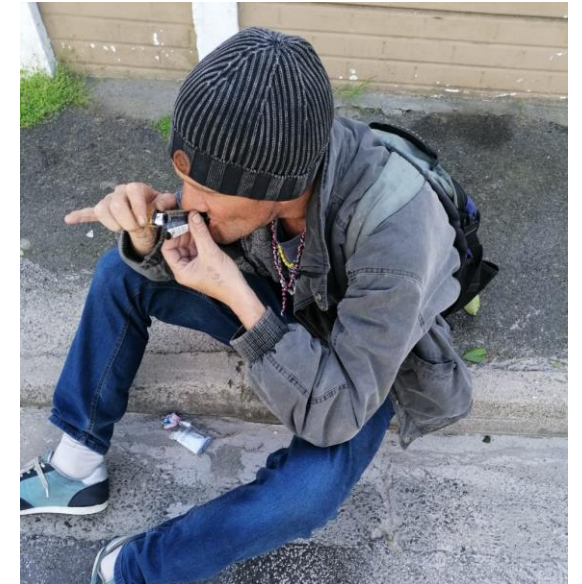
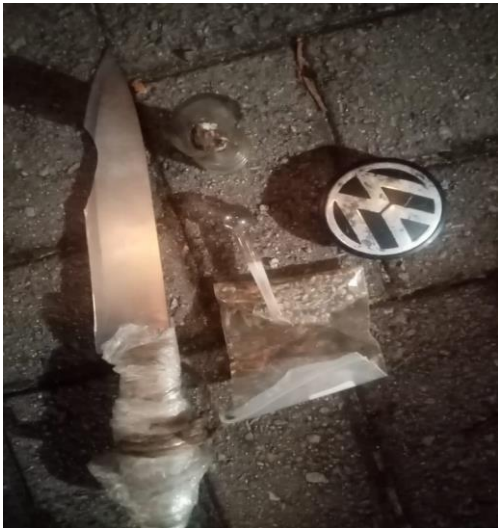
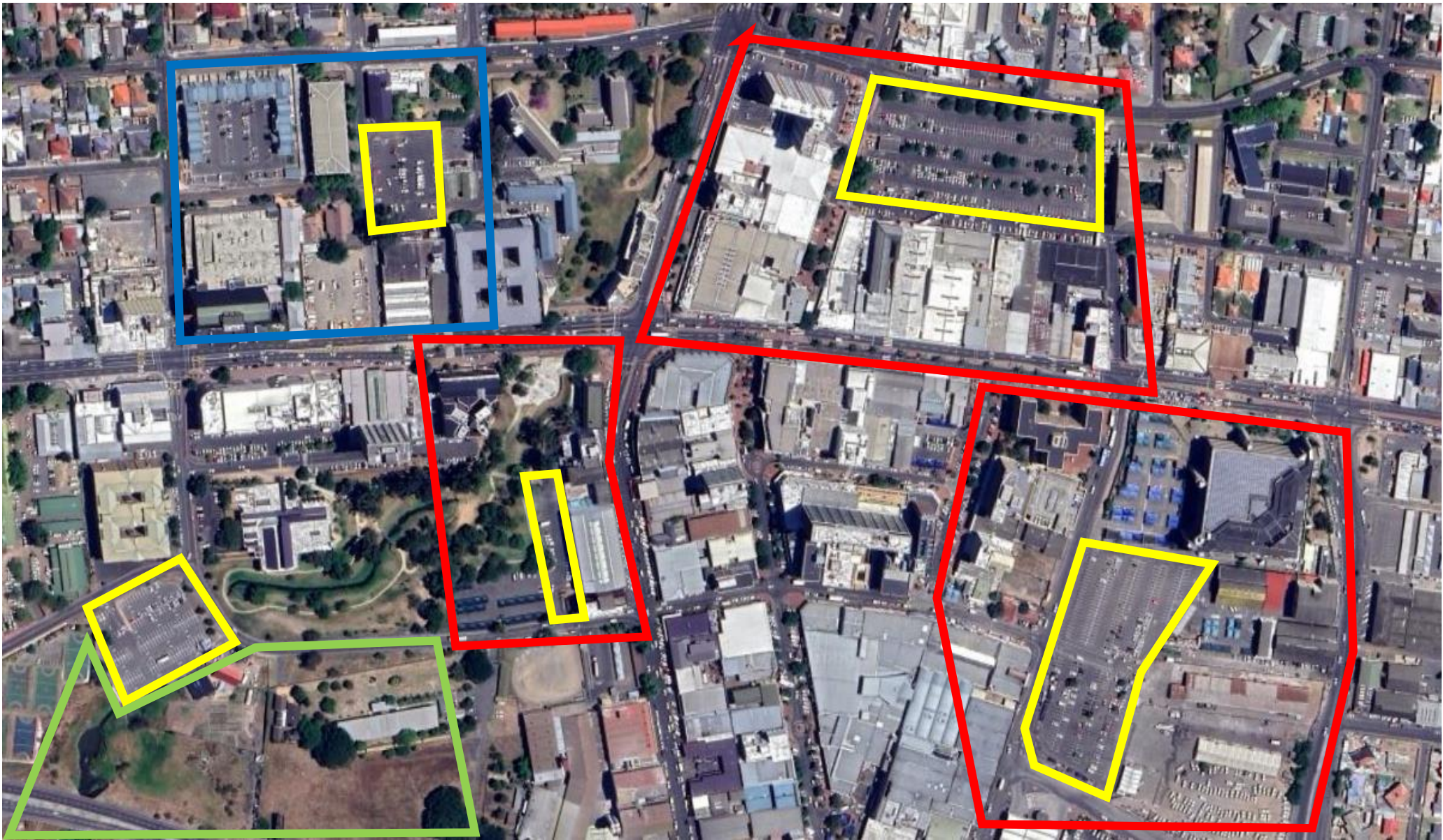


