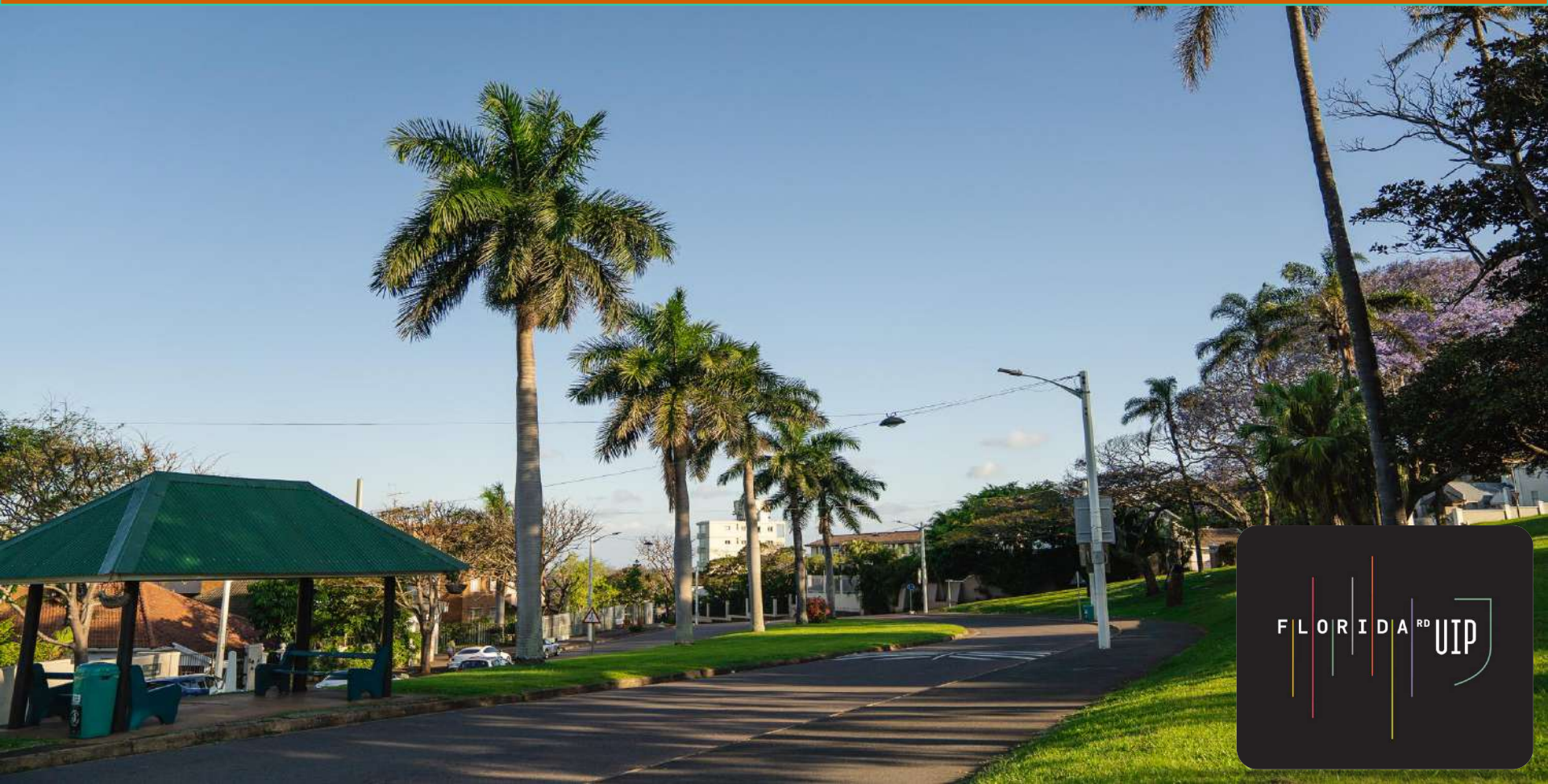


Florida Road UIP AGM Presentation

- year ending June 2022





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

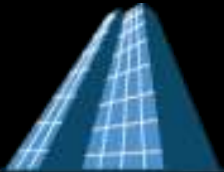
UIP VISION

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

UIP MISSION STATEMENT

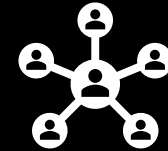
In partnership with eThekweni Municipality, create and maintain public spaces that enhance quality of life, support vibrant and responsible business activity and provide a positive experience of place.

