# **CHAPTER 3: LOCAL ECONOMIC DEVELOPMENT**

KEY PERFORMANCE INDICATOR (KPI)		BASELINE	TARGET 2008/09	ACTUAL 2008/09	EXPLANATION OF VARIANCE / COMMENTS
		KPE 3.1 E	CONOMIC GROW	TH AND DEVELO	PMENT
3.1.1	Implementing key flagship economic development programmes to reach economic growth rate of 6% – Logistics Park (number of Investors attracted)	N/A	8	9	Mediterranean Shipping Company, Schnelecke, Inergy, Grupo Antolin, Faurecia, Rehau, Flextech, Marcol Coatings and Benteler.
3.1.2	Implementing key flagship economic development programmes to reach economic growth rate of 6% – Logistics Park (International Convention Centre (ICC))	N/A	Telkom Park to be prepared for demolishment	In progress	ICC forms part of the Casino bidding processes. An award will be made in August 2009 and will accommodate an ICC.
3.1.3	Implementing key flagship economic development programmes to reach economic growth rate of 6% – Innercity renewal (MBDA)	N/A	Construction of Donkin Square	Construction of Govan Mbeki Avenue	Govan Mbeki Avenue: Phase 2: Project is progressing well. Continue subway at the Russell Road Interchange. Progress made - City Improvement District. Design consultants costing proposed elevator system. Work completed end of 2009. City Improvement District progressing. Parliament Street: City Improvement District progressing. Strand Street Upgrade: Design and feasibility study completed. Capital now secured. Work on the project will commence during second half of 2009. Donkin Reserve Upgrade: Design company appointed. Work includes high level heritage / public participation. Foresee that Reserve will be used as public entertainment/ viewing area during 2010. Will also be case iro Parliament Street and Govan Mbeki Avenue. Include upgrade of Tourism Office. Design - possibility for underground parking - costly. Budget has now been secured for first two sub-projects, with the focus on Donkin Reserve as a 2010 World Cup visitor destination.

KEY PE	KEY PERFORMANCE INDICATOR (KPI)		TARGET 2008/09	ACTUAL 2008/09	EXPLANATION OF VARIANCE / COMMENTS
3.1.4	Implementing key flagship economic development programmes to reach economic growth rate of 6% – Innercity renewal (UDDI)	N/A	UDDI	Cleaning programme is operational	
3.1.5	Development and implementation of a Local Economic Development Strategy and City-wide Development Plan	Development of LED Plan under way	City-Wide Development Plan to be developed	On track	The Draft LED Strategy and Implementation Plan were presented to the Standing Committee and the Economic Advisory Panel. The City-wide Development Plan awaits the conclusion of the LED Strategy. Draft terms of reference for the City-wide Development Plan were developed.
3.1.6	Adherence to the City-wide Skills Development Plan	Skills Development Plan in place	100	100	SLA signed and LMS operational.
		KPE 3.2 AG	RICULTURE, SM	MEs AND COOPER	ATIVES
3.2.1	Implementation of Agriculture and Agritourism Development Programme: Number of new agricultural projects established	5	5	6	Wells Estate Hydroponics, Rosedale Project, Walmer Hydroponics, Lukhambo Poultry, Amandlela Abbatoir and Motherwell Nursery.

KEY PE	KEY PERFORMANCE INDICATOR (KPI)		TARGET 2008/09	ACTUAL 2008/09	EXPLANATION OF VARIANCE / COMMENTS	
3.2.2	Implementation of Agriculture and Agritourism Development Programme: Number of existing macro projects supported	N/A	6	6	Emmanual Haven, Dwane Poultry, TATI (first phase), Bloemendal Project, Ithubalabantu and Uitenhage Small Farmers Trust.	
3.2.3	Implementation of Agriculture and Agritourism Development Programme: Number of pilot projects and LRAD supported	N/A	4	12	Pilot: Enjongweni Co-operative (Motherwell), Masibulele Co-operative (Despatch) and Sandile Co-operative (Uitenhage).  LRAD: Laphumikhwesi Co-operative, Iliso Farmers Trust, Uitenhage Small Farmers Trust, Gwebindlala Poultry Association, Delgratia Farmers Association, Luvuyo Farm, Amabhele Farm Project, Sinazo Agricultural Primary Co-operative and Umhlaba Wobizo Trust	
3.2.4	Implementation of Agriculture and Agritourism Development Programme : Number of SMMEs trained	500	500	1171		

