



Mitchell's Plain Chamber of Commerce

Growing the Local Economy of Mitchell's Plain Exponentially Through Our Partners
Reg: 2018/003908/24 Established January 2017

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Introducing Plein Chamber

Plein Chamber of Commerce Primary Cooperative, aka the Mitchell's Plain Chamber of Commerce, was established at the end of 2016 with the specific intent to permanently and radically transform our local economy to the benefit of Mitchell's Plain and the surrounding areas through:

1. The ongoing development of Local Business Opportunities & Local Business Infrastructure
2. Encouraging & supporting the growth of Student & Guest House facilities
3. The development of a strong Tourism & Entertainment sector
4. The development of a vibrant Textiles & Manufacturing Sector
5. Attraction of businesses into Mitchell's Plain based Business Parks
6. Establishment of an Innovation Support Centre that helps Mitchell's Plain based inventors to position their 4th Industrial Revolution inventions internationally
7. Partnering with all Civic, NGO & NPO bodies that share our goals and visions
8. The establishment of Mitchell's Plain as a Special Economic Zone (SEZ)

The boundaries for the Mitchell's Plain we have envisaged draw on the boundaries defined by the City of Cape Town's spatial development plans around the sub-council structures. Mitchell's Plain is therefore comprised of Subcouncils 12 and 23 with some of the wards that belong to SubCouncils 10 and 13.



While our area of interest and intended impact includes the whole of Khayelitsha, Samora Machel and the greater Phillipi, our primary focus is only within area depicted in the included aerial view as displayed in the image above.

When our board was elected in January 2017 we were given a mandate by our members to do the following:

- Build a vision that fosters hope. A vision that is so big that it is guaranteed to outlast the lives of its custodians
- Use this vision to coordinate all of the efforts of our region to galvanise change that is so radical that it will permanently change the lives of all of the people within our boundaries for the better
- To establish the institutions, partnerships and infrastructure that will form the platform for a New Economy that arises from this vision
- To bring HOPE and Prosperity to our people over a 60 year period and beyond.
- To consistently manage the many SMME's to maintain economic sustainability in MP and Strandfontein
- Play an integral role in the Education Sector, from Early Childhood Development to Tertiary levels to ensure that our youth enjoy a meaningful existence within our society

Our Long term strategy was defined around the following key principles:

- Facilitate the redefining of the local economy around the principle of a Coastal City, home to:
 - Wealthy Foreign Yacht Owners who moor their yachts in the False Bay for extended tourist experiences &
 - International Students living in Mitchell's Plain while studying locally
- Coordinate all construction and infrastructure development around the development of a strong Aquatic Infrastructure, local job creation and strong digital manufacturing capability
- Development of yacht rebuilding & repairs capacity and capability
- Development of a Multilingual community of local support and hospitality staff capable of servicing all of the needs of international tourists.
- Pro-Active mining of all grant and funding opportunities to the benefit of the maximum number of Chamber Members from as wide a spectrum of funders as possible – starting with NEF, DTI, IDC, Wesgro and City of Cape Town

This vision 2076 was well received by our community, given that it was the culmination of six months of collaborating and work-shopping with all of the business community.

The vision and strategy were shared with both sub council 23 and sub council 12 mid 2017 and was well received. Plein Chamber has also presented this vision to all role players within the city of Cape Town and the Western Province and we have positioned Mitchell's Plain as the economic anchor of the Western Cape to the Department Of Economic Development And Tourism of the Western Cape government, the mayor of Cape Town, the Chairman and the executive team of the Old Mutual group, to Nedbank, First National Bank, Standard Bank and several other members from the investment community with success.

