> Professional services (excl. legal & medical)
<input type="checkbox"/> Wholesale retailer |
|--|---|--|

2. What period have you been operating your business in the CBD?

- | | | |
|---|---|-------------------------------------|
| <input type="checkbox"/> less than a year | <input type="checkbox"/> 1-3 years | <input type="checkbox"/> 4-10 years |
| <input type="checkbox"/> 11-20 years | <input type="checkbox"/> more than 20 years | |

B. Overall perception of the area

3. What is your overall image of the area? Select one of each of the following statements.

- | | | |
|--|----|---------------------------------------|
| <input type="checkbox"/> Clean | OR | <input type="checkbox"/> Dirty |
| <input type="checkbox"/> Unsafe | OR | <input type="checkbox"/> Safe |
| <input type="checkbox"/> Attractive | OR | <input type="checkbox"/> Unattractive |
| <input type="checkbox"/> Not welcoming | OR | <input type="checkbox"/> Welcoming |

4. What is your overall impression of municipal service delivery in the Strand CBD?

- | | | | | |
|------------------------------------|------------------------------------|-------------------------------|-------------------------------|-------------------------------|
| <input type="checkbox"/> Excellent | <input type="checkbox"/> Very good | <input type="checkbox"/> Good | <input type="checkbox"/> Fair | <input type="checkbox"/> Poor |
|------------------------------------|------------------------------------|-------------------------------|-------------------------------|-------------------------------|

C. Safety and security

5. How would you rate the overall security situation in the Strand CBD?

- Excellent Very good Good Fair Poor

6. Have you or someone close to you been a victim of crime in the Strand CBD recently? Yes No

7. If Yes in Q6, please provide information on nature of crime, time and location:

What type of crime: _____ Where: _____

What time of the day 08h00-16h00 16h00-24h00 24h00-08h00

8. Do you have private security such as an alarm system and/or armed response?

- alarm system security guard armed response no additional security

9. What types of crime occur most frequently in your area?

- Theft out of Business Theft out of car Armed robbery Muggings
 Snatching of belongings Vehicle theft ATM card fraud Shoplifting
 Other _____

10. In your opinion, where do most of these crimes occur in the Strand CBD?

Please specify location(s): _____

11. At what times do these crimes mostly occur? 08h00-16h00 16h00-24h00 24h00-08h00

12. How would you rate the current effectiveness of policing efforts?

- Excellent Very good Good Fair Poor

13. If your answer to question 12 is *Fair* or *Poor*, why do you say that? Click all that is relevant

- Shortage of staff
 Shortage of vehicles
 Lack of support
 Not visible/present in area
 Difficult conditions such as poor lighting
 Other (specify) _____

14. When should additional non-SAPS public security services be available?

24 Hours per day Or 07:00 – 19:00 07:00 – 24:00 19:00 – 07:00

15. Is your premises address number clearly visible and/or lit up at night for security services to see?

- Yes No

D. Cleanliness and litter

16. How would you rate the overall cleanliness of the Strand CBD?

- Excellent Very good Good Fair Poor

17. Do you feel that litter in the public areas is a problem? Yes No

18. If Yes in Q17, please specify the problem areas:

19. Do you feel that illegal posters or advertising are a problem in this area? Yes No

20. If Yes in Q19, please specify the problem areas:

21. Do you feel that graffiti is a problem? Yes No

22. If Yes in Q21, please specify the problem areas:

23. Are there sufficient public litter bins provided in the area? Yes No

24. Are these bins regularly cleaned so as not to cause a problem or an eyesore? Yes No

25. Are you experiencing specific problems with your refuse collection service? Yes No

26. If Yes in Q25, what are these problems?

- Late collection damaged bin mess left behind by refuse removal staff
 Increased noise levels obnoxious behaviour by refuse removal staff

27. Are you experiencing specific problems with bin pickers? Yes No

28. Do you feel that illegal dumping is a problem? Yes No

29. If Yes in Q28, please specify where illegal dumping occurs (location):

30. What type of waste is mostly dumped illegally?

- General household waste builder's rubble garden waste
 Tyres animal carcasses medical waste
 Chemicals packaging material other

