

Florida Road UIP AGM Presentation

For the year ending June 2021





THE CHALLENGE:

Inadequate Municipal Services

In the context of scarce municipal resources, how do municipalities support the operational management of key precincts which require services beyond what the municipality can equitably provide to all its citizens?

*Reference: National Treasury
The Art of Precinct Management: A Municipal Guide*

THE SOLUTION?

Precinct Management Partnerships

- A catalyst for mutual private / public sector benefit
- Ensures an efficient management and maintenance approach to the precinct
- Promotes a sense of ownership by the community

Reference: National Treasury

The Art of Precinct Management: A Municipal Guide

WHAT IS PRECINCT MANAGEMENT?

- A global best practice model
- Day to day operational management of a specific portion of the urban environment.
- Focused around hubs of urban activity, characterised by mixed land-use, and modal interchanges.

Reference: National Treasury

The Art of Precinct Management: A Municipal Guide



**What do these
collective
structures do?**

Increase

POSITIVE EXPERIENCE OF PLACE
& QUALITY OF LIFE

=

INCREASE IN:
PROPERTY VALUES;
BUSINESS CONFIDENCE;
INVESTMENT;
JOB CREATION &
ECONOMIC GROWTH

NATIONAL PRECINCT MANAGEMENT STRUCTURES



Special Ratings
Areas
(SRAs) (UIPs)



Management
Associations
(MA)



Lot Owners
Associations

KZN PRECINCT MANAGEMENT STRUCTURES

Special Ratings Areas or Urban Improvement Precincts

- Enabled by Municipal Property Rates Act 2004
- Set up in a defined geographical area
- Approved by majority of property owners in an area
- Allows municipality to levy additional rate on all property

UIP CORPORATE GOVERNANCE



The UIP/SRA mechanism is based on the Municipal Property Rates Act of 2004, which requires the establishment of a Non-Profit Company (NPC).



The UIP NPC Board is governed by the Companies Act and the NPC's Memorandum of Incorporation (MoI) and follows the Principles of the King IV Report.



The UIP NPC Board, is elected by fellow property owners - and has the legal duty to act in the best interests of members.

FRUIP VISION AND MISSION STATEMENT

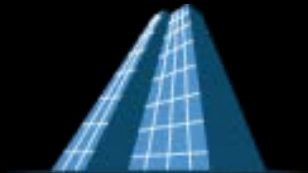
UIP VISION

To establish Florida Road as Durban's iconic, multi-cultural and historic entertainment destination.

UIP MISSION STATEMENT

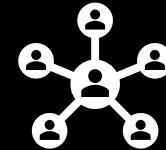
In partnership with eThekweni Municipality, create and maintain public spaces that enhance quality of life, support vibrant and responsible business activity and provide a positive experience of place.