In 2017, through a series of engagements with all of the local investors and business owners from our community. For the record these are some of the primary supporters of our initiatives that are in full support of our goals:

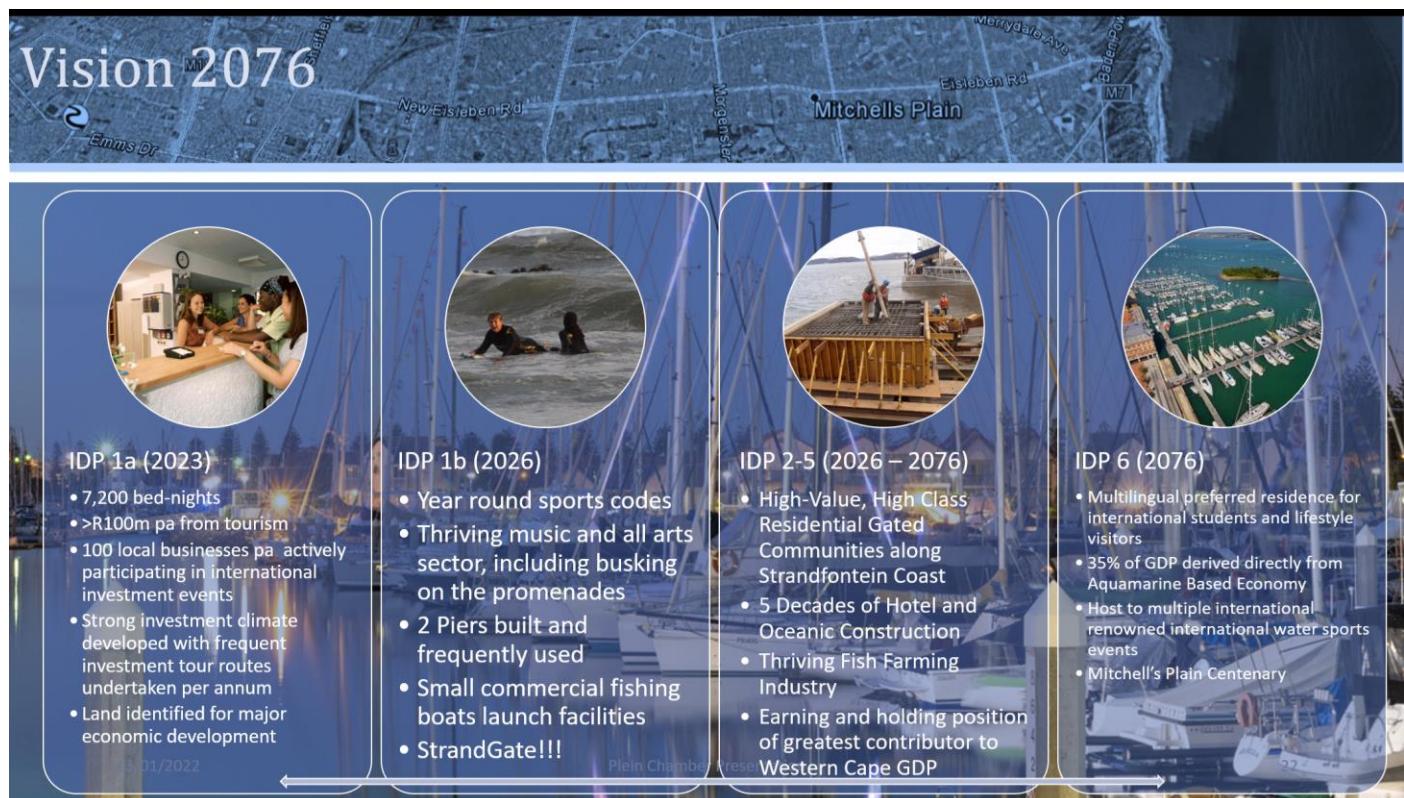
- Rozario Brown, the founder of the Mitchell's Plain DSTV Festival
- Anwar Essop, one of the largest investors in residential construction in Mitchell's Plain from the New Age development group
- The late Pheroze Khan, a large property owner in the Town Centre with land for development
- Greg & Marvyn Benny, the brothers who are the owners of Citi Boards
- Celeste and Craig April, the owners of Las Vegas Nightclub
- William Goliath and his late father, the owners of Premium Sports Bar
- Craig Joubert from Crazy Bolt and Nut
- The late Harry Mentor, one of the millionaires of Mitchell's Plain who own a large fish processing company in the Mitchell's Plain hive.

These are just a fraction of the individuals who have been extremely supportive.