KEY PE	KEY PERFORMANCE INDICATOR (KPI)		TARGET 2008/09	ACTUAL 2008/09	EXPLANATION OF VARIANCE / COMMENTS
3.2.5	Implementation of Agriculture and Agritourism Development Programme: Number of cooperatives assisted and mentored	33	30	71	
3.2.6	Implementation of Agriculture and Agritourism Development Programme: Number of cooperatives focusing on youth established	N/A	2	Co-operatives are broad-based across all ages - youth and women are dominant	
		K	PE 3.3 TOURISM	DEVELOPMENT	
3.3.1	Adoption and implementation of a new tourism model structure	N/A	New tourism model to be implemented	New tourism model implemented	
3.3.2	Number of tourism cooperatives established	4 training workshops held,	5	Target not met	This will form part of 2010 legacy projects to be implemented during 2009/10 financial year.
3.3.3	Number of tourism SMMEs established	benefitting over 60 tourism operators	15	81	
3.3.4	% increase in bed-night occupancy	10%	10%	10%	

KEY P	KEY PERFORMANCE INDICATOR (KPI)		TARGET 2008/09	ACTUAL 2008/09	EXPLANATION OF VARIANCE / COMMENTS
3.3.5	Number of key major events hosted	5	5	7	The following were hosted: Ironman; Splash; Summer season; NMB Rugby 7; Ocean Series; International Rubber Duck; and Physically Disabled Championships.
		KPE 3.4 INV	ESTMENT FACILI	TATION AND PRO	MOTION
3.4.1	Number of investments attracted through municipal initiatives	1	2	3	Rehau Polymer (Pty) Ltd, General Motors South Africa (GMSA), and a third pending signing of confidentiality clause.
3.4.2	Development of Business Investment Policy/Strategy	N/A	Business Investment Strategy to be developed	Business Investment Strategy	Investment incentive policy / strategy in place and being implemented. Approved by Mayoral Committee.
3.4.3	Sustaining the Executive Mayor's Economic Advisory Panel	N/A	Quarterly meetings	Quarterly meetings held	
3.4.4	Operationalisation of a Business Forum	N/A	Quarterly meetings	Quarterly meetings held	Discussion between organised business, both PERCCI and NAFCOC agreed that the LED Forum is the most appropriate vehicle at this stage.
			KPE 3.5 BUSINE	SS SUPPORT	
3.5.1	Existence of a fully functional Business Support Centre	N/A	Fully functional Business Support	Fully functional Business Support	Functional within the Trade and Investment Sub- Directorate.
		KPE 3.6 BR	OAD-BASED EC	ONOMIC EMPOWE	RMENT
3.6.1	Development and implementation of a BEE Support Programme	N/A	BEE Support Programme to be developed	Support Programme being provided	

KEY PE	KEY PERFORMANCE INDICATOR (KPI)		TARGET 2008/09	ACTUAL 2008/09	EXPLANATION OF VARIANCE / COMMENTS
3.6.2	Establishment of BEE community- based tourism products/cooperatives	N/A	BEE community products to be established	197 cooperatives trained/supported	
3.6.3	% tenders both in terms of number and value awarded to the previously disadvantaged	39%	50%	54,69%	
3.6.4	% tenders both in terms of number and value awarded to women	16%	10%	23,95%	
3.6.5	% tenders both in terms of number and value awarded to youth	10%	10%	9,07%	
3.6.6	% of tenders both in terms of number and value awarded to people with disabilities	N/A	2%	1,65%	
3.6.7	Number of emerging contractors in the building and construction industry trained and mentored	N/A	100	135	Included in Thina Sinako Training.