OUR NETWORK



SAIBPP

South African
Institute of black
property owners



**Place Management
KZN**



**National Precinct
Management Initiative**

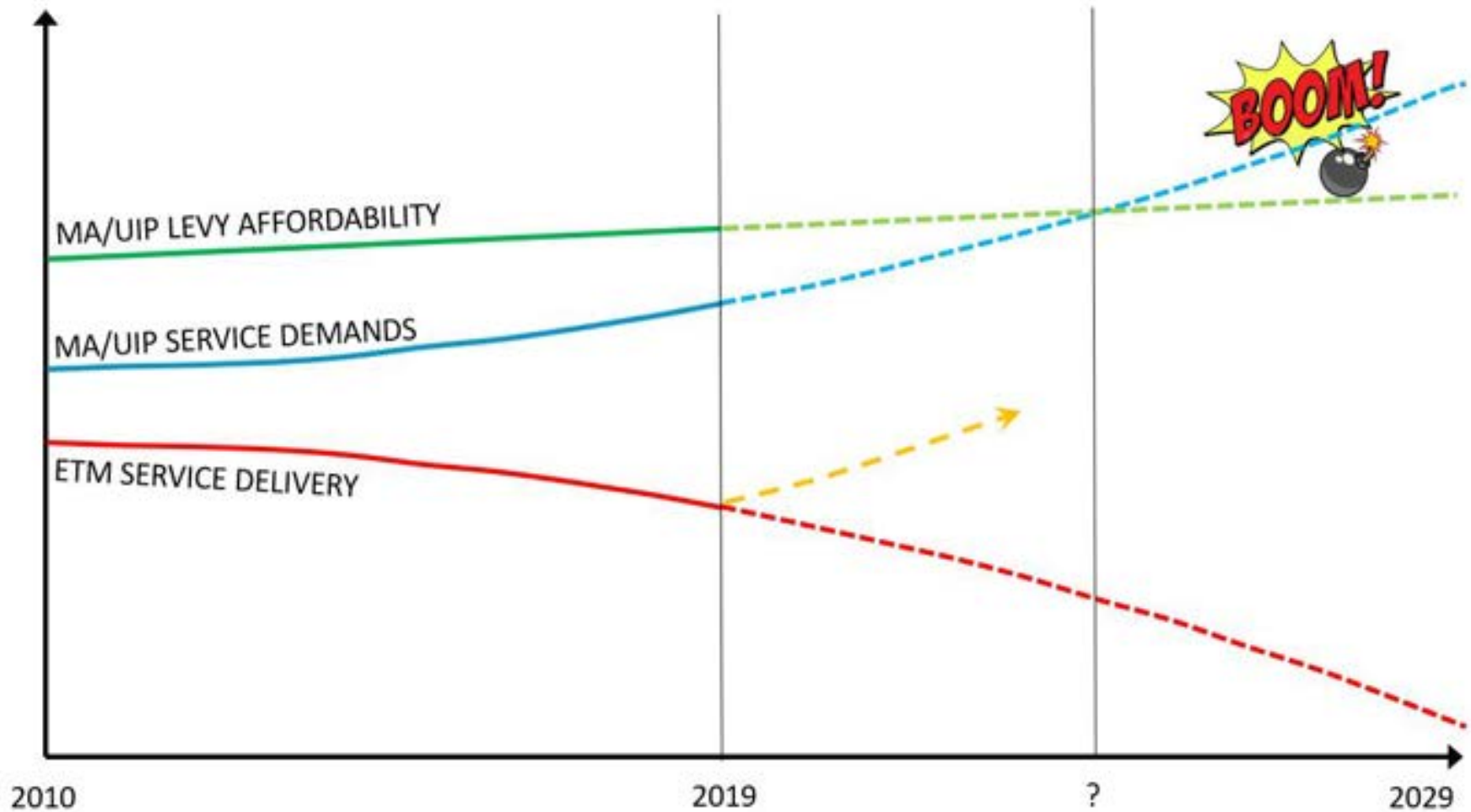


**INSTITUTE OF DIRECTORS
SOUTHERN AFRICA**



FLORIDA ROAD UIP FACTS & FIGURES

Total number of properties	62
Municipal Valuation Roll	R 458,120,000
Combined operational budget	R 3,680,971
Public areas serviced	4km
Permanent jobs created	37

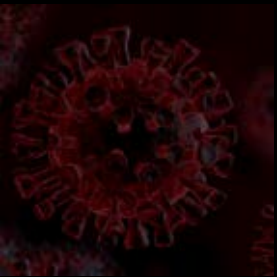


Sustainability Timeline



FRUIP REMAINING ACTIVE DURING A GLOBAL PANDEMIC

- 2020/2021 certainly came with challenges due to the ongoing COVID-19 pandemic
- The Florida Road UIP remained fully active during all COVID-19 lockdown levels with an holistic management response to protect properties and businesses, keep the precinct well managed and cared for, and ensure business continuity



FRUIP REMAINING ACTIVE DURING A GLOBAL PANDEMIC

- An exciting intervention by the National Department of Tourism, in a bid to assist the industry, was the introduction of Tourism Monitors on the Road from 15 December 2021 to 31 January 2022.
- The Tourism Monitors were on hand to assist the public with queries and act as extra eyes and ears in the precinct during the busy festive period.







