

INFORMAL TRADE MANAGEMENT

CITY IMPROVEMENT DISTRICT EXPERIENCE

- IDEAS TO TAKE US FORWARD

A discussion with CoJ Economic development Dept May 2014

The JHB CID Forum is a Central Johannesburg Partnership Initiative.
The CJP a registered Not for Profit Company, reg no. 1996/001262/08
P.O.Box 5802. Johannesburg. 2000



JHB INNER CITY: THE CENTRAL JOHANNESBURG PARTNERSHIP (CJP)

1992: Trilateral Partnership set up between - Business:
Community: Local Authority – NPC/SPV

Mission

“A commitment to involving key stakeholders in Central Johannesburg in a co-operative effort to rejuvenate the central area thereby promoting a sound economy; an attractive, clean, safe and vibrant city centre; affordable residential accommodation; employment opportunities and a voice for the community”

PARTNERSHIP POSSIBILITIES



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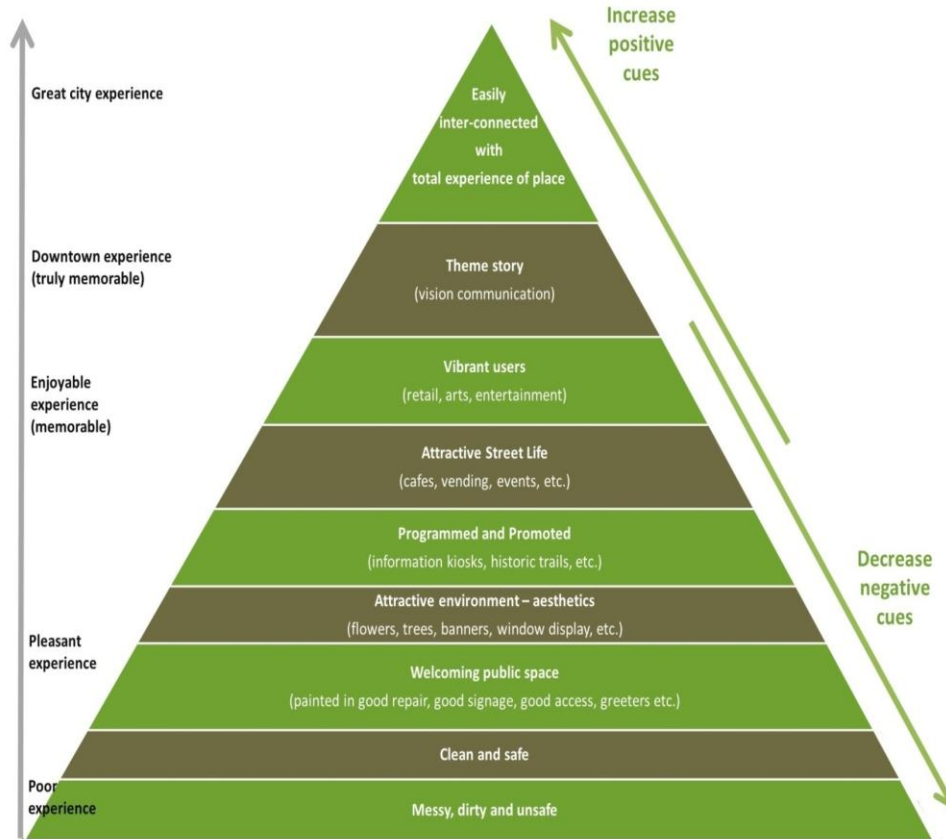
CJP STRATEGIC ROLE OVER THE YEARS

INITIATION OF SPECIALIST ORGANISATION	CATALYST FOR STRATEGIC DEVELOPMENT	ADVOCATE MOTIVATOR	URBAN MANAGEMENT	CONSULTANT RESEARCH	COMMUNICATOR
Homeless Talk JHB Trust For The Homeless JICBC PUR – UGM City Ad Rosebank Homeless Association JHB Heritage Trust JHB CID Forum	Constitutional Court – Outside Funding & Site Inspection Ghandhi Square Fox Street, Kruis, High Court, MSM, Braamfontein, Oppenheimer Park upgrades Fashion District Public Space Art	Transitional Housing Model JHB for Prov Gov '96 & 2001 JHB IC Vision -Renewal Strategy Inner City Policy IT Policy Vusani Amadolobha (Revitalisation) Gauteng CID Act	Implementation of GCID Act Establishment & Management of CID's MTC IT JV CCTV in Inner City Facilitation of Multiple Voluntary Management Initiatives	Prov Gov Precinct CPF Economic Development Study Tours Planning Charrettes 2000 IC Strategic BP 2003 IC Regeneration Strategy 2006/7 IC Charter 2012/13 IC Road Map	Good Practise Booklets Housekeeping IT City Vibe City Map Citichat www.cidforum.co.za