KEY PI	KEY PERFORMANCE INDICATOR (KPI)		TARGET 2008/09	ACTUAL 2008/09	EXPLANATION OF VARIANCE / COMMENTS		
3.6.8	Existence of a database for informal traders operating in the Metro	N/A	Database to be operating in the Metro	Database exists and managed by MBDA			
3.6.9	Number of informal traders trained	N/A	200	135	A service provider was appointed, training was facilitated through the COMSEC and NMBM partnership. Thina Sinako funding received by COMSEC (R1.2 m).		
	KF	E 3.7 MILITAR	Y VETERANS AN	D SPECIAL SECTO	DR SUPPORT		
3.7.1	Capacitation and entrepreneurial training programme of former Military veterans developed and implemented	N/A	Implementation against programme	Target not met	The target was not achieved, due to the non-availability of funding.		
3.7.2	Number of key projects benefiting former Military veterans facilitated for establishment	N/A	2	0	The target was not achieved, due to the non-availability of funding.		
3.7.3	Capacitation and entrepreneurial training programme for special sectors (women, youth and people with disabilities)	N/A	Implementation against programme	Forms part of SMME and BEE support			
	KPE 3.8 RECREATIONAL SERVICES						
3.8.1	Maintaining the current number of beaches with Blue Flag status	3	4	4			

KEY PERFORMANCE INDICATOR (KPI)		BASELINE	TARGET 2008/09	ACTUAL 2008/09	EXPLANATION OF VARIANCE / COMMENTS
		KPE 3	.9 ARTS, CULTU	RE AND LIBRARIE	S
3.9.1	Upgrading Mendi Bottle Store into a Cultural Centre	N/A	Mendi Bottle Store to be upgraded	Target not met	The target was not met, due to delays in the finalisation of the service level agreement with the Province. This will be fast-tracked in the 2009/10 financial year.
3.9.2	Number of economic opportunities created by the Municipality in the promotion of arts and culture	1200 artists and crafters assisted	80	610	
3.9.3	Number of programmes promoting a culture of reading and writing implemented	4	2	296	
		KP	E 3.10 HERITAGE	AND MUSEUMS	
3.10.1	Number of heritage sites upgraded	Preliminary designs in place for Langa	2 (Langa & Emlotheni)	2.00	
3.10.2	Number of heritage sites established	N/A	1 (Cradock Four)	1 (Cradock Four)	The target was achieved, with the establishment of the Cradock Four.
3.10.3	Grading and registering the heritage resources in terms of the Heritage Act of 1999	N/A	Heritage resources to be graded	Target not met	The target was not met, due to the non-availability of funding.
	1	KPE 3.11	DEVELOPMENT	AND SPORTING C	ODES
3.11.1	Development and implementation of a strategy to increase the level of sports activity in communities	Draft Sports Development Programme in place	Implementation against Strategy	Implementation in progress, but plan being finetuned	

# LOCAL ECONOMIC DEVELOPMENT PERFORMANCE HIGHLIGHTS, CHALLENGES AND REMEDIAL ACTION

#### **BRIEF OVERVIEW**

The Economic Development Strategy for Nelson Mandela Bay (NMB) was adopted by Council in 2003, with a review period of five years. In 2009, the Municipality embarked on a comprehensive process to revise the LED Strategy. The revised Strategy will be adopted by Council in the third quarter of the 2009/10 financial year. The Strategy has been developed with full stakeholder input, focusing on the following:

- Building and strengthening the automanufacturing base of the local economy, whilst also diversifying within manufacturing;
- Promoting the diversification of the local economy, focusing on industries with the potential to create jobs, and harnessing skills and innovative capabilities;
- Promoting entrepreneurship and providing support to small businesses and the growth of co-operatives.