Furthermore, we have several institutions on our books who represent the interests of their members in our forums. Notable mentions are:

- KPUF (Khaye Plain Undertakers Forum), representing 110 Undertakers, 95 of whom are from Mitchell's Plain
- StrandBay Business Forum, representing over 150 small businesses and several other forums such as the boating association and the sports community
- Mitchells Plain Educare Forum representing at least 200 of the ECD centres.

The roadmap that we defined is best represented in the following image, which is central to our existence:



Plein Chamber is also an active member of the forums and organisations who share our aims and objectives and have taken action to demonstrate a resonance with our goals and objectives. We are an active member of the Mitchell's Plain United Residents Associations (MURA) and have actively participated in their **Reimagine Mitchell's Plain** initiative which they were inspired to drive after having attending our Vision 2076 presentation to the sub councils in 2017.

Plein Chamber is a non-political organisation with no political ambitions. None of our board members or leaders are interested in running for political office. We are an economic development agency whose sole focus is the delivery against the goals and objectives defined above.

Re-Introducing Mitchell's Plain

Our members are fiercely proud of their community. They have committed themselves and their businesses to growing our local economy. Many of the individuals who actively participate in our discussions could easily afford to relocate to any more affluent suburb but have been determined to stand and be counted. Some of them may send their children as far afield as Constantia to attend a Waldorf school or similar other private school, while others again have committed even further to the community by sending their children to excellent public schools such as Mondale High or Spine Road High.

Mitchell's Plain is well known for the annual DSTV Festival, which draws over 40,000 people from every income level and business category to the Westridge Gardens at the start of Summer every year.



We are home to a fantastic natural world that people from all over the world visit to witness one of the largest bird breeding grounds just outside of Strandfontein.



We have many events throughout the year that are well attended such as the Open Streets initiative, the Meet Your Neighbour Initiative in Strandfontein and the adventure cycle tours.

Mitchell's Plain is home to 3 world class swimming baths, 2 beautiful tidal pools. Khayelitsha's Monwabesi Resort and the Blue Waters Resort are 2 stunning resorts that hold their own internationally.

Strandfontein Pavillion's beach is a Blue Flag beach, but we are also home to the 9Miles beach, the Blue Waters Beach and the Mndandi Resort.

Mitchell's Plain – A Caring Community grounded in Faith



9Miles project
Going the Distance...

We are a caring community with many initiatives started and run by the residents without any government support. Sher'Neil and Nigel Savel, Not For Profit company, 9Miles Project, have demonstrated the power of Public Private Partnership at the Strandfontein Pavillion. Their operation successfully provides a real alternative to the youth of the area through life skills coaching and through teaching them to surf. The area that they occupy and maintain within the Strandfontein Pavillion is the only area that is not declared derelict and a danger to the public. They are largely funded through international donors.

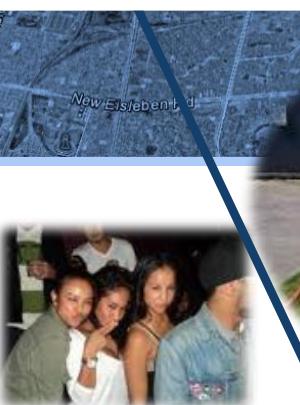
Solomons Haven in Beacon valley feeds hundreds of families and is the only orphanage in Michell's Plain. This is also a privately funded facility that is supported by the local business community and the church groups from the area. We have Victory Outreach programs, Food Sustainability Programs and so much more – all funded through the community's own efforts and resources.

The best way to understand our community is in the fact that you cannot go for 500m in any direction without bumping into a place of worship. Our Pastors, Priests and Imams ensure that our community is strongly grounded in the principles of Servant Leadership and caring for your neighbour.

Mitchell's Plain is still that area where you know the neighbours by name. Where the street within which you live looks out for you and your children.

We understand that there are negative aspects, that creep into the media, but these are all issues that are being addressed. We are acutely aware of the problems, but we also understand that if we focussed on the good the "Light" that is cast from the good we build on will cast away the shadows and remove the darkness.

Mitchell's Plain Entertainment Scene.



