



**Sea Point, Fresnaye,  
Bantry Bay Ratepayers &  
Residents Association**  
Crime and Grime Initiative  
- 2016



# About Us



SFB has been an active association that has represented the interests of the residents in the Sea Point area for many years.

We have recently gone through some exciting changes in representation on the Exco with the aim being to continue the excellent work done by many dedicated individuals but also to answer the changing needs of our residents.

Over the past few years the popularity of Sea Point, Fresnaye & Bantry Bay has grown substantially. With this comes increased commercial and residential activity in the area.

However, with the increased activity in the area comes an unwanted increase in crime and cleanliness issues.

SAPS are under ever-increasing demand in terms of manpower and resources and are battling to cope with the influx of crime and incidents in the area.

It is based on this trend and the obvious need for greater, more responsive and visible security in the ward that SFB have decided to develop the Crime & Grime Initiative.

By developing this initiative we will have the opportunity to assist and eradicate many of the safety and cleansing issues that our ward currently faces.

Marco van Embden, the newly elected SFB Chair, has been instrumental in starting the SFB Crime & Grime project. James Townsend and Dr Marc Sher are co-Chairs of the project and Aris Vayanos a team member. Marco has first hand experience of implementing and managing such a project through his role as chair of the Mouille Point Ratepayers Association.



# Outline of SFB Initiative

The inspiration for the project has come from the continued efforts of our councillor Jacques Weber, the success of our sister area Mouille Point deterring criminal activity as well as the extensive rejuvenation currently underway in our ward.

Mouille Point's project serves as a model for how a community can take their safety into their own hands. The results of their project has been many fold including a large and consistent reduction in crime, fast response to any incidents that do occur and the increased use and enjoyment of public spaces by residents and visitors alike.

Our goal is to provide a safe and clean area for all of those residing in the various neighbourhoods and those visiting by increasing a visible 'on the ground' security presence acting as a major deterrent for criminals as well as constant cleaning of the area.

Understanding that each segment of the area we cover does have its own set of needs and challenges. We have divided Sea Point, Fresnaye and Bantry Bay into smaller, more manageable zones.

**Phase 1 Beach Road:** *Beach Road to be divided into Five Sectors with 1 x Segway (mobile unit) patrolling each sector 24/7.*

**Phase 2 Tributary Roads between Beach & Main Roads:** *Divided into Three Sectors with 1 x Segway (mobile unit) patrolling each sector 24/7.*

Together with the security element of this initiative the area will be deep cleaned by NPO organisation Straatwerk. Straatwerk is able to provide work for those willing and in need and making sure that the grime and litter is tightly controlled within the area.

# Roll Out Phases



- 1 Phase 1:** Beach Road
- 2 Phase 2:** Tributary roads Beach to Main Road
- 3 Phase 3:** High Level Road
- 4 Phase 4:** Tributary roads Main to High Level Roads
- 5 Phase 5:** Ocean View Drive
- 6 Phase 6:** Tributary roads High Level to Ocean View Drive
- 7 Phase 7:** Upper Fresnaye

# Membership Rates

**Apartments:** R60 per month

**Houses:** R150 per month per household

**Businesses:**  
From R500 – R2,500 per month / per business  
Rates are dependent on various factors.

## Sponsorship Opportunities



**Segway Sponsorship:**  
R5000 per month / per Segway

This includes Segway Branding which will be visible 24 hours a day on the promenade and tributaries



# Our Current Sponsors



Sea Point, Fresnaye and Bantry Bay Ratepayers and Residents Association would like to thank our current sponsors Seeff & Pam Golding Properties for their continued support of this initiative.

Together we aim to provide a safer, cleaner area for all.

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# Closing



## IF WE DON'T TAKE ACTION NOW WE WILL LOSE WHAT WE CHERISH IN OUR COMMUNITY...

The ward is becoming an ever more popular destination for visitors and new residents alike. However increased commercial and recreational activity also brings an increase need for better security and cleansing in the area.

Although the various other law enforcement and government cleansing agencies make a good effort at keeping our areas safe and clean. There is a definite need to support them in these tasks.

Our sister neighbourhood Mouille Point has developed this Crime & Grime initiative that has done wonders for their community and by using them as a template, we can extend the good that has been done into our areas.

All that is left to do is rally around the Sea Point, Fresnaye and Bantry Bay Ratepayers Association's implementation of this initiative.

A solution that will cost each household **R2 per day** is just a small price to pay in order to have a cleaner, safer area.