The economic vision of Nelson Mandela Bay is to become a hub for innovation and sustainable production and consumption. It is based on infrastructure development, skills development and institution building as catalysts in developing and sustaining the local economy.

### PROGRESS TOWARDS ACHIEVING KEY LED OBJECTIVES

The progress made in achieving key LED objectives is reflected in the table on page 91.

Additional performance information is reflected below.

# (a) Improve public and market confidence

The Nelson Mandela Metropolitan Municipality (NMBM) reviewed and developed policies to enable and promote fair trading in the city through its trading by-laws and the development of an Investment Incentives Policy geared at promoting fair trade in Nelson Mandela Bay. Film, ICT and Business Process Outsourcing (BPO) were identified as key sectors to diversify the economy, contributing to the GDP and promoting investment.

The Municipality developed and implemented a more efficient process to deal with land and planning applications. This achieved the streamlining of land and planning application processes. An inter-directorate co-ordinating team was established. A gap analysis was performed, bottlenecks were identified and interventions were made and implemented.

Through hosting 2010 FIFA World Cup™ events, the NMB has embarked on an infrastructure upgrade, which will leave a lasting legacy favouring investment. This upgrade includes road upgrades and access to affordable and reliable transport for business and citizens alike, to the tune of R1,61 billion. Key to 2010 will be fully exploiting the massive publicity and marketing potential the event will bring, to realise the City's tourism potential and attract massive investment to the local hospitality industry.

Other initiatives with an economic spin-off include the SMART City process and inner-city regeneration as well as the Njoli Sqaure upgrade and urban renewal targeting the previously disadvantaged areas, such as Motherwell and Helenvale.

# (i) Role of Disaster Management in creating conducive environment for economic development

Disasters can set development back for extended periods. The Nelson Mandela Bay Municipality has developed a comprehensive Disaster Management Plan, which includes the following:

# Early Warning Programmes

# Remote Camera Project

As part of the Municipal Infrastructure Grant allocated to the Metro following the August 2006 flooding, an amount was earmarked for an early warning project. It was decided to install 8 CCTV cameras at remote sites to monitor potential high-risk flooding areas. This project is ongoing.

## Weather monitoring equipment

Weather monitoring equipment has been purchased. This Project is undertaken in conjunction with the Flash Flood Guidance System being implemented by the SA Weather Services.

It is also envisaged that the network of weather stations will assist in providing valuable weather data as part of post-disaster assessments.

# Policy Framework for Disaster Management

The revised policy framework for disaster management is in the process of being adopted, following a comprehensive public participation process. The framework serves to guide the development and implementation of uniform and integrated disaster risk management policy and plans in the metropolitan area. It is envisaged that both the Revised Disaster Management Plan and policy will be tabled for adoption at the same time.

## Disaster Management Advisory Forum

The Disaster Management Advisory Forum (DMAF) of the NMBM was established on 7 March 2008. Over 60 prominent local organisations and government sector departments are represented on the DMAF and are regarded as important role-players in Disaster Management.

# Local Disaster Management Committees

Altogether six Local Disaster Management Committees were established in the satellite office areas. Regular meetings are held with Ward Councillors, Ward Committee members and other representatives of various institutions. Ward Disaster Management structures for communities are being establishment, and Disaster Management Volunteer Teams at Ward level are already in place. These volunteers have been trained in basic fire fighting, and first aid training will commence soon.

## Comprehensive Disaster Risk Assessment

A comprehensive risk assessment was conducted in 2005 as part of the development of the Disaster Management Plan. This is currently being reviewed.

#### Awareness and Education

## Safety at Major Events

Disaster Management has completed an awareness and education programme and information document focusing on safety at major events in order to educate sporting bodies and the owners of stadiums, indoor and open sports stadiums and swimming pools on their responsibilities regarding the safeguarding of attendees at major events.