We are home to some of the best entertainment that the City has to offer. There has never been a single negative review of The Grill Father, Las Vegas Lounge or Premium Bar. The Comedy Club and the Battle of the Bands events at Premium bar are well attended from all suburbs across all race groups and the Thursday night Klawejas, Dominoes and Darts events at Las Vegas Lounge are some of the best nights of fun you can ever have.

Emo & Luqmaan Adams, Alistair Isobell, Waseef Pikaan, Fagri Isaacs (The Boys), Demitri Jagells, D'Louw and many more are all products of Mitchell's Plain, as are many other well known, internationally recognised entertainers and artists such as Peter Butler, Denise Newman and even Jonathan Butler had been a resident of Mitchell's Plain when he was growing up on the Cape Flats.

People travel across the entire city over weekends to picnic at the Westridge Gardens. We have the most efficient public transportation system with over 130,000 people passing through the main transportation hub in Town Centre when there is no pandemic and when the trains are running. The Town Centre transport hub is home to the Golden Arrow bus service, the MyCiti depot, multiple Taxi Ranks and the train station. There is also a well service e-hailing taxi industry.



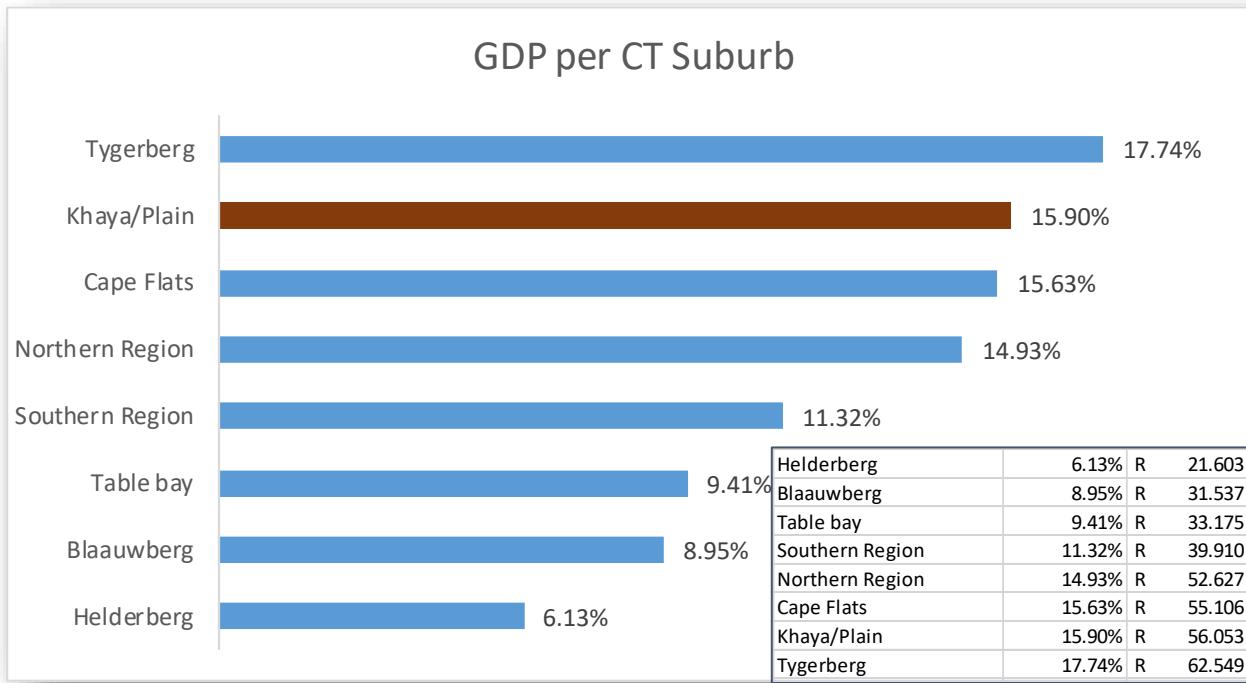
Features of Mitchell's Plain

- 9 Miles
- Blue Waters Resort
- Strandfontein Pavilion
- M'Nandi Resort
- Annual DSTV Festival
- Pro & Recreational Angling
- Town Centre Flea Market
- 17 High & 65 Primary Schools
- 5 Shopping Malls
- Lowest Cost of living
- Snoek from a bakkie for your braai
- Growing passion for the Plain
- High number of places of worship per km²
- Home to majority of "Nag Troepe"
- Home of High % of Cape Town entertainers
- Home to a Third of all labour for Cape Town
- Growing industrial & Manufacturing sector
- 83,000 commuters per day from Town Centre alone!