OUR NETWORK



SAIBPP

South African
Institute of black
property owners



Place Management
KZN



INSTITUTE OF DIRECTORS
SOUTHERN AFRICA



national treasury

Department:
National Treasury
REPUBLIC OF SOUTH AFRICA

National Precinct
Management Initiative



FLORIDA ROAD UIP FACTS & FIGURES

Total number of properties

62

Municipal Valuation Roll

R 458,120,000

**Combined operational
budget**

R 3,680,971

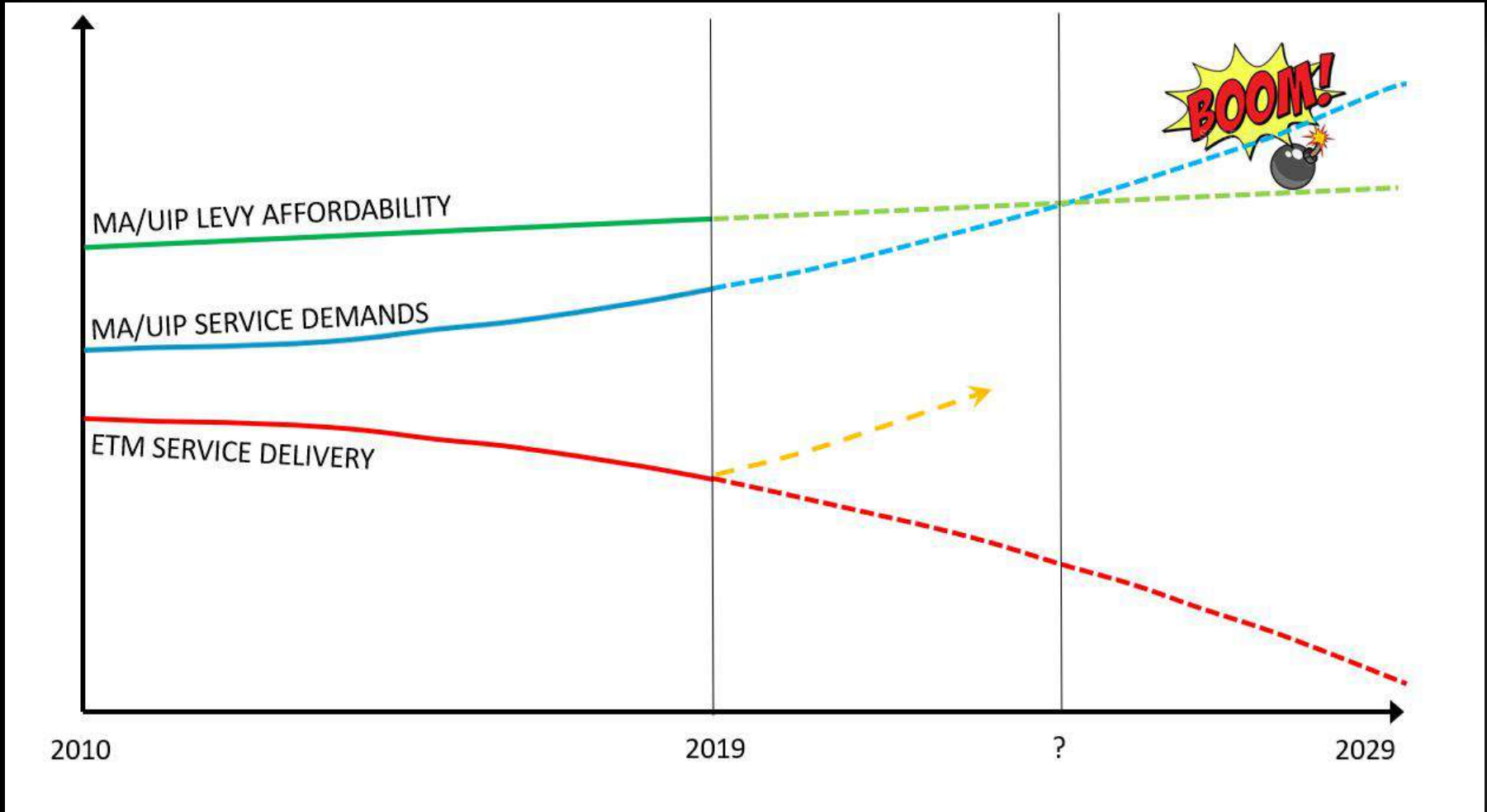
Public areas serviced

4km

Permanent jobs created

37

SUSTAINABILITY TIMELINE



ACTIVATIONS ON THE ROAD

- The month of July last year was marked by the return of the prestigious Durban July Horse Racing event which donned the calendar for Punters, Celebrities and Fashion.
- Florida Road is well positioned for this event as the racecourse is situated just on the precinct's doorstep. This event reignited business and brought more people back to Florida Road.

THE KZN FLOODS

- During the months of April and May 2022 KZN experienced torrential flooding. Florida Road was fortunately not badly affected.
- Minor damage on public spaces were recorded and this included upset to paved sidewalks, tree bowls, sand washed up from adjacent roads, and blocked drainage systems - the blocked drainage systems were logged and reported to the eThekweni Municipality (eTM).