### (b) Comparative and competitive advantages for industry

The Municipality operates in a co-operative environment with all spheres of government and other metropolitan and local municipalities. The comparative advantages of Nelson Mandela Bay include the following:

- Coega Industrial Development Zone and deepwater port of Ngqura, supported by the PE Harbour Port.
- World Class automotive industry.

- Superb educational institutions and facilities.
  - o Altogether 273 schools.
  - One university (the Nelson Mandela Metropolitan University), which has over 20 000 students.
  - Four technical colleges and two FET institutions, namely the PE College and the Midlands College.
- Abundant open land ready for development.
- A world-class transport network (sea, air, road and rail).
- Tourism.
  - 40 km expanse of golden unspoilt beaches.
  - o Four beaches with Blue Flag status.
  - Within easy access of world-class nature parks and game reserves, where one can view the Big Seven, including the Shamwari Game Reserve and Addo National Elephant Park.
     Other popular game parks in the Metro are Kragga Kamma and Seaview.
- The Municipality, in partnership with SEDA, has established an ICT incubator.
- Conclusion of an Industrial Development Strategy, in consultation with the business sector.

## (i) Implementation of Supply Chain Management

The progress made with the regard to the implementation of the Supply Chain Management Policy in allocating tenders to the previously disadvantaged and vulnerable groupings is reflected below:

Specified Goal	Count Figures	Annual Target	Rand Value	Percentage Figure
HDI	5548	50 %	R 984 973 668.00	54.69%
Women	3174	10 %	R 431 379 472.00	23.95%
Youth	1458	10 %	R 163 398 486.00	9.07%
Local	7325	-	R1 371 039 533.00	76.12%
Disabled	186	1%	R 29 731 015.00	1.65%
TOTALS	17691		R2 980 522 174.00	

#### Tenders awarded to HDI's

A total number of 5 548 tenders were awarded to HDI's out of 17 691; this is an increase of over 2.10% from the previous year.

#### Tenders awarded to Women

The total rand value of R431 379 472.00 was awarded to women, an increase of 2.29% from previous year.

### · Total tenders awarded Youth

This is an increase of 1.20% on the previous year, with a rand value of R163 398 486,00.

### Tenders awarded to Local Entities

This is an increase of 5.6% with a rand value of R1 371 039 533,00.

## Tenders awarded to Disabled owned entities

This is an increase of 0.65%.

## (c) Intensify Enterprise Support and Business Development

# (i) Support to SMMEs

The following business development services (BDS) were provided to SMMEs:

- Provision of advice on starting a business and the development of a booklet in this regard.
- Referrals of over 500 enquiries to the appropriate Government agencies and financial Institutions.
- Provision of training in marketing, tendering, financial management and bookkeeping to 800 SMMEs.

- Sourced a grant from the Department of Economic Development & Environment Affairs (DEDEA) (R3 million for a Textile Hub and R3 m for the Red Location Back Packers).
- An agreement with Old Mutual guaranteeing loans for SMMEs and cooperatives in the textile industry, as part of its social responsibility, was concluded, whilst the National Development Agency provides grant funding for capacity development.
- SEDA STP R1.5 m for the NMB ICT Hub was leveraged and the project operationalised.
- Bloemendal Hydroponics Project was established.
- Equipment and technical assistance was provided to emerging farmers.