This is the Mitchell's Plain we know and are proud to be part of.

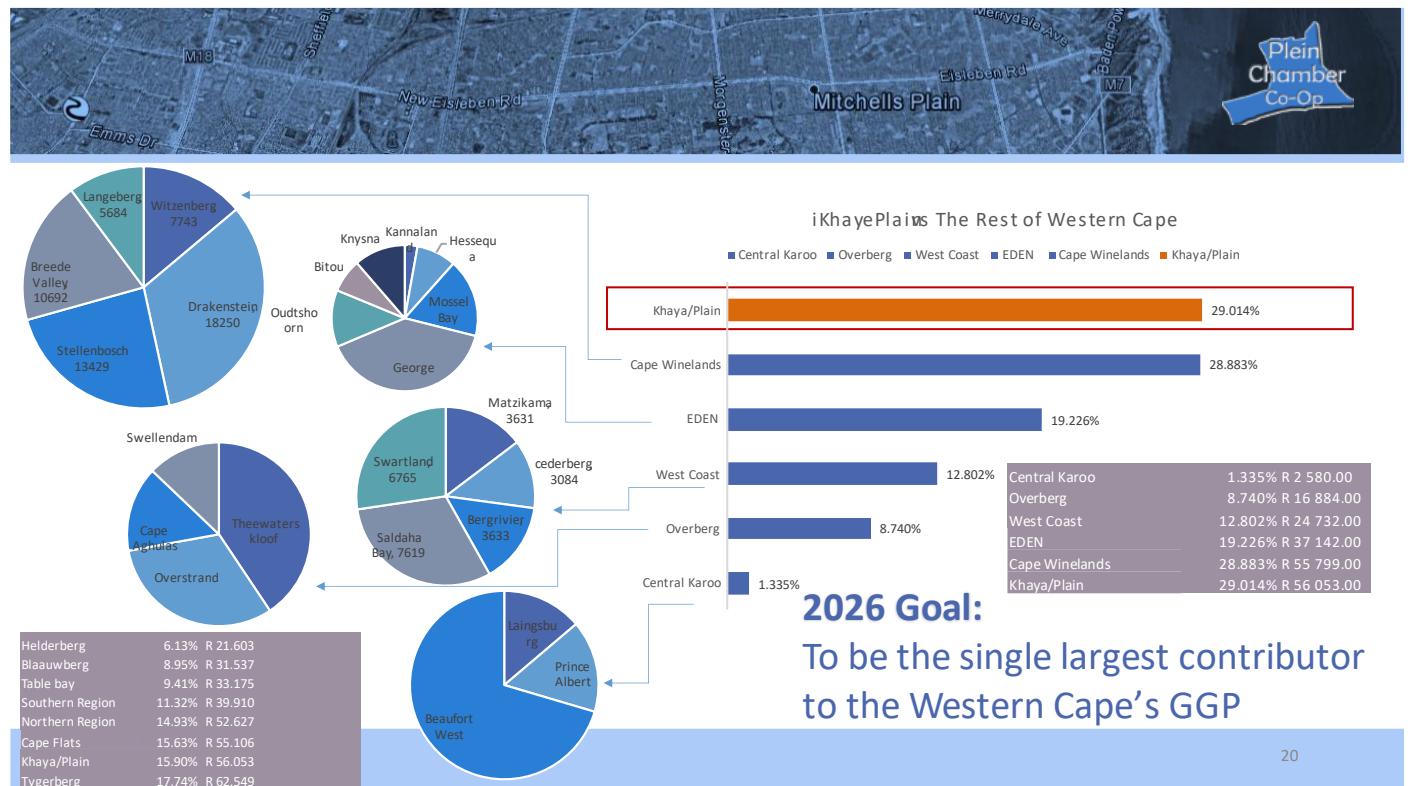
Our Economic Contribution

The following infographic was developed by Plein Chamber based on data received from Mr Nezaam Joseph from the Department of Economic Development and Tourism, Western Cape Government in 2017. It tells a fascinating story of Mitchell's Plain's contribution to GDP in comparison to the other 7 Mayoral Focus Areas of the City of Cape Town. It is based on the Joint GDP contribution of Mitchell's Plain, Khayelitsha and the whole of ward 43.



