

Understanding the Role of the GPMA in Precinct and CID Management

*Professionalising Urban Precinct Management
and Promoting Best Practices*



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Gauteng
Precinct Management
Association

What is the GPMA?

- The GPMA (Gauteng Precinct Management Association) is a non-profit organization that represents, coordinates, and supports precinct management and City Improvement District (CID) activities across Gauteng.
- Mission: To foster best practices, professional standards, and a collaborative environment for precinct and CID management to enhance the physical, social, and environmental quality of urban areas.



What is a CID?

- CID (City Improvement District): A legally defined geographic area where property owners fund additional services like security, cleanliness, and urban renewal through levies.
- Purpose: CIDs complement municipal services and focus on placemaking, safety, and environmental sustainability, enhancing the quality of life in urban areas.





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What is a Precinct?

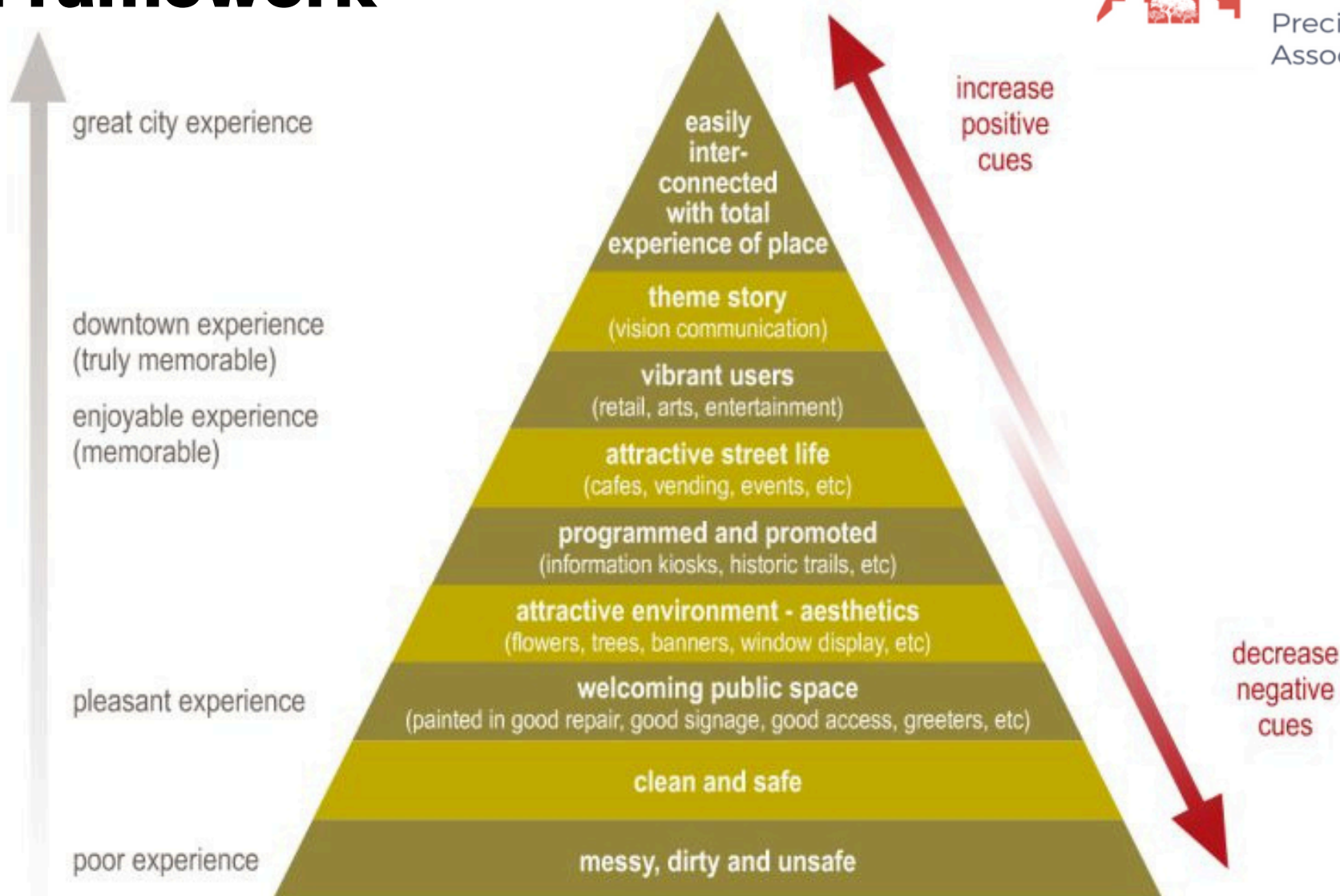
- Precinct: A defined urban area, often within a city, that may include commercial, residential, and public spaces.
- Precinct Management: The holistic planning and management of a precinct to ensure that it is clean, safe, well-maintained, and vibrant for residents, businesses, and visitors.