- While structurally the Precinct avoided major damage, intermittent low water levels due to damaged reservoirs supplying the precinct and occasional power outages were experienced.
- Detected water leaks were also logged and attended to by eTM Water Department.

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

- 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**

**Optimise
service delivery**

**Motivate
infrastructure
investment**



**Provide
privately
funded supp.
services**



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



**Stimulate social
and
environmental
responsibility**



**Precinct
branding
and
marketing**

Investor Confidence



- Precinct Marketing / Promotion
- Social Investment & Environment
- Cleaning, Greening & Maintenance
- Safety & Security
- Municipal Partnership / Infrastructure & Service Delivery
- UIP Non-Profit Company Corporate Governance / Finance & Reporting



Experience of Place



Florida Road Map





A BETTER FLORIDA ROAD

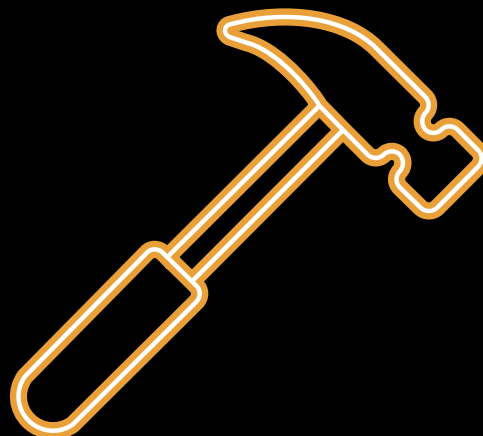


THE UIP / ETM PARTNERSHIP

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 ETHEKWINI (eTM) MUNICIPALITY



186

Service requests to
eTM
July 2021- June
2022









30 min
MON-SAT
09:00-17:00

tops!
at MEDICAL

the Party
STARTS
HERE

tops!
at MEDICAL

BARRE
BOX



A SAFE & SECURE FLORIDA ROAD



SECURITY

- 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 Ensure
- 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