Yes, in 2017 we were the second largest contributor to the City of Cape Town's wealth based on the income taken home. This is achieved by our people without any support structures. Plein Chamber's target is to ensure that by 2030 we are clearly the largest contributor but an unquestionable margin.

As it stands, we are already a larger contributor to the Western Cape's GDP than any other municipality outside of the City of Cape Town, as can be seen in the following infographic.



The goal to become the single largest contributor to the Western Cape GDP is easily achieved and requires achievable effort. Our strategy to achieve this is built around the following objectives:

- Facilities for International Call Centre operations operational
- Incentives for companies to move offices into Mitchell's Plain secured
- Government funded Small Business Support structures in place
- A Multi-Sector Business Incubator servicing the whole of Mitchell's Plain
- Bursaries that sponsor Degree based graduate programs
- Post Grad programs to be offered in partnership with local universities
- 20 Commercial Research Programs funded
- Land for Small scale industrial parks secured in Swartklip Road (Old Denel)
- Land for mixed commercial & residential use secured in Strandfontein (Erf 1212 & Erf 1213)
- Phase 3 of a new Commercial, Retail & Business Hub to be approved and funded by April 2026
- 60,000 bed nights recorded for tourism accommodation per annum
- 3000 Learners trained in 4IR qualifications offering remote services to customers across our Fibre To The Home infrastructure
- R100 Billion worth of investment funding secured through
 - sale of shares to the community, thereby empowering the people of Mitchell's Plain and turning our community into an investor class of people
 - Tax Incentive Funding secured from the World Bank or other Development agency in partnership with WESGRO and the City of Cape Town
 - Listing of an Investment Holding company on Cape Town's own Stock Exchange

We understand and appreciate that the City of Cape Town is seen internationally as the ideal place to live, work and play. We also know that Mitchell's Plain offers a low cost of living and a high quality of life to its residents. While we have excellent infrastructure that enables Work From Home opportunities we have many other hurdles to overcome before we can actually create the opportunities for our community that will enable the growth of employment opportunities for ourselves and the surrounding suburbs.

We know and understand our constraints well. In 2017 we identified the following 11 priorities concerns

1. Zero International Call Centre operations
2. Zero Business Parks
3. Zero head offices of any listed companies
4. Zero Government funded Small Business Support physical structures
5. Zero Business Incubator Programs
6. Zero Degree based graduate programs offered
7. Zero Post Grad programs
8. Zero Commercial Research Programs registered
9. Small scale industrial parks (2 hives that are bursting at their seams)
10. High cost of land for commercial use
11. No Fibre to the Home or any reliable internet access for small businesses or home

Since then, we have successfully lobbied for free WiFi access to certain key areas. Through our engagement with Cell-C anyone walking through the Town Centre can get free WiFi by joining the ExpressWiFi SSID. This is sponsored by FaceBook and the infrastructure was installed by members of Plein Chamber. Through our lobbying and marketing efforts the business case was demonstrated that Mitchell's Plain is a worthy investment opportunity, albeit with many growing pains – to the point that the Western Cape government made the decision to move Parliament to Mitchell's Plain for the State of The Province Address in 2020. Today we have low cost wide-spread access to Fibre to the home through Vumatel.

We now have 10 priorities to work through over the next 5 years.

The major problems that we face, while daunting, are not insurmountable. We do not regard basic services as a priority, since we expect that the City of Cape Town will continue to manage the workload as effectively as they have and will continue to ensure that the work they are responsible for such as refuse collection, effective sewage management, sanitation and clean drinking water provision will continue to be provided in the same way that all employees are expected to deliver on the terms of the contracts.