CID's Spatial Transformation Framework



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CREATING A DOWNTOWN EXPERIENCE



Typical Top-Up Services Provided by CIDs

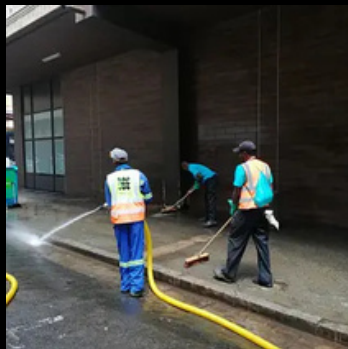
SUPPLEMENTARY INCLUDES:

- Safety
 - Public Safety Ambassadors
 - Sector Safety Forums
 - Disaster co-management
 - CCTV Cameras
 - Reporting/Monitoring
- Cleaning/Landscaping/ Maintenance
 - Removing Graffiti
 - Collecting Rubbish
 - Washing Side walks
 - Cutting Grass
 - Tree Maintenance
 - Upgrading Landscaping/Green Spaces
 - Maintenance of Public Space Infrastructure

COMPLIMENTARY INCLUDES:

- Place Marketing & Communication
 - Newsletter
 - Demarcation
 - Social Media/Website
- Place Making
 - Art
 - Events
 - Infrastructure
- Social & Community Support
 - Amenities
 - Job Creation
 - NGO Support
- Economic Development
 - Business to Business
 - Entrepreneurial & SMMEs Support
 - Tourism





What Does the GPMA Do?

- Represents and coordinates the precinct management environment for members.
- Maximizes economies of scale through collaboration, so CIDs can focus their limited budgets on improving their areas.
- Establishes and upholds standards of CID management and establishment, ensuring best practices among members.
- Knowledge sharing: Facilitates the exchange of experiences, resources, and expertise across CIDs.
- Advocates and lobbies on behalf of members for key policy issues, primarily around precinct management and the adoption of a flexible, affordable, and needs-focused levy system.



Membership Base

- Braamfontein Improvement District
- Benrose Improvement District
- Central Improvement District
- Duke Attorneys
- Ekhaya Neighborhood
- Hillbrow Improvement District
- Edenvale
- Ellis Park Development Company (NPC)
- Excellerate Managed Services (Pty) Ltd (11)
- Fashion District Improvement District
- Fourways
- Hatfield
- IBMD
- Kramerville Management District
- Kramerville West NPF
- Kew Action Group
- Legae La Rona Improvement District
- Lit District
- Local Abode (10)
- Lower Rosebank Management District
- Maboneng Precinct
- Makers Valley Partnership
- Main Marshall Improvement District
- Main Street Mall
- Newtown Improvement District
- Parktown Business District
- Parktown Improvement district
- Pimpville (UJ Campus)
- Retail Improvement District
- Rosebank Management District
- Randburg
- Sandton Business Improvement District
- Sandton City Improvement District
- Sloane Precinct Owners Association
- Sojo Business and Tourism
- South Western Improvement District
- Yeoville (TUHF)
- Urban Space Management (9)
- Wider Maboneng Improvement District
- Wierda Valley Management District
- Wynberg Business District
- 2190 Homeowners Association