ACTIVE DURING THE KZN CIVIL UNREST

- The July Civil Unrest occurred with no assistance provided from SAPS, SANDF and other local authorities to secure the precinct. **Fortunately, the Florida Road Precinct was not directly affected by the unrest.**
- The **Florida Road UIP** remained active maintaining its highest mandate: providing the best level of protection possible of members' investments within the precinct.

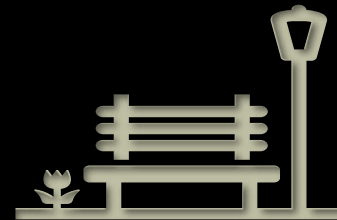
The Florida Road UIP: A Collective Tool For Economic Growth On Florida Road



THE AIM OF PRECINCT MANAGEMENT?



Managing
vibrant urban
places by
optimising public
and private sector
investments



Creating
sustainable,
liveable urban
places in which
people work, live
and play

FLORIDA ROAD UIP SERVICES



**DEDICATED
PRECINCT
MANAGER**



MAINTENANCE



**GREENING /
LANDSCAPING**



**CLEANING
SERVICES**



**24-HOUR
SECURITY**



**COMMUNICATIONS
& MARKETING**



**MUNICIPAL ENGAGEMENT
– SERVICES /
INFRASTRUCTURE**

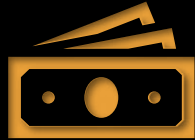
IMPACT OF URBAN DECAY, SOCIAL DYSFUNCTION & CRIME ON PLACE EXPERIENCE

- Urban decay, social disorder, crime and poorly managed public areas are inextricably linked
- Results in declining property values and investor confidence

FLORIDA ROAD UIP CORE FUNCTIONS



**Foster good
municipal
partnerships**



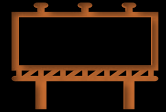
**Provide
privately
funded supp.
services**



**Main contact
for fault
reporting /
service
delivery
requests**



**Stimulate
social and
environmental
responsibility**



**Precinct
branding
and
marketing**

**Optimise
service
delivery**

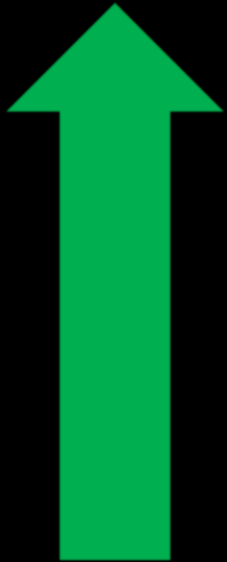
**Motivate
infrastructure
investment**



**Investor
Confidence**



**Experience
of Place**



Map of *Florida* Road





A BETTER FLORIDA ROAD

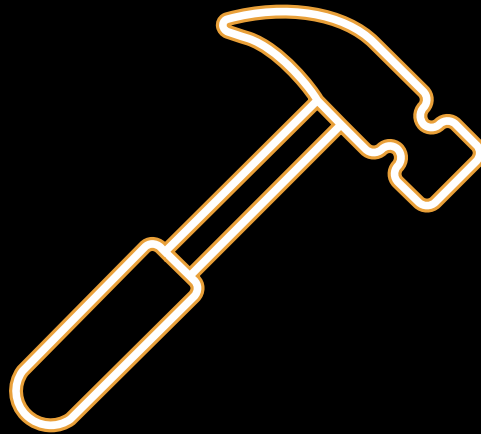


THE UIP / ETM PARTNERSHIP

THE eTM AND UIP COLLECTIVE

- At the core of Florida Road's success is the ability for the UIP and municipality to build and strengthen a positive and **mutually beneficial relationship**.
- eTM has worked on several UIP motivated upgrade / repair projects on Florida Road during the past financial year, which include:
 - Bad Buildings
 - Fault Reporting
 - Service Requests