We know that if we successfully address these 10 priority areas we will have addressed all of the other symptoms of a poorly functioning town such as high unemployment, high rates of crime and the other ills which some would prefer to define our town by.

City of Cape Town's Mayoral Priorities

We understand and appreciate that the City of Cape Town needs to have priorities to deliver services and that these priorities are based on some broad engagements. We understand that the common issues that the City of Cape Town needs to choose between are all covered in the IDP 2022-2027 engagement survey. The choices presented to all communities to choose from and to help prioritise are as follows:

1 Energy Security - Ending load shedding over time

Securing Electricity From IPP

Investing in Energy Storage to reduce the impact of load shedding

Enabling small scale energy generation for homes & business

Reducing Theft & Vandalism to protect the electrification infrastructure

Increasing Energy Efficiency

Reducing Cape Town's Carbon Footprint by securing renewable energy

2 Basic Services - Improving Water, Sanitation, Waste Services

Enhancing and expanding water and sanitation services in informal settlements.

Maintaining and investing in our sewer and water network.

Maintaining and investing in water and wastewater treatment facilities.

Ensuring adequate solid waste collection services for all residents.

Promoting recycling and minimising waste.

Addressing littering and illegal dumping.

Ensuring sufficient landfill capacity.

3 Safety - Making our city safer

Increasing the number of Law Enforcement Officers

Investing in technology innovation to support law enforcement and crime intelligence

Strengthening partnerships with communities and private security to improve safety

Supporting Information Driven policing and by-law enforcement

Maintaining reliable disaster management and fire rescue services

Preventing unlawful land occupation

4 Inclusive Economic Growth - Making it easier to do business and create jobs

Cutting red tape to make it easier for businesses to start, grow and create jobs.

Increasing investment in basic services delivery and infrastructure.

Ending load-shedding over time.

Supporting the informal sector.

Improving safety.

5 Ensuring Accessible and safe transport

Fight for a functional rail transport system

Make walking and cycling safer and easier

Increasing road maintenance.

Improving the safety of minibus taxi passengers.

Rolling out more MyCiTi bus routes and services.

6 Increasing Access to Housing

Releasing City-owned land so the private sector can deliver more affordable housing.

Upgrading informal settlements.

Supporting micro-developers and housing entrepreneurs.

Supporting home-ownership and title deed regularisation.

Investing in safe and accessible public housing.

Addressing homelessness.

7 Providing Quality Public Spaces and Recreation Facilities

Improving quality and access to sport and recreation facilities.

Cleaning up public spaces.

Creating partnerships with residents to maintain public spaces and community facilities.

Enforcing by-laws that relate to streets and public spaces.

Improving inland and coastal water quality.

Improving public infrastructure, such as street furniture, public lighting, etc.

8 Ensuring and Excellent Customer Experience

Improving community engagement and relationships with civic organisations.

Providing a consistent and simpler customer experience, regardless of how you contact us.

Modernising and digitising government services to improve service delivery.

Upgrading fault reporting to a modern and user-friendly mobile interface.

Responding to service requests, service delivery disruptions and faults timeously.

Building stronger partnerships with communities and organisations to improve service delivery.
Expanding open data available to the public.

9 Local needs (Ward, suburb or Subcouncil)

Improving access to water and sanitation services.
Maintaining and upgrading the existing sewerage system.
Preserving the electricity supply (network and maintenance).
Increasing road maintenance.
Improving and maintaining sport and recreation facilities.
Improving and maintaining parks and open spaces.
Improving refuse removal.
Improving area cleaning.
Improving safety and security.
Improving street lighting.
Preventing flooding.
Addressing homelessness.
Providing more housing

These are all various levels of importance, depending on which ward or subcouncil you reside in.