Donors

- Anne Steffny
- Babore
- Burstone Property Group Eris/Momentum Metropolitan Life LTD
- Excellerate Managed Services (Pty) Ltd
- Growthpoint
- Jozi Housing
- Nedbank
- Newpark Towers
- Redefine
- Rand Merchant Bank
- Suburban solutions
- The Johannesburg Inner City Partnership
- TUHF Foundation NPC

GPMA's Role in Supporting CIDs and Precincts

- The GPMA supports precinct management activity by acting as a central coordinating body.
- Mentoring and capacity building: Provides guidance to precinct managers on the complexities of CID establishment, operation, and improvement.
- Knowledge Sharing: A resource hub for best practices, research, and collaboration across precincts.



Maximizing Economies of Scale & Relationships

- GPMA fosters collaboration among members, pooling resources for collective benefits:
 - Shared services and vendors
 - Joint advocacy and engagement with municipalities
 - Coordination of placemaking efforts to maximize impact and reduce costs.
- This allows CIDs to focus limited budgets on improving the physical, social, and environmental aspects of their areas.

Establishing & Upholding Standards

- Best Practices: GPMA ensures all members adhere to industry standards and best practices in CID management.
- Training and Accreditation: Promotes the professionalisation of the CID industry through ongoing education, skills development, and certification.



GPMA's

Advocacy &

Lobbying Efforts

- Advocacy Focus:
 - GPMA campaigns for:
 - Special Ratings Area Bylaws: To mandate levies in a flexible, affordable, and needs-focused manner.
 - Policy & Legislative Reform: Addresses key issues affecting precinct management, such as urban regeneration, public safety, informal trading, and water scarcity.



Core Activities of the GPMA

- **Supporting & mentoring precinct management:** Providing guidance and advice to CID managers.
- **Marketing and communication:** Sharing news, events, and updates relevant to precinct management.
- **Best Practice Sharing:** Organizing workshops and forums on industry standards and local authority engagements.
- **Course Development:** Partnering with academic institutions to develop CID-related training programs.
- **Resource Library:** Maintaining a comprehensive archive of precinct management resources.

Task Teams & Special Initiatives

- **Water Scarcity Response:** Developing strategies for water management within precincts.
- **Informal Trading Integration:** Creating balanced approaches to managing informal trade within precincts.
- **Taxi Association Relationship Management:** Engaging with the relevant taxi stakeholders to build partnerships.
- **IDP & other Policy Submission Support:** Assisting precincts with input into municipal Integrated Development Plans (IDP) and other relevant spatial policies (Transport, Tourism, Bad buildings, etc...)



Growing GPMA's Reach

- **Expansion Strategy:** GPMA aims to grow its footprint by establishing chapters in other municipalities and promoting its CID establishment model.
- **Standardisation:** Encourage municipalities to adopt the GPMA's CID management best practices, providing consistency and professionalisation across regions.



Objectives of the GPMA

- **Professionalisation:** Promoting best practices, accreditation, and industry research to ensure excellence in CID management.
- **Networking:** Facilitating stakeholder engagement at all levels—local, municipal, provincial, and national—ensuring the CID sector is represented in broader urban planning discussions.
- **Lobbying:** Campaigning for policy and legislative changes to support and streamline precinct management activities.

Conclusion

- GPMA is committed to elevating the precinct management industry, ensuring that CIDs are well-managed, well-resourced, and empowered to create vibrant, livable urban spaces.
- By fostering collaboration, sharing knowledge, and advocating for legislative reform, the GPMA ensures that CIDs and precincts contribute to the long-term success and sustainability of Gauteng's urban environment.





Thank you

*Let's work together to professionalise
Urban Precinct Management and
Promote Best Practices*