# (ii) Support to co-operatives

The following 12 agricultural co-operatives were supported:

PROJECT NAME	PROJECT DESCRIPTION	LOCALITY	JOBS CREATED
Enjongweni Co-	Vegetable production	Motherwell	18 permanent
operative	under intensive irrigation		
Sililitha Co-	Vegetable production	KwaZakhele, Daku	4 permanent
operative	under intensive irrigation		2 casual
Bloemendal	Tunnel production of high	Bloemendal	10 permanent
Hydroponics	quality vegetables		
Masibulele Co-	Vegetable production	Despatch	6 permanent
operative	under intensive irrigation		4 casual
Sandile Co-	Vegetable production	Uitenhage -	10 permanent
operative	under intensive irrigation	KwaNobuhle	5 casual
Rosedale	Vegetable production	Uitenhage - Rosedale	10 permanent
	under intensive irrigation		
TATI	Vegetable production	Uitenhage -	18 permanent
	under intensive irrigation	KwaNobuhle	40 casual
Laphumikhwezi	Land Reform Agricultural	Uitenhage - Kruisrivier	8 permanent
	Development (LRAD)		
	under intensive irrigation		

PROJECT NAME	PROJECT DESCRIPTION	LOCALITY	JOBS CREATED
Iliso Farmers Trust	Land Reform Agricultural	Amanzi Estate	4 permanent
	Development (LRAD)		2 casual
	under intensive irrigation		
Uitenhage Small	Land Reform Agricultural	Uitenhage	19 permanent
Farmers Trust	Development (LRAD)		
(USFT)	under intensive irrigation		
Walmer	Tunnel production of high	Walmer	6 permanent
Hydroponics	quality vegetables		
Zanethemba	Seedlings propagation	Motherwell	10 permanent
Nursery			

Other co-operatives supported include the following:

NAME OF CO-OPERATIVE	AREA	TYPE OF BUSINESS	JOBS CREATED
Sinemibono Brick Manufacturing Cooperative	New Brighton	Brick manufacturing	30
Kayamnandi Women In Development	Despatch	Low-cost housing construction	20
Sovuyiso Sewing	KwaZakhele	Sewing	8
Co-operative			
PEECO	KwaZakhele	Energy	25
Licebo Manufacturing & Carpentry	Joe Slovo	Carpentry	10
Asixhomi Civil Construction Co-operative	Nceba Faku/ Booysens Park	Construction	10
Sihlangene Catering Services Co-operative	Struandale and Ntshekisa Road	Catering	8
Mthomasebe Construction Co-operative	KwaMagxaki	Construction	10
Siyakha Women In Development	New Brighton	Construction	10
Mawethu Sewing Co-operative	Zwide	Sewing	7
Abenzi Designers	Mira House	Sewing	8
Bahlobile Abafazi	Joe Slovo	Sewing and designing	10

NAME OF CO-OPERATIVE	AREA	TYPE OF BUSINESS	JOBS CREATED
Red Location Backpackers	Red Location	Accommodation	20
Inkwenkwezi Development Trust	KwaDwesi	Gardening and construction	12
Simanye Décor & Design	Uitenhage	Sewing	5
Izandla Zomzantsi	Uitenhage	Sewing	5
Rastas Designers	KwaZakhele	Sewing	5
Noneluntu Women's Organisation	New Brighton	Sewing and HIV Awareness	6
Ziphila Phi Designers	Joe Slovo	Sewing	13
Northern Areas Business and skills	Northern Areas	Business development	6
Phuhlisa Community Based Organisation	NMB – Central	Computers	7
Socokisa Designers	NMB – Lazmark House	Sewing	5
Sokwakha Dressmakers	Zwide	Sewing	6

In addition, the Municipality is currently supporting 10 co-operatives in refuse collection, benefiting 219 people serving 32 761 households. This is further complemented by a cleansing service operating in 24 wards, creating 4 830 work opportunities.

# d. Support Social Investment Programme

In addition to the Municipality's contribution to the development of cooperatives, as reflected above, other social investment programmes include the following:

# (i) Job creation and Expanded Public Works Programme

The Municipality is also prioritising the implementation of the EPWP and other job creation initiatives. As reflected above, the co-operatives supported by the Municipality has a job creation component. The Department of Public Works has verified that the institution has created altogether 10 832 jobs in the last financial year.