Service requests to eTM



57

Service Requests to
eTM
July 2020- June
2021





RocoMan
smashburger ★ ribs









DOCTORATE
MASTER'S
HONOURS
DEGREES
DIPLOMAS
CERTIFICATES





A safe & secure Florida Road



SECURITY JUST ONE ELEMENT OF DESIRABLE URBAN SPACES

- Safe & secure public areas
- Municipal enforcement of bylaws and regulations
- Integrated security strategy with visible policing
- Public area activations / attractions
- Improved social cohesion
- Credible communication

DETAIL OF SERVICES PROVIDED

- Security Service provided by Excellerate
- 24/7 Service
- Patrolled by dedicated Florida Road vehicle
- Supported by a night shift foot patrol officer
- Security assisted by 23 Sidewalk Monitors
- Dedicated Metro Police based in Gordon Road Park





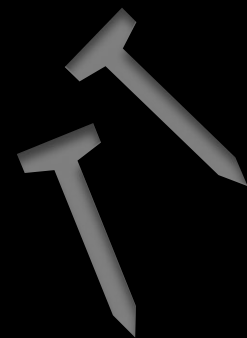
CALL THE FLORIDA ROAD
HOTLINE NUMBER

086 111 6113

FOR CRIME AND FAULT REPORTING



Cleaning, greening & maintaining public space in Florida Road



DETAIL OF SERVICES PROVIDED

- Daily programme of landscaping, cleaning, graffiti tag removal, bollard repairs, signage, benches, dustbins, etc.
- Staffing = 4 permanent staff Monday to Sunday
- 2x 06h00 – 15h00 & 2x 09h00 – 18h00
- Significantly improves the public space experience, the first step in creating a safe precinct and a sense of pride









8 450

Refuse bags filled
and removed
July 2020 - June
2021









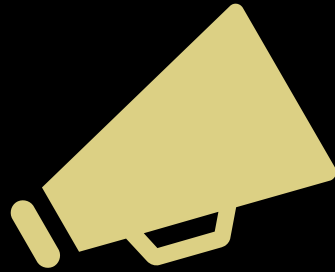
PROVISION OF PRIVATELY FUNDED SUPPLEMENTARY SERVICES INCLUDE:

- SECURITY
- CLEANING
- GREENING
- GENERAL MAINTENANCE

OPERATIONAL MANAGEMENT INTO 2021

- Maintenance upgrades to Gordon Rd Park Kiosk
- Upgrade to walkway at Gordon Rd Park
- Repairs and maintenance to the 3rd Ave Park play equipment
- Planting upgrade to the Lambert Rd Traffic Circle
- Continued growth of Sidewalk Monitors complement through voluntary contributions
- Continued support and input for the FR Eco Dev Forum - Complete Streets Plan for Florida Rd and broader Precinct Plan

Communication & Marketing focused on UIP delivery



“Good communication is the bridge between confusion and clarity” Nat Turner

Website

- Repository of information
- Source of news
- Hotline number
- Report a fault email
- Direct contact email
- Newsletter sign-up
- Social Media Links

Everlytic

- Latest News circulation - Newsflash
- (with engagement tracking)
- Monthly Insights
- Database management
- Direct contact with levypayers
- Link back to website
- Social Media links

**Levy-Based
Communication
Platforms**

Facebook

- Current news channel
- Driving management agenda
- Engagement with wider community
- Driving sense of place
- Linkage to website
- Newsletter sign-up
- Direct contact via profile info

Instagram

- Quick dissemination of news
- Easy showcase of delivery
- Driving sense of place
- Linkage to website
- Engagement with wider community

Public Space

- Precinct Signage
- Precinct Vehicles
- Personnel ie: monitor cards

THE FLORIDA ROAD UIP WEBSITE

24/7 HOTLINE 086 111 6113

READ THE / VIBE

REPORT FAULT/CRIME

F|L|O|R|I|D|A|RD

COVID-19 RELIEF INFO

BizHub

[Home](#)

[Your UIP](#)

[The Florida Rd VIBE](#)

[Gallery](#)

[News](#)

[Reports](#)

[BizHub](#)

[Contact](#)