RED SHIRT: ROAD MONITOR

POLICE UNIFORM: ROAD MONITOR

RED SHIRT: ROAD MONITOR

DARK SHIRT: ROAD MONITOR

WHITE PICKUP TRUCK: ENSURE

DARK GRAY HATCHBACK: ENSURE

DURBAN THE WARMEST PLACE

DURBAN THE WARMEST PLACE



6

Arrests made
between
July 2021 - June
2022

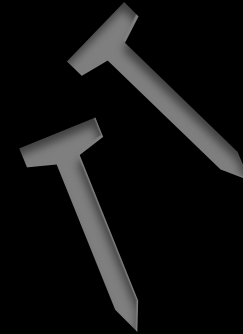




CALL THE FLORIDA ROAD
HOTLINE NUMBER

086 111 6113

CLEANING, GREENING & MAINTAINING PUBLIC SPACE



DETAIL OF SERVICES PROVIDED

- Daily programme of landscaping, cleaning, graffiti tag removal, bollard repairs, signage, benches, dustbins, etc.
- Staffing = 6 permanent staff Monday to Sunday (2 relieve staff)
- 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

ETHEKWINI CONNECT
FREEWIFI

FOLLOW THESE EASY STEPS:

- 1. Connect to 'Ethekwini Free WiFi' network
- 2. Open up any browser, go to www.ethekwini.gov.za
- 3. Click on the 'Free WiFi' link
- 4. Follow the instructions on the screen

© Ethekwini 2015. All rights reserved.

QUARTER
HOTEL









6 160

**Refuse bags filled
and removed
July 2021 - June
2022**



17

Cleaning, greening
and maintenance
projects completed
between July 2021 -
June 2022



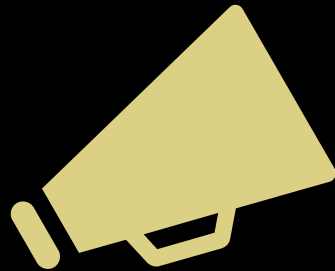
PROVISION OF PRIVATELY FUNDED SUPPLEMENTARY SERVICES INCLUDE:

- Security
- Cleaning
- Greening
- General Maintenance

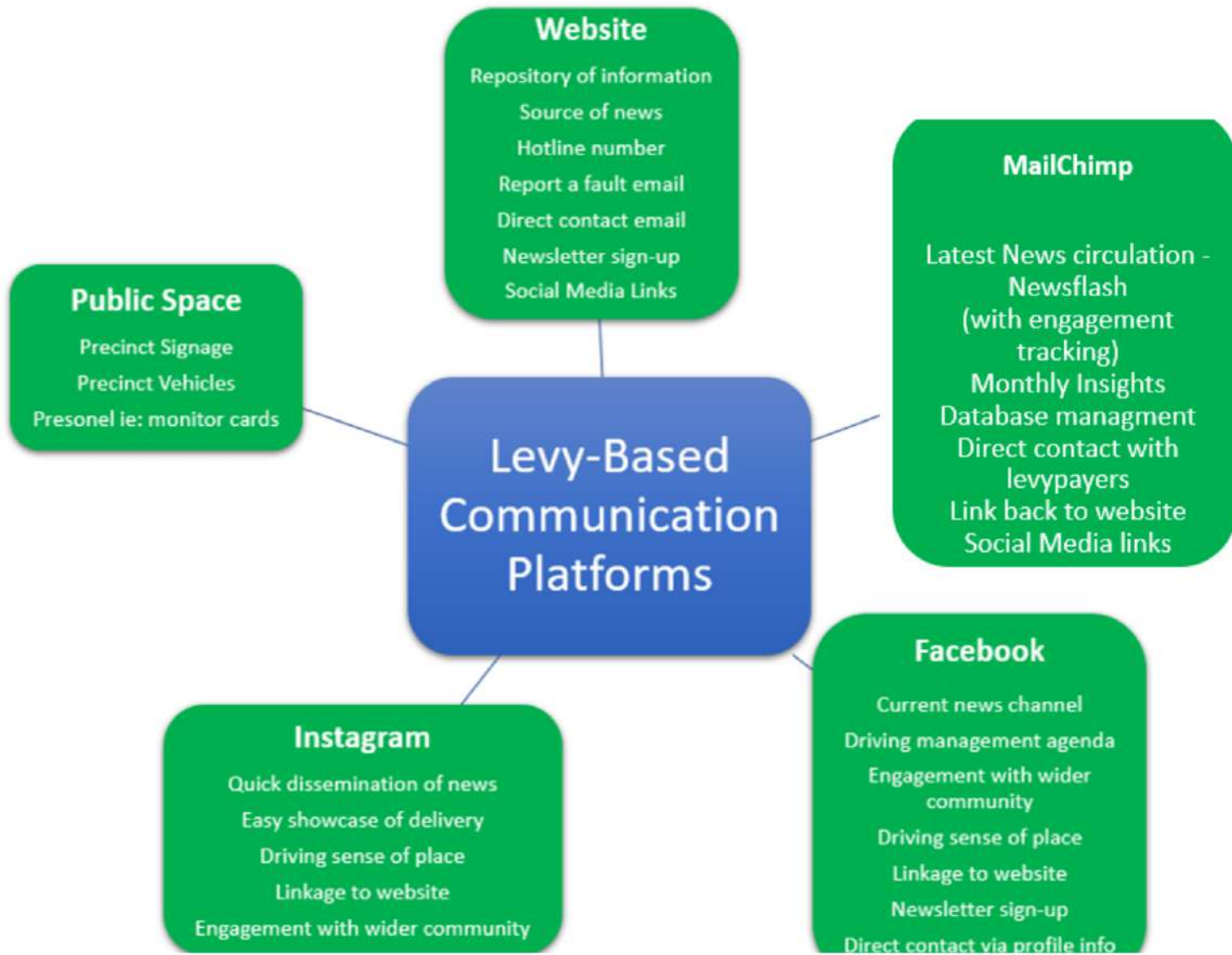
OPERATIONAL MANAGEMENT INTO 2023

- Maintenance upgrades to Gordon Rd Park Kiosk
- Planting upgrade to the Florida Road 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