From the contributions already received the following Mayoral Priorities have already been identified:

1. Ending load shedding over time
2. Make Cape Town safer by training and deploying law enforcement officers
3. Create new jobs by making Cape Town the easiest to do business in Africa
4. Make Public Transport work by fighting for control over railways and funding to expand the MyCity bus service
5. Do the basics better and take service delivery into the digital age so that Capetonians can live a life of dignity
6. Release state-owned land so the private sector can deliver more affordable housing for Capetonians
7. Clean up Cape Town's public spaces, streets and waterways

We agree completely that these Mayoral Priorities are important in general, and we support the Mayoral Committee in them. However, we need to respectfully emphasise that these priorities are non-negotiable service delivery items that are considered for maintenance purposes. There are no growth and development goals and nothing which talks to the addressing of the real issues facing the people of Mitchell's Plain.

Mitchell's Plain's Priorities

Plein Chamber has made it clear to the DA Constituency head, Mr Ricardo MacKenzie, the previous Mayor Ald Dan Plato, the Premier Allen Winde and all other leadership that while our priorities are non-negotiable, they do conform to all 5 of the Pillars upon which the City of Cape Town has built their strategy. The Mayoral Priorities the City of Cape Town can be seen to be in harmony with our priorities, but what is essential is the purpose of our prioritise.

The priorities of the people of Mitchells Plain are based on the deep desire to solve our own problems and to develop a deep sense of pride in our own community built on the basis that we are a capable people perfectly able to demonstrate that, with just the City's blessing and with land released to our people, we will be able to contribute as effectively to all of the pillars and priorities of the City of Cape Town's strategy while also creating hope and opportunities.

We started with the assumption that the people of our community are the best people to chart out a path that helps our community become a role model for other communities.

We have also assumed that we have a deeper and more nuanced understanding of our environment that some external consultant who is parachuted into our community, armed with a set of economic development tools. We are home to enough talent who are more than sufficiently capable.

We have broad support from all the ward councillors. Councillor Elton Jansen is in fact a founding member of the chamber and has been our first and longest standing sponsor and mentor. Cllr Danielle Christians is in support of our vision to develop our coastline and has been a major champion of these initiative for almost 3 decades. Even the newly elected Cllr Ashley Potts is eager to work closely with us.

The investment community is eager to participate, and our own community is eager to buy shares in the investment company we are establishing that will drive all development in Mitchell's Plain.

We have asked for decades for our dreams to be recognised in each consecutive IDP – to no avail. We know that this time the City of Cape Town is as excited to be part of our dreams as we are and we welcome the show of support that we have already received from executive within the city such as Ald James Vos, Mr Lance Greyling, Mr Carlo Vissie, Mr Nigel Titus and many others. We are so excited that Mr Nigel Titus has at last also offered to commit a consultant to us to assist us with the development of a Mitchell's Plain specific IDP that will be in harmony with the overall City of Cape Town's IDP.

In Conclusion

We are eagerly looking forward to engaging with all of our ward councillors and with the subcouncils to ensure that the vision of the people of Mitchell's Plain is enshrined in the next IDP that takes our town to our 50th Anniversary in April 2026.

It is especially important for the City of Cape Town to understand the significance of that year because it will also be exactly one century since a series of crippling acts were passed that severely limited the ability for our community to flourish and grow.

It is our hope that the IDP 2027 will ensure that our priorities are not just recognised but in fact become a central driving feature of a development strategy as a pilot for all other communities similar to Mitchell's Plain.

Plein Chamber has, over a 5-year period, reached a point where we have established to foundation upon which the future of our community can be rebuilt as a culturally rich, diverse community, home to all race groups, income groups and religious groups that live in harmony. By 2027 Mitchell's Plain will be a well-established town that everyone will aspire to be a resident of.

We will work with our sub councils to run a series of workshops during February and March to ensure that we have a broader and fresher understanding of what the people of Mitchell's Plain dream our world will look like when we turn 50 and will ensure that those dreams are enshrined in the City of Cape Town's IDP.

We look forward to working closely with amazing leaders such as our new Executive Mayor, Ald Georgin Hill-Lewis, our Deputy Executive Mayor, a son of Mitchell's Plain, Ald Eddie Andrews and with all the ward councillors of Mitchell's Plain as we have defined Mitchell's Plain to be.

We are especially grateful to Cllr Elton Jansen for his continued insights, mentorship and guidance.

Author: Séan Achim

Chairman & CEO
Plein Chamber Primary Coop