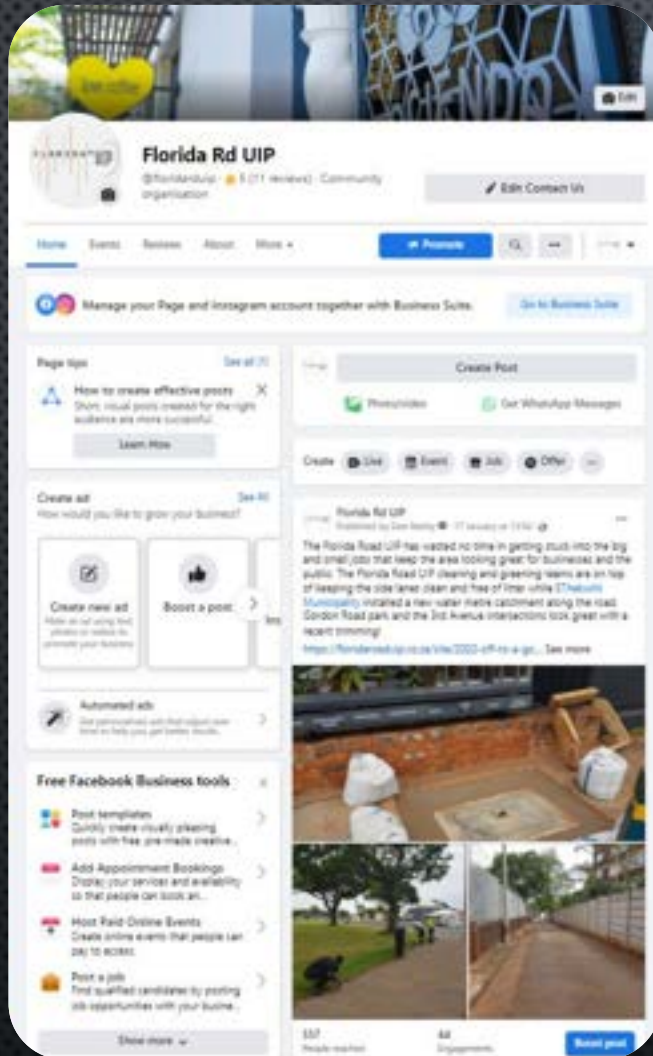
COMMUNITY MINDED
Promoting The Collective Good

SCROLL DOWN

www.floridaroaduip.co.za

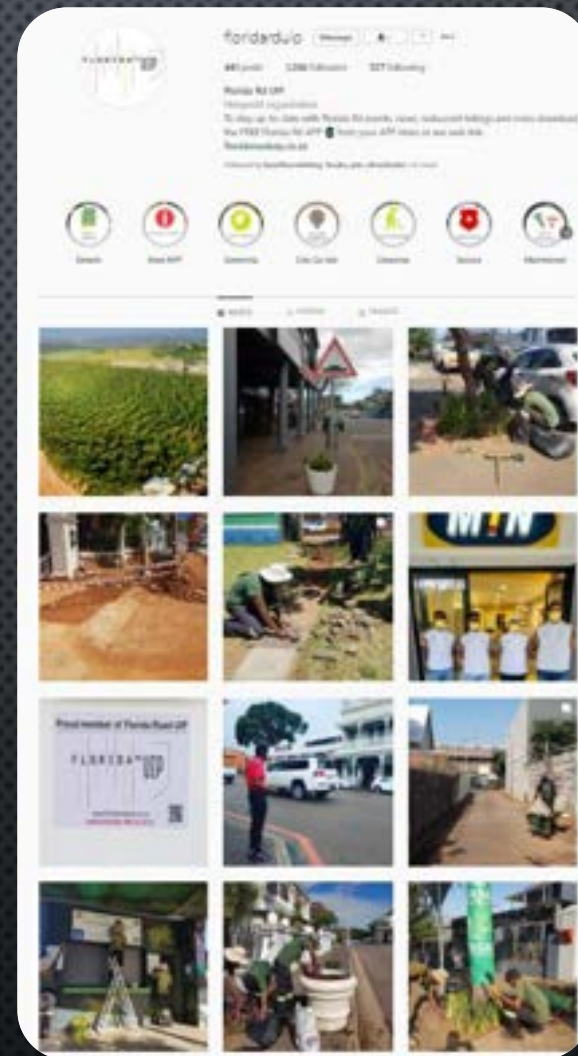
FACEBOOK AND INSTAGRAM

3,723
follows



facebook.com/floridarduip/

1,266
follows



[@floridarduip](https://instagram.com/floridarduip)