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



LAYERED EFFORTS

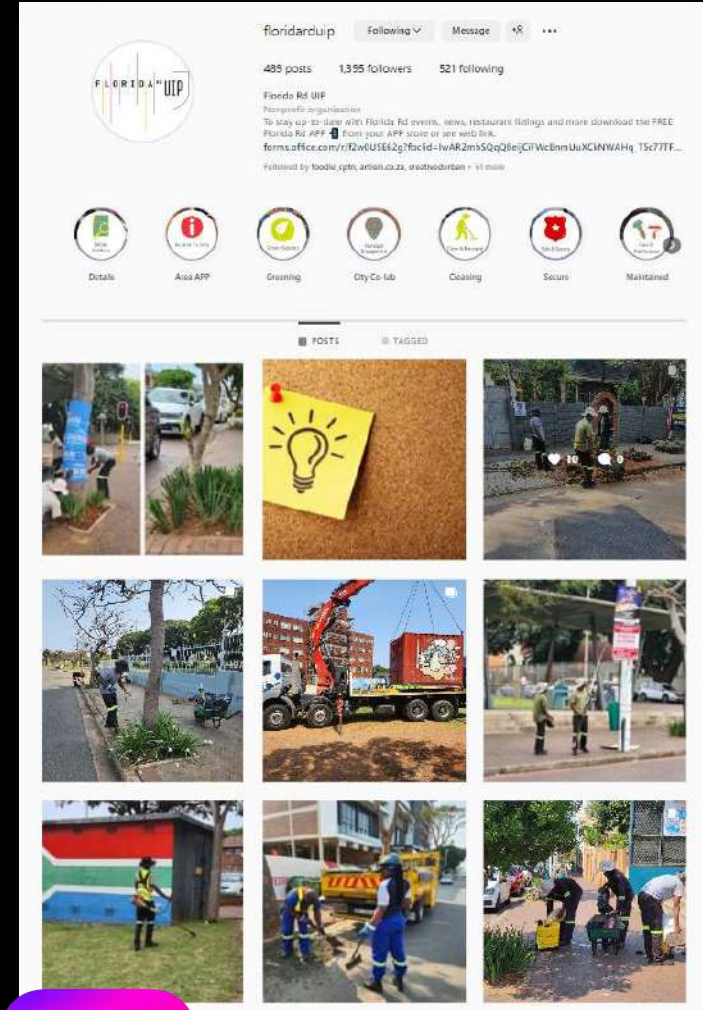
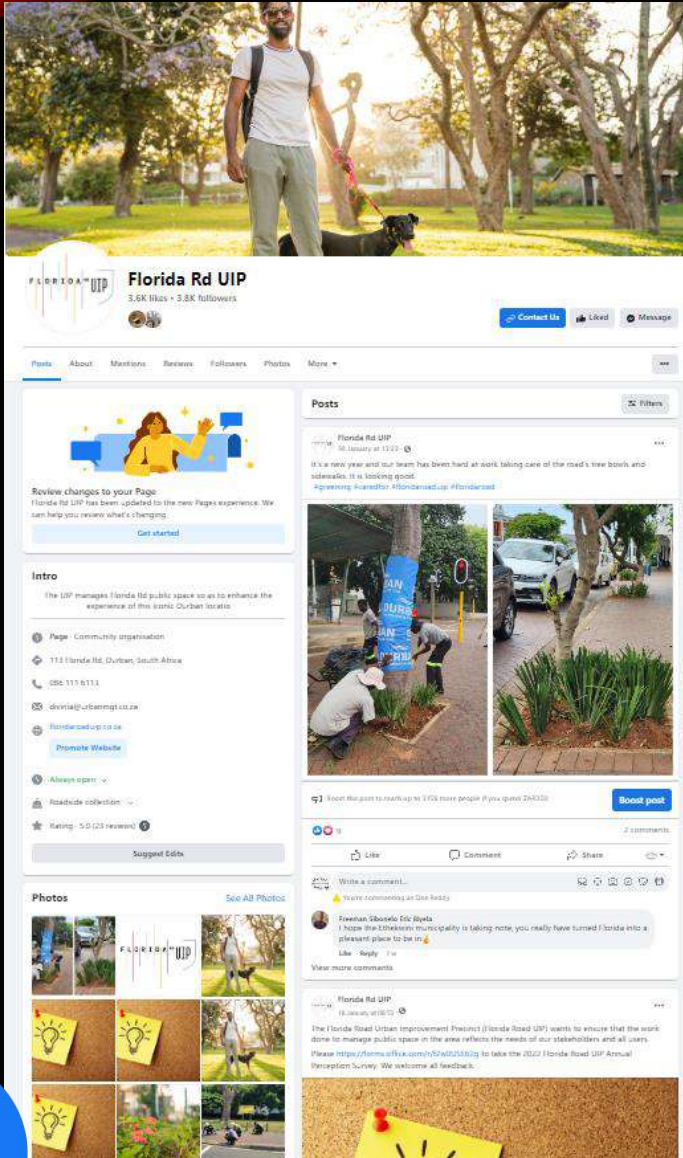
Small Changes For Big Impact

SCROLL DOWN



www.floridaroaduip.co.za

FACEBOOK AND INSTAGRAM



3,800



1,395



facebook.com/floridarduip/



@floridarduip

NEWSFLASH AND MONTHLY INSIGHTS



The Florida Road UIP Annual Perception Survey 2022

The Florida Road Urban Improvement Precinct (Florida Road UIP) wants to ensure that the work done to manage public space in the area reflects the needs of our stakeholders and all users.