SAFE2PARK MANAGED SERVICES (PTY)LTD

PARKING MANAGEMENT SOLUTIONS

CASE STUDY – BELLVILLE CBD





PROBLEMS IDENTIFIED

- The Voortrekker Road Corridor Improvement District (VRCID) commenced operations in Bellville in 2012. Before 2012 the Bellville CBD showed serious signs of decay and decline and the broken window syndrome was clearly visible.
- Crime, grime, and social deprivation were creating a spiral of capital flight and ongoing decay. The continued decline of the CBD resulted in the area becoming a haven for prostitution, drug pushing and other crimes ranging from theft of motor vehicles, theft out of motor vehicles and armed robbery of customers making use of the various car parks and other surrounding areas located in the CBD.
- The Church Square car park located opposite South African Revenue Services (SARS) became a crime hot spot as a high number of SARS employees made use of the car park. The central location of the area made it more accessible for the homeless people in Bellville which in turn lead to prostitution.
- Paint City located opposite Middestad Mall faced the same challenges with the added pressure of the Public Transport Interchange (PTI) being across the road resulting in more than a million feet frequenting the area daily.
- Bellville SAPS classified the 2 areas mentioned as red zones due the increase in crime in the area.
- The Social aspect within Bellville also posed a huge challenge as the number of unemployed people grew exponentially in the area which contributed to the decay and increase in the number of informal car guards demanding payment from customers.

SOLUTIONS

- Decline in the general parking areas addressed and resolved together with VRCID.
- Infrastructure upgraded i.e., palisade fencing and kiosks.
- Created 30 + sustainable job opportunities. Working in conjunction with the VRCID social team we managed to employ previously disadvantaged people.
- Drafted an achievable implementation plan to eradicate the crime in the various areas together with the VRCID and local enforcement agencies.
- Joining forces with the VRCID security team in regular operations, we managed to free the area of drug pushing and prostitution.
- Created a safe and secure environment for our clients where they could park their vehicles and feel safe in going about their business. By doing so theft of and from motor vehicles declined. Armed robberies also indicated a decline as per SAPS and VRCID statistics.
- Reclassification of the red zones as blue zones which welcomes visitors to the area.
- Safe2Park is a firm supporter of the Localized Spatial Development Framework who is planning the upgrade and re-design of the Bellville CBD. Currently upgrades are done at the Public Transport Interchange is part of this initiative.

RESULTS

- Provide safe and secure parking to SARS, ESKOM, UWC and thousand of members of the public on a monthly basis.
- Car parks cleaned and maintained daily.
- Information gathering in order to assist VRCID, SAPS and other local enforcement agencies.
- Assisting the vulnerable, aged and disabled members of society to perform their shopping safely.
- Contributing to the retention of businesses by giving their clients and staff a safe place to park whereby ensuring that the decay of the area is minimized.
- Improvement of the areas around the parking's by logging C3 notifications with the City Of Cape Town for repairs and maintenance to Council property in the area.

THANK FOR YOUR TIME AND FOR ALLOWING US TO PRESENT TO YOU.

ANDRE JOUBERT – MANAGING DIRECTOR SAFE2PARK

