

## **CHAIRPERSON'S MESSAGE**

Over the years, the Randburg CBD has been negatively affected by a number of trends which have led to a decline in the average expenditure, property values, tenant turn around and employment in the Randburg CBD.

With this in mind, the Randburg Management District (RBMD) was established on the 24<sup>th</sup> October 2004. This section 21 Company acts in the interests of its members – the property owners in Randburg, and aims to protect the general amenities within the public space and prevent urban decay through its safety and cleanliness initiatives. By creating a welcoming and friendly environment, and facilitating and attracting public and private investment through the promotion of the area's assets, the RBMD is working to alter the perception of Randburg as a dirty and unsafe place to that of a pleasant working, shopping and living space.

### **RBMD Base Services**

There are currently eighteen Public Safety Ambassadors (PSA's) on day duty from 07h00 to 19h00 with a full time armed supervisor and response vehicle. In addition to this, the RBMD has a caravan operating in Hill Street along Pretoria Street on a 24 hour standby basis and includes a control office for the area's PSA's. During the evenings, the RBMD has two Public Safety Ambassadors in an armed vehicle patrolling from 19h00 – 07h00. According to the Randburg SAPS, this service provision has resulted in a significant decrease in the crime statistics for the RBMD area over the last 3 years.

Twenty cleaners are on day duty from 07h00 to 16h00. With the continued collective effort of Pikitup the RBMD remove on average about 22000 kg of public space refuse on a monthly basis. The distinctive navy blue and orange uniforms of both the cleaners and the PSA's, creates a strong physical presence on the streets of Randburg and fuels people's confidence in the improvement of the area.

On behalf of the RBMD we would like to extend our appreciation to the service providers for their hard work and we hope that they continue the excellent work in Randburg.

### **Communication and Branding**

With the baseline focus on "crime and grime" a constant in the RBMD, the management district has complemented this work with marketing and branding. The RBMD installed one hundred branded refuse bins within the area, four outdoor maps in the pedestrian areas, and twelve demarcation poles with the distinctive navy and orange banners at prominent entry points.

The RBMD website [www.randburg.org.za](http://www.randburg.org.za), was set up with links to the City of Joburg, the Johannesburg Development Agency and other websites that are of use to current and potential stakeholders. The RBMD also sends out monthly electronic newsletters to all property owners and stakeholders that carry information pertinent to the area. An information brochure highlighting the security and cleaning services within the area carries an informative map and a brief summary of what the RBMD is about.

### **Moving Forward**

One of the most important collective efforts the RBMD has undertaken with the property owners and stakeholders in the management district was a strategic planning exercise aimed at understanding the "DNA" of Randburg. A workshop was held on the 19<sup>th</sup> March 2008, at St. Stithians College, with the aim of finding a way to work together as partners to implement a shared vision and discuss how Randburg can develop an exceptional sense of place. With the workshop as a base point, Shopper Behaviour Research completed a piece of work that combined these perceptions and Jed Kemery from The Research Perspective will be sharing the results of this work with you today.

The outcomes of the research, will allow the RBMD to identify four major areas that it can concentrate and work towards in the new financial year with the support of the property owners and stakeholders.

#### RBMD Finances

In terms of finances, the RBMD is satisfied with the financial results of the CID.

A loss of R 78,880.00 is reflected on the Annual Financial Statements because the cost of the Research that was undertaken was not completely funded from the Current Account. The balance of the Research cost was paid for from the funds in the Call account. An average of 102% for monthly levy collection was achieved from April 2007 – February 2008 as compared to 82% during the same period in the last financial year. R 714,180.00 of accumulated funds is invested in an interest bearing Call account. In general, property owners are paying their levies diligently except for two property owners who have been handed over for legal action. I would like to take this opportunity to thank all property owners for their contribution to the running and ongoing improvement of the RBMD.

I would also like to extend my thanks to the dedicated efforts of all board members and extend the board's thanks to Kagiso Urban Management for assisting us in managing the area to the ultimate benefit of the people of Randburg. We believe that the ensuing year will bring more exciting changes to this unique area and that your support and commitment to the RBMD will continue to make Randburg a wonderful place to work, shop, live and visit.

**NEIL MADSEN-LEIBOLD**

**CHAIRMAN**