Please [CLICK HERE](#) to take the 2022 Florida Road UIP Annual Perception Survey. We welcome all feedback.



Greetings to our Florida Road UIP members and stakeholders

The festive season in Florida Road was a great success with locals and visitors enjoying everything on offer.

The presence of four SAPS patrol officers in collaboration with security companies in the greater area and the extra nightshift patrol security guard was well received. Although the festive season is over, the SAPS officers will continue to be on duty until the end of January. We thank Berea SAPS for assisting in allocating officers from the Durban Central District.

Our Sidewalk Monitors have also played a pivotal role with our security team in ensuring the safety of everyone enjoying the precinct.

The extreme heat, contrasting heavy rains, and increased foot traffic kept our cleaning and greening teams on their toes over the season. Outside of managing the litter in our service lanes and low-hanging branches, the team ensured our sidewalks and tree bowls were kept tidy and ready for the early birds to enjoy their morning coffee. Adding to the aesthetics, all expired, unsightly signage boards have been removed.

We would like to thank the eTM Parks Department and Expanded Public Works Program (EPWP) for their efforts in cleaning up the Fourth Avenue service lane. The lane is now

SNAP SURVEYS

- The Florida Road's 'rate our newsfeed' snap surveys will allow readers and stakeholders to rate content on our latest newsfeed and the general Florida Road experience.
- Feedback enables the Florida Road UIP to streamline content according to their needs.
- When redirected to news articles the "rate our newsfeed" button can be found at the end of each article.

PERCEPTION SURVEYS

FLORIDA ROAD UIP SURVEY DEC 2021 / JAN 2022 KEY STATS



DURBANITES LOVE FLORIDA ROAD

43% live in Morningside/Berea
26% live on Florida Road
11% come from other parts of KZN

How often do they visit?

54% weekly, 28% every so often and 18% monthly.

Why are they visiting Florida Road?

39% for coffee
31% for a meal
18% for the nightlife



37% visit during the day, 16% visit at night and 31% during the day AND night.



Florida Road is SAFE!

51,9% feel safe during the day and 27,8% feel reasonably safe during the day!

24,1% feel safe at night, 48,1% feel reasonably safe at night.

Florida Road's public areas are CLEAN!

11% say cleanliness exceeds expectations while 48% say they are great!



52% say Florida Road's shopping, restaurants and bars are GREAT

78% say Florida Road is much better compared to other parts of Durban



7,7 was the average experience rating out of 10 (up from 7,33 in previous year)

92% of respondents said they'd recommend Florida Road to family and friends



FLORIDA ROAD UIP SURVEY DEC 2021 / JAN 2022 KEY STATS



WHY WE LOVE FLORIDA ROAD

Clean & safe
Restaurant diversity
Outdoor cafes
Cosmopolitan with diverse culture of patrons
Great coffee
Victorian character
Places to sit under the trees
"A place for everyone"
"Safe to grab an ice-cream with my kids"
"The Buzz"
"Proximity to my flat"
"Brings people together"
"The UIP takes the initiative!"

THINGS TO WORK ON



Security:

Fence open spaces
Armed guards
More UIP monitors
Make the UIP more mobile and visible at night

Cleaning & greening:

Some areas are dirty and smelly
Keep side roads clean
Improve litter and garbage management
More bins
More flowers

Roads & traffic management

Pedestrianise Florida Road
Refresh road markings
Reduce amount of delivery bikes
Address double parking, create more parking
Repair pavements and sidewalks

By-laws:

Drinking in public
Street vendors

Suggestions:

Less franchises, more small independent businesses
Quality of stores, restaurants and bars

Over December 2021 / January 2022 period, the Florida Road UIP undertook the annual perception survey, aimed at gauging the public view of Florida Road's public spaces.