31. Is there a need for recycling or a recycling initiative in the area? Yes No

32. What type of recycling is mostly required

- Metals paper and cardboard glass
 Plastic Other

33. Would you like a separate waste recycle bin? Yes No

E. Lighting, street road signage and pavements

34. How would you rate the overall standard of traffic and road signage, street names, and road markings?

- Excellent Very good Good Fair Poor

35. Is the street and pavement lighting sufficient? Yes No

F. Public spaces such as walkways, squares and parks

36. How would you rate the overall condition and landscaping of public spaces such as walkways, squares and parks?

- Excellent Very good Good Fair Poor

37. Are you satisfied with the maintenance and safety of pavements? Yes No

38. Are you satisfied with the mowing of verges? Yes No

39. How would you rate the maintenance of infrastructure such as storm water drains and street gutters?

- Excellent Very good Good Fair Poor

40. How would you rate the quality and the maintenance of the roads in the Strand CBD?

- Excellent Good Average Poor Don't know

Comments: _____

41. Informal trade activities contribute to the economy of many areas in the city including in the the Strand CBD area. Please tick whether you AGREE or DISAGREE with the statements below

Tick either agree or disagree for each statement	Agree	Disagree
Informal trade is important as it contributes to the local economy		
It needs more support		
Informal trade is problematic as it impact negatively on formal economy		
Support and better regulation should go hand in hand		
Informal trading should take place in specially demarcated areas		

G. Social issues

42. Is homelessness a problem in the Strand CBD? Yes No

43. If Yes in Q42, please specify where: _____

44. If "Yes" to Q42, please indicate how homelessness affects the Strand CBD?

- Loitering Begging Sleeping in the Strand CBD Theft
 Increase in noise Alcohol and drug abuse Pin picking
 Other _____

45. If "Yes" to question 42, at which times does homelessness present a problem?

- All the time OR During working hours Late afternoons Evenings At night
 Early hours

46. Are drugs a problem in the Strand CBD?

Yes

No

H. Marketing of Strand

47. In your opinion, would it be useful to have events in order to build a community spirit? Yes No

48. If "Yes" to Q47, what kind of events?

- Carnivals Fresh Food Markets Concerts Art events Business promotions
 Other suggestions: _____

49. If "Yes" to Q47, when should these events take place?

- Week day evenings Week-ends Month-end Middle of month Special days
 Other suggestions: _____

50. Please indicate which of the following is the most important priority from a service delivery point of view, which is the second most important and the third most important

Service delivery category	Most important Tick ONE	2 nd most important Tick ONE	3 rd most important Tick ONE
A. Safety and security (including lighting)			
B. Litter and cleanliness			
C. Road and street signage			
D. Maintenance of public spaces			
E. Social issues such as vagrancy and begging			
F. Marketing of Strand			

I. Top-up rate towards improved services in the CBD

51. Would you be prepared to pay a top-up levy on your rates bill for more and improved municipal services and public security in the Strand CBD?

Yes

No

If Yes, please specify how much extra you feel is reasonable: _____

52. In your opinion has the condition of this area changed in the last 5 years? Did it ...

Improve

remain the same

deteriorate

Why? _____

General comments and suggestions

USER PERCEPTION SURVEY STRAND CBD SPECIAL RATING AREA

Location of interview							Pop G	B	W	C	I
Gender	male	female	LSM	low	mid	high	Age	<18	18-34	35-49	50+

1. What is your overall image of the area?

- Clean OR Dirty
 Unsafe OR Safe
 Attractive OR Unattractive

2. How would you personally rate the levels of safety in the immediate public area?

- Excellent Very good Good Fair Poor

3. Have you or a direct family member been a victim of crime in this area? Yes No

What type of crime: _____ Where: _____

What time of the day 08h00-16h00 16h00-24h00 24h00-08h00

4. Do you use public transport? Yes Train Bus Taxi

5. Are the taxi ranks and stations safe to use? Yes No Not sure

6. Is litter in the public areas a problem? Yes No

7. How do you personally rate the cleanliness of this area?

- Excellent Very good Good Fair Poor

8. How often do you come to this area?

- Daily 3-4 times week once a week once monthly occasionally

9. What is the main reason why you come to this area?

- work business property owner shopping resident in the area

10. In the last 3 months, have you bought any product or merchandise from informal traders in town?

- Yes No

11. In your opinion has the condition of this area changed in the last 5 years? Did it ...

- Improve remain the same deteriorate

Why? _____

Thank you for your time and support