THE FRUIP Newsflash & Monthly Insights

NEWSFLASH

The Florida Road UIP Perception Survey 2021/2022

Happy New Year to all our stakeholders!

Please help us start 2022 off right by completing our survey! Your feedback will help the Florida Road UIP continue to deliver high-quality services to Florida Road's public spaces, ensuring it remains a thriving, world-class precinct.

TAKE THE SURVEY

YOUR VOICE MATTERS!

Assuring you of our ongoing commitment,
The Florida Rd UIP

This news bulletin is brought to you by the Florida Rd UIP team.
Website / **Facebook Page** / **Instagram** / **Contact** 081 289 3088
Subscribe to the Florida Rd UIP newsletter by [clicking here](#) or email info@floridardui.com.au
24/7 Emergency Control Room Hotline Number: 0848 111 6112

FLORIDA RD UIP

DECEMBER INSIGHTS

15 December 2021

A note from Florida Road UIP precinct manager, Andrew Fynn



Season's Greetings!

The Festive Season is finally here! We are so grateful that our visitors can enjoy this season with all that is planned in the city.

This year has seen new developments and property renovations take place enhancing the road's retail and entertainment offering, cementing Florida Road as Durban's premier dining and dining hub.

This is demonstrated through the many vehicles from other provinces in our precinct as this bodes well for our local economy.

Our cleaning, greening and maintenance team are hard at work making sure all open spaces are clean and litter free. Our sidewalk monitors are on point in their red and black outfits...easily identifiable for our visitors' peace of mind. Please look out for them and support the good work they do.

Important to our precinct is a good security presence and they work closely with the sidewalk monitors, making sure our precinct is safe. Therefore, let's keep these safety tips in mind:

- Do not leave valuables in your vehicle that should rather be left at home
- Double check that your vehicle is locked and secure.

NEW REPORTING ON FRUIP WEBSITE

In May the Florida Road UIP communications streamlined reporting to the precinct via the website. The reports are now separated into:

- Operational Reports (Operational Stats, Crime Stats and Service Delivery stats)
- AGM Packs (AGM reports & budgets and minutes)
- Annual Perception Surveys
- General Documents
- Archived documents

COMMUNICATION STATISTICS

Communication Tool	1 July 2020 – 30 June 2021	1 July 2019 – 30 June 2020	1 June 2018 – 30 June 2019
Newsletters Sent	44	33	34
News items posted to website	86	91	102
Facebook Page likes	3 515	N/A	3 206
Facebook shares	72	1 as at June 2020	N/A
Facebook comments	116	2 as at June 2020	N/A
Facebook followers	3 720	3 480 as at June 2020	N/A
Highest post reach on Facebook	4 300	9 058	15 300
Highest Post Reach Content	Level 2 lockdown change	Sibusiso Xulu Rewarded	Shark Nets Removed
Instagram Posts	36	81	103
Instagram Followers	1 256	1018	926



The ongoing and collective effort of all stakeholders has and will continue to create a great Florida Road...



We would like to take this opportunity to introduce Nwabisa Mkhize as UrbanMGT's Head of Operations (South) – You may have already seen Nwabs on the Road!



Neat and clean public spaces



Call to action for wheelie bins to be used



Revamping of signage



New FRUIP ops office - the Florida Road UIP team received a much-appreciated donation from M Projects, a 3x3m portable office unit for the operations division.