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WHAT IS A CID



A CID is a defined geographic area within which property owners agree to pay for certain complementary and supplementary services to those offered by the local authority to enhance and promote the physical and social environment of the area and by doing so create a ‘managed area’

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Gauteng C.I.D Legislation

- 51% “Yes” vote by property ownership & value
- 3 Yrs B.P – setting out services, costs, levies etc
- Enhance and supplement municipal services
- City to provide SLA & Collect Levies (authorised agent)
- Management Body to be not for Profit
 - Board predominantly property owners
 - City Representation
 - Governed by The Companies Act
- City representation on Board

TYPICAL “TOP-UP” CID SERVICES

SAFE & CLEAN



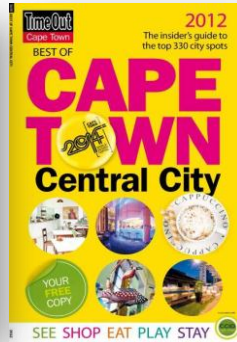
PARTNERSHIPS

- Place Making
- Tourism
- Economic development
- Infrastructure Upgrades
- Planning

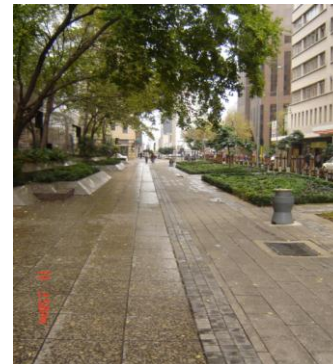


MARKETING

- Newsletter
- Websites
- Social Media
- Services Directory



LANDSCAPING / MAINTENANCE



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CJP J.V WITH MTC TO MANAGE TRADING IN CID's

- CID's couldn't carry out intensive “Top Up” management in public spaces without getting involved in IT management
- Had eyes & ears on the ground – daily cleaning & Public Safety Ambassadors (PSAs)
- Got to know all stakeholders
- Early 2000 CJP entered into a JV with city to manage IT in all IC CID areas
- Renewed in 2005 – continual communication – offer of buildings, offer of knowledge transfer etc - Continual dialogue with all stakeholders



CJP MANAGEMENT SYSTEM

- Registered all Traders in public Space – Updated - ID tags
- Charged a fee to traders in CJP Stalls
- CJP Traders appointed “Block leaders”
 - Built strong relations
 - Strong lines of communication
 - Involved Traders in Events of CID
 - CJP built reputation as “Honest Broker”
- JMPD to enforce by-laws
- CJP developed rules for trading
- Jointly developed Street trading booklet
- Jointly developed protocol for trading in front of buildings under redevelopment
- Terminated in 2007 – continued “informally” until “Clean Sweep”



HOEK STREET (3) PROJECT – PRIVATE PARTNERSHIP

- Total Cost R3m. CoJ (50%) AFHCO, Citiprop, APEXHI (50%)
- CoJ donated land & facilitated land change approvals
- 43 Traders – too many
- Separate NPC
 - Meant to be self funding: Rentals R265 Pm
 - Managed by Citiprop – salaries & services R10.5k pm
 - Meant to provide maintenance etc.
- Roofing and Facilities not suitable
- No back – up from city
- No experience of trader management
- Relationships not strong



JHB Informal Trader – Some History

Recorded “Challenge” back to early C20th – some dates

- 1943 200 Licensed Traders
- 1962 2000 licensed traders
- (1944 -54 council had it's own mobile vans selling fruits & veg – in (Contravention of own by-laws)
- 1960's -1990's - positive “Anti –Hawking” By-laws
- 1980 only about 250 licensed traders
- 1991 Removed all restrictions denying business opportunities to disadvantaged Communities - JHB decided not to repeal many of regulations - but not enforce!
- 1995 CJP full survey – numbers, goods, positions, stalls, etc.
- 1998 /99 IC IT Management programme - declared restricted, limited & trading areas
- 2003 DED “Stall Project ” comprehensive survey - recommendations of suitable Trading places - MTC Implemented outside of recommendations
- 2000 – 2006 City built facilities – Metro Mall, Yeoville, faraday
- 2006 Evan Rice study – DED stakeholder meeting – 90 plan failed
- 2007 Linear Market Framework & IT Policy – Quarz Str, Hoek Str1, (MTC) Hoek Str3 (private), Fordsburg
- 2011/12 IT Policy & By-laws Updated

