



SEA POINT
FRESNAYE
BANTRY BAY



2025-26

SAFETY & CLEANSING INITIATIVE

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www.sfb.org.za

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Overview

Project Hope is a structured community intervention operating along the Atlantic Seaboard in Cape Town, focused on the Fresnaye, Bantry Bay, and Sea Point areas, including surrounding beaches and promenades. Evolving from a grassroots initiative in 2021, the project was formally established in 2023 and has grown into a recognised model of integrated support.

Project Hope operates in high-visibility areas where affluence and tourism attract street-based living.

Opportunities for informal income and accessible public spaces contribute to a steady presence of homeless adults, individuals with substance dependency, and increasing numbers of vulnerable street children.



KEY ACTIVITIES

- SAUNDERS BEACH
- QUEENS BEACH
- SUNSET BEACH
- MILTON BEACH
- BROKEN BATHS BEACH
- GRAAFS POOL
- ROCKLANDS BEACH
- THREE ANCHOR BAY BEACH

*A THRIVING COMMUNITY STARTS
WITH CLEAN SPACES*

*LET'S WORK TOGETHER TO KEEP OUR STREETS AND
BEACHES BEAUTIFUL FOR ALL TO ENJOY.*

A TOTAL OF **304 DAYS** OF
ACTIVE ENVIRONMENTAL WORK,
WHERE TEAMS CONTRIBUTED
TO THE CLEANING AND UPKEEP
OF ROADS, BEACHES, AND
PARKS.

44 WEEKS OF LIFE SKILLS
SESSIONS WERE SUCCESSFULLY
DELIVERED.

THIS SUSTAINED EFFORT
HIGHLIGHTS A DEEP
COMMITMENT TO BOTH
PERSONAL DEVELOPMENT AND
COMMUNITY UPLIFTMENT.

IMPACT IN THE COMMUNITY

Development Programmes Delivered

- Conflict resolution and mediation
- Substance abuse awareness and support
- Life skills and work readiness training
- Health, hygiene, and financial literacy
- Psychosocial support and trauma counselling
- Job preparation and CV development
- Reintegration and family mediation support
- Community responsibility and environmental care

KEY ACTIVITIES & SERVICE DELIVERY

- Work Readiness and Skills Development
- Work-Based Rehabilitation
- Psychosocial Support
- Referrals and External Services
- Conflict Resolution and Incident Management
- Weekly Programme Structure
- Reintegration Outcomes



CHALLENGES

- Funding limitations restricting programme expansion
- High demand exceeding operational capacity
- Ongoing substance abuse and relapse challenges
- Systemic service gaps across housing, health, and social development sectors
- Increasing presence of vulnerable street children in operational areas
- Children living on the streets exposed to exploitation, trauma, and unsafe environments
- Complex community dynamics within affluent and tourist-heavy areas



COMMUNITY IMPACT & RISKS

- Growing Presence of People Living on the Streets
- Increasing Vulnerability of Street Children
- Community Safety and Public Space Risks
- Impact on Tourism and Local Economy
- Health, Sanitation, and Environmental Pressures
- Social Tension and Community Fatigue



SUMMARY OF COMMUNITY IMPACT

The presence of people living on the streets and street children in Fresnaye, Bantry Bay, and Sea Point reflects a complex mix of social, economic, and safety-related challenges, including heightened vulnerability for individuals, pressure on public services, and rising concerns among residents and businesses. These conditions highlight the urgent need for structured responses that balance immediate humanitarian support with longer-term community stability, ensuring that interventions like Project Hope address both care, rehabilitation, and reintegration within these high-visibility urban areas.

SUCCESS STORIES OF CLIENTS

- Cornelius Lewis and Raphael Felix transitioned from homelessness to structured roles within the programme, becoming symbols of responsibility and environmental stewardship
- Multiple clients successfully transitioned from street homelessness into shelter accommodation and began reintegration journeys
- Individuals with substance dependency histories engaged in rehabilitation pathways and regained stability
- Clients restored family relationships and re-established parental and financial responsibilities
- Several participants secured informal or transitional employment opportunities following CV and work readiness support

CONTINUATION BEYOND JUNE 2026

- Play Sport4Life (PS4L) is a fully compliant NGO with 11 years of experience in the development sector, including strong governance, financial accountability, and delivery of donor-funded community programmes.
- Since 2021, PS4L has successfully partnered with SFB to implement Project Hope, a structured intervention addressing homelessness and vulnerability in Fresnaye, Bantry Bay, and Sea Point.
- The programme operates in a complex environment marked by persistent homelessness, substance abuse, mental health challenges, and vulnerable street children, with direct social, economic, and safety impacts on the community.
- Project Hope has delivered measurable impact, including a 60% transition rate off the streets, supported by effective rehabilitation, psychosocial support, and reintegration pathways.
- **Continued collaboration with SFB beyond June 2026 is critical to sustain progress, prevent regression, and maintain long-term community stability, safety, and humanitarian support in high-visibility urban areas.**

THANK YOU