

Central City Improvement District

CAPE TOWN,
SOUTH AFRICA

Cape Town is the capital city of the Western Cape Province and is one of South Africa's most dynamic and diverse cities. Within the capital, the Cape Town Central City plays an important role within the social, cultural and political life of the region and hosts the key sectors of the local economy. Now regarded as one of South Africa's safest cities, only a decade ago the central city district (CBD) was struggling with high levels of crime and gang violence, with many 'high risk, no-go' areas negatively impacting the city's economic growth.

Project overview

Given the problems faced across the city's CBD, The Central City Improvement District (CCID) was launched in November 2000 to address the increasingly negative perception of the city. A collaboration between public and private sector stakeholders working together to develop, promote and manage Cape Town's central city; the CCID's vision is to provide an inclusive, vibrant and sustainable city centre. Driven by the Central City Development Strategy, the public-private partnership has specialised yet integrated focus areas including; safety and security, quality urban management and social development.

Results and impact

The CCID has played a major role in significantly reducing crime in the Cape Town central city over the past decade and through the combined efforts and partnerships with Government and private stakeholders, the

city centre is now positively perceived as a vibrant, tourist attraction. From an economic perspective, the district is viewed increasingly as a business hub, incentivising investment in the district. The CCID has also made a valuable contribution to city's safety and security, demonstrated not only in improved resident satisfaction but during the hosting of the city's mega events. Improved safety has been closely associated with the improved 'brand' of the city, positively enhancing conditions for future economic growth. A clear demonstration of the project's impact, Cape Town's reputation as the cleanest and safest CBD in the country continues to set the standard for other CBD's in South Africa.

Enablers

The success of the CCID is based on a number of key enablers. Firstly, the success of the CCID can be largely attributed to the committed leadership of the organisation, with members remaining passionate about the city as an attractive destination for both residents and visitors alike. Secondly, the CCID's strong network of partnerships and the collaborative effort of the government, property and business owners in the city have enabled the project, from strategy formulation to execution. Thirdly, the CCID has an effective operational structure, a clearly defined business plan and strong performance management measures in place, facilitating effective transparency and accountability. Fourthly, the legislation which allowed for the establishment of the CCID and the funding of its operations, are significant contributing factors to the organisation's success thus far. Without having the supportive, enabling Public Sector legislation in place, the CCID would not have received the support and cooperation of the City of Cape Town Metropolitan Municipality, nor the necessary buy-in from stakeholders. Lastly, the CCID operates an effective communications programme which effectively collects, analyses and distributes CBD information to stakeholders, maintaining a collaborative approach to sustainable development.