RECURRING CHALLENGES 1992 -2014

- ENFORCEMENT:
 - Multiple applicable by-laws, policy framework, multiple agencies/departments
 - No alternative suitable trading places – no comprehensive plan
 - No “Compact” between parties
 - Lack of “communication / understanding ” - education
- INFRASTRUCTURE:
 - Trading Facilities
 - Access to water, electricity, ablutions, storage etc
 - Cognisance of CoJ & private sector infrastructure and assets
- THE MARKET – what, how, why, who
- CAPACITY – Who’s accountable for what – knowledge – skills – funding model
- POLITICAL WILL – support for sustainable plan
- GEOGRAPHY – one size does not fit all
- INTEGRATED SPATIAL PLAN
- MACRO SOCIAL ISSUES
- ALWAYS GOING FOR “BIG BANG” : NOW / BY END JUNE

ITMP GOING FORWARD – FOR DISCUSSION

The Johannesburg ITMP must be **sustainable & clearly detail** the following:

- An agreed common vision and how it will be delivered – institutional arrangement
- The mutually beneficial and supportive roles and responsibilities of all the departments, agencies, utilities of the public sector and all the private sector stakeholders
- Alignment of ALL efforts into ITMP as the main collaborate programme for achieving impact on the street and among informal traders.
- Guide/mentor informal traders, property owners and others on their roles in the ITMP - How parties should manage and monitor their performance

1. TAKING STOCK, LEARNING THE LESSONS AND PROGRAMME PLANNING

- Comprehensive Johannesburg CBD Informal Trader Management Programme (ITMP)
 - Informal Trade and Trader Survey Report:
 - Perception surveys and informal trader profiles
 - Mapping informal trader locations, patterns and public space impact
 - Market assessment
 - Informal Trader Infrastructure Audit
 - The nature of informal trade and how traders currently manage themselves
 - Current legislative framework
 - Identification of stakeholders
 - OUTPUT - Status Quo Report
- Bringing Stakeholders on Board and Building Technical/Researched Foundations
 - Establish Johannesburg Informal Traders and Trading Institution (SPV/CJP)
 - Identification of and approaching public, private and community stakeholders
 - Hold a maximum of 6 work sessions with all stakeholders to align informal trade management efforts (6 x 4hr work sessions)
 - OUTPUT - Stakeholder Review Report
 - OUTPUT - Agreed Communications Plan for ITMP

1. (cont) TAKING STOCK, LEARNING THE LESSONS AND PROGRAMME PLANNING

- Bringing Stakeholders on Board and Building Technical/Researched Foundations

OUTPUT - Evaluation of Informal Trading Models Report

- Comparative analysis of informal trade and trader interventions in South Africa and Internationally – past & present
 - Formulating options available to CoJ within its context
 - Practical recommended approach including pilot project locations
 - Formulating ITMP Institutional Arrangements that review existing and required municipal by-laws; Staffing and organisational arrangements; and applicable policies and procedures
- Realistic Estimates of Concomitant Costs and Funding Proposals for running the ITMP for three years; and a review of funding proposals from various sources.

OUTPUT - Agreed, formally approved, 5 year Implementation Plan for Johannesburg

IC ITMP with short, medium and long term deliverables

2: PROGRESSIVE ROLLOUT OF ITMP IN JOHANNESBURG CBD

- Preparatory and Preliminary actions as outlined in the Comprehensive Implementation Plan.
 - Training of identified JPC AND JMPD officials, private and public sector operations staff members and informal traders.
 - Production and procurement of infrastructure tools and systems for implementing of Johannesburg CBD ITMP.
 - Establishment of required institutional structure, including the establishment of associate institutions .
- Phased Rollout of ITMP (Informed by previous stages)

WHAT ABOUT NOW ? - discussion

- Re-instate JV With CJP (CID Forum) for management of Traders in CID areas
- Jointly develop ITMP – within SPV (CJP)
- “SANTRA Project ” – a “Pilot”
 - Not in CID Areas - North of Jeppe, South of Park Station
 - Traders want to be part of the solution
 - To prove they can be responsible
 - Initially incubated By CJP, handed over when Institution, Capacity, Skills are Sustainable
 - Properly Constituted Association
 - Pay Rent and membership fees – City & Institution
 - Pay For Services
 - Agree & Implement Rules & Regulations

Together we can do more!

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RECOMMENDATIONS

- **Size of Informal Trade**

The size of informal trade economic activity in both CBDs was found to be significant and important contributor to the local economy. The ITMP must work to retain and enhance this economic contribution.

- **Pedestrian Movement & Related Tariffs**

Support pedestrian movements through the CBD as a key driver for informal trade. Quarterly pedestrian counts should inform a differentiated tariff structure for informal traders.