We received 54 responses and the average experience rating out of 10 was 7.7 up from 7.33 the previous year

Analysis of the Florida Road UIP 2022 annual perception survey is underway. The results will be communicated via our various channels soon.

COMMUNICATION STATISTICS

Communication Tool	1 July 2021– 30 June 2022
Number of database subscribers	427
Newsletters Sent	54
News items posted to website	102
Facebook Page likes	3635
Number of Facebook posts	83
Facebook followers	3900
Highest post reach on Facebook	1100
Highest Post Reach Content	Discover Durban and surrounds – Durban Routes

Instagram Posts	42
Instagram Followers	1 392



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

2022/2023 CHALLENGES & PROJECTS

Focus areas for eThekweni Municipality:

- 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

2022/2023 CHALLENGES & PROJECTS

FOCUS AREA FOR THE UIP

- Vehicle related theft/vagrancy
- 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 Road.
- This translates into secured property values and improved investment confidence.

JULY 2023 – JUNE 2024

Florida Rd UIP Budget July 2023- June 2024

EX VAT

	1	2	3	4	5	6	7	8
	Forecast 2022/2023	Budget 2022/2023	Variance	Budget 2023/2024	% of Budget	% 2024 Budget to Forecast 2023	% 2024 Budget to Budget 2023	Variance Budget 2022 to 2023
Income								
SRA levies raised - anticipated SRA rate increase	3,706,687	3,706,687	0	3,955,108		6.7%	6.7%	248,421
SRA levies raised - Rob Goulden Property valued at R28 mil as per eTm - verified from Rob	0	0	0	225,578				225,578
Provision for under collections & prop value / usage changes	0	0	0	0				0
Voluntary sidewalk monitors	32,070	32,075	5	32,161		0.3%	0.3%	86
Voluntary residential and NGO	67,344	86,602	19,258	67,344		0.0%	-22.2%	(19,258)
Total Income	3,806,101	3,825,364	19,263	4,280,190		12.5%	11.9%	454,826
Expenses								
1 Admin and general	211,884	209,741	(2,143)	226,428	5.3%	6.9%	8.0%	16,687
2 Utilities	0	0	0	0	0.0%	0.0%	0.0%	0
3 Company costs	50,556	53,027	2,471	54,099	1.3%	7.0%	2.0%	1,072
4 Operational management	681,218	681,218	0	726,858	17.0%	6.7%	6.7%	45,640
5 Security	897,062	934,260	37,198	1,169,990	27.3%	30.4%	25.2%	235,730
6 Cleaning	540,682	538,193	(2,489)	578,284	13.5%	7.0%	7.4%	40,091
7 Greening	69,874	69,608	(265)	74,742	1.7%	7.0%	7.4%	5,134
8 Repairs & maintenance	50,230	50,230	0	53,751	1.3%	7.0%	7.0%	3,521
9 Social Economic Development	601,720	641,564	39,844	643,846	15.0%	7.0%	0.4%	2,282
10 Communications, PR & mkt. of the UIP	138,954	139,547	593	145,201	3.4%	4.5%	4.1%	5,654
11 Project management and leverage fee	365,330	365,330	(0)	389,806	9.1%	6.7%	6.7%	24,476
12 Special Projects	264,000	264,000	0	216,000	5.0%	-18.2%	-18.2%	(48,000)
Total Expenses	3,871,509	3,946,718	75,209	4,279,004	100.0%	10.5%	8.4%	332,286
Surplus/ (Deficit)	(65,408)	(121,354)		1,187				
A Reserves at beginning of period								
	2,611,956	1,295,029	1,316,927	2,546,549				
B Net Income/(loss)								
	(65,408)	(121,354)	55,946	1,187				
C Special Projects - To be presented to the Board for consideration								
		0	0	(1,000,000)				
D Transfer into reserves								
	(65,408)	(121,354)		(998,813)				

THANK YOU

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