New investment on the Road

2021/2022 – CHALLENGES & PROJECTS

*** TO NOTE THAT THERE HAS BEEN A NUMBER OF PROJECTS WHICH HAVE BEEN ROLLED OVER FROM LAST YEAR DUE TO COVID-19 AND THE CIVIL UNREST**

FOCUS AREAS FOR eTM

- Florida Rd complete streets plan
- Florida Rd Precinct plan
- Consideration for new policy adoption permitting UIP funding of dedicated Metro Police Officer for FR.
- Handheld Parking meter system

2021/2022 – CHALLENGES & PROJECTS

FOCUS AREA FOR THE UIP

- Vehicle related theft
- Increased efforts to beautify green areas
- Maintaining broader precinct feeder lanes
- Addressing outstanding maintenance issues through “Back to Basics Drive”

BUDGET

- The budget allows holistic supplementary service delivery to Florida Road's public areas with the aim of enhancing the experience and safety of Florida Rd.
- This translates into secured property values and improved investment confidence.
- The board has agreed to a 13.8% annual levy increase. The Budgeted Deficit will be funded by the Reserve. The anticipated projected reserve as at June 2023 is R 1,173,675 which is 29.73% of budget and a 3.57 months trading

FRUIP BUDGET July 2022 – June 2023

Florida Rd UIP Budget July 2022 - June 2023								
	1	2	3	4	5	6	7	8
	Forecast 2021/2022	Budget 2021/2022	Variance	Budget 2022/2023	% of Budget	% 2023 Budget to Forecast 2022	% 2023 Budget to Budget 2022	Variance Budget 2022 to 2023
Income								
SRA levies raised - anticipated SRA rate increase	3 257 194	3 591 346	334 152	3 706 687		13,8%	3,2%	115 341
Provision for under collections & prop value / usage changes	-179 567	-179 567	0	0		-100,0%	-100,0%	179 567
Voluntary sidewalk monitors	30 547	31 568	1 021	32 075		5,0%	1,6%	507
Voluntary residential and NGO	86 602	103 278	16 676	86 602		0,0%	-16,1%	-16 676
Total Income	3 194 776	3 546 625	351 849	3 825 364		19,7%	7,9%	278 739
Expenses				0				
1 Admin and general	199 572	197 461	-2 111	209 741	5,3%	5,1%	6,2%	12 280
2 Utilities	0	0	0	0	0,0%	0,0%	0,0%	0
3 Company costs	49 404	129 233	79 829	53 027	1,3%	7,3%	-59,0%	-76 206
4 Operational management	653 765	653 765	0	681 218	17,3%	4,2%	4,2%	27 453
5 Security	855 012	879 033	24 021	934 260	23,7%	9,3%	6,3%	55 227
6 Cleaning	513 647	547 989	34 342	538 193	13,6%	4,8%	-1,8%	-9 796
7 Greening	62 502	70 335	7 833	69 608	1,8%	11,4%	-1,0%	-727
8 Repairs & maintenance	48 199	48 199	0	50 230	1,3%	4,2%	4,2%	2 031
9 Social Economic Development	614 153	636 944	22 791	641 564	16,3%	4,5%	0,7%	4 620
10 Communications, PR & mrkt. of the UIP	133 920	136 209	2 289	139 547	3,5%	4,2%	2,5%	3 338
11 Project management and leverage fee	350 601	350 601	0	365 330	9,3%	4,2%	4,2%	14 729
12 Special Projects	31 200	31 200	0	264 000	6,7%	746,2%	746,2%	232 800
Total Expenses	3 511 975	3 680 971	168 996	3 946 718	100,0%	12,4%	7,2%	265 747
Surplus/ (Deficit)	-317 199	-134 346		-121 354				
A Reserves at beginning of period	1 771 763	797 140	974 623	1 295 029				
B Net Income/(loss)	-317 199	-134 346	-182 853	-121 354				
C Place Making committee Reserve	-159 535	-159 535	0	0				
D Transfer into reserves	-476 734	-293 881		-121 354				
E Reserves at end of period	1 295 029	503 259	791 770	1 173 675				

THANK YOU

***PLEASE SAVE QUESTIONS FOR
'GENERAL' ON THE AGENDA***

