



Yeoville Performance Survey 2006

Prepared for the JDA by

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1. INTRODUCTION

The Yeoville Rockey/Raleigh Street precinct has historically been an important residential, retail and entertainment centre in Johannesburg. It is also a vital connection between the Inner City and the northern and eastern suburbs of Johannesburg. However, the precinct has been under pressure for some years due to urban sprawl, which has led to the physical degradation of the public environment, inappropriate, land uses, and illegal activities associated with crime and grime. This deteriorating situation has created negative perceptions and contributed to serious disinvestment. The JDA has been tasked with revitalising the precinct and proving the environment which will be conducive to further development.

The JDA's Urban Design Framework and Development Feasibility Study (2003) states that the regeneration of the area is focused on reversing the current declining physical, economic and social conditions. At a precinct level, it is envisaged that the regeneration of Rockey/Raleigh Street precinct will achieve

'A revitalized High Street attractive to all age groups sustained by a high quality, vibrant and viable mixed use area comprising amongst other opportunities retail convenience shopping and well maintained family entertainment and recreation facilities and services, which will have as its patrons a multicultural local and sub-regional community'

Regeneration of the precinct will further achieve the following:

- restore High Street as the symbolic heart and soul of Yeoville and its adjacent communities;

- enhance the civic and commercial vitality of the High Street in the Yeoville community;
- create a safe and secured environment, which is attractive to new investment;
- create a place for new economic opportunities;
- improved traffic circulation on the High Street and its environs;
- improved parking provision and traffic operations;
- provision for better and integrated vehicular and pedestrian movement;
- recover street sidewalks for public movement and activity;
- rationalization of land use mix and compatibility of activities;
- improved environmental quality’
- improved safety and security for the community;
- creating an environment with improved pedestrian safety;
- an environment that reflects the new Pan-African demographic make-up of the area; and
- regeneration of the High Street must take place with minimum displacements of especially the small medium enterprises.

This report builds on the baseline data developed in previous reports for the Yeoville upon which performance targets will be based. The actual survey was conducted on businesses in the area during April 2006.

2. Yeoville Trend Data

2.1 RSC Levies

The table below presents the data for the RSC (Regional Services Council) levies for Yeoville. The data is important as these taxes are levied upon business turnover and their salary expenditure. As a result it gives an indication of trends as regards business activity and employment levels in the Inner City. It should be cautioned, however, that RSC levies are notoriously volatile. Nevertheless, it remains a useful guide. RSC on turnover shows a decline whilst that on salaries shows improvement over this period.

RSC Levies for Yeoville

Year	Turnover	Salaries
2004	423,463.32	189,551.35
2005	260,106.78	209,442.00

2.2 Building plans

As regards building plans ~ no satisfactory data on building plans has been received for 2005.

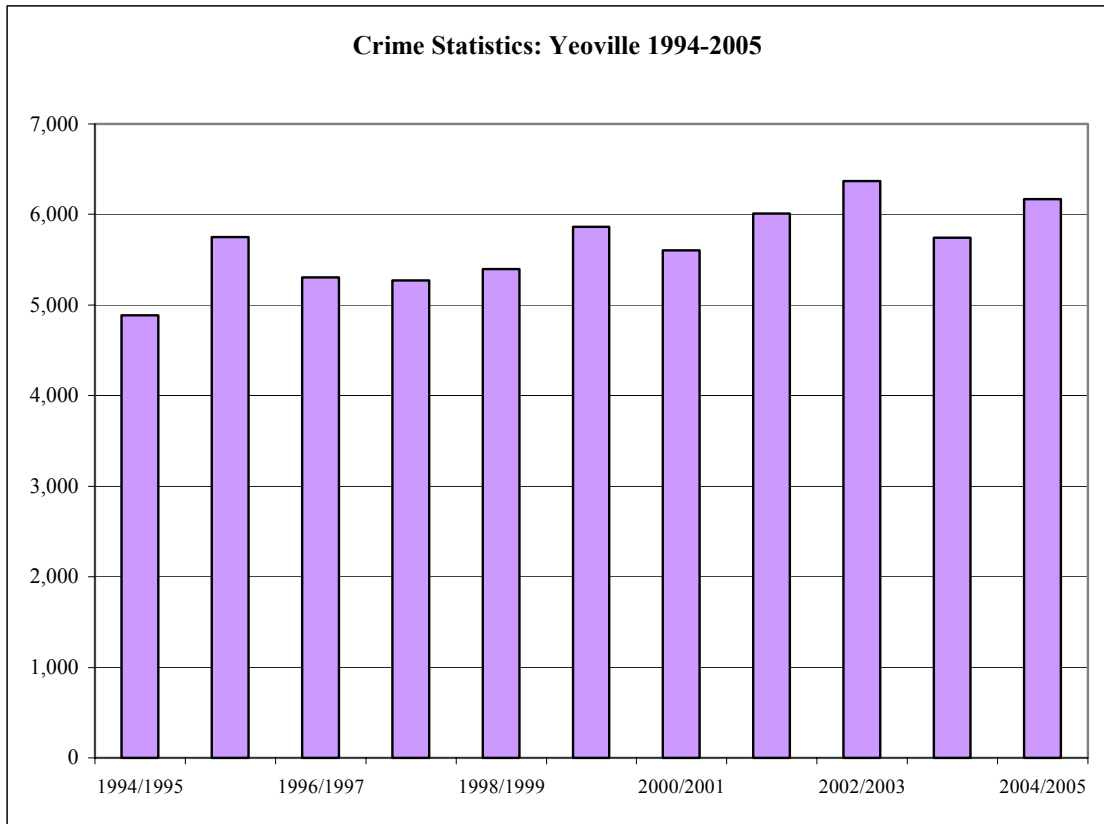
2.3 Crime Data

The SAPS crime statistics for 2005 shows a slight increase in crimes reported as compared to 2004. However, the crime reported has not reached the highs of 2003. It is of concern that overall crime rates have not decreased as witnessed in other areas surveyed in Johannesburg. Of particular concern is the substantial rise in forms of assault and residential burglary, which may account for the negative perceptions seen in the survey below.

Crime Statistics: Yeoville 1994-2005

Crime Category	April to March										
	94/95	95/96	96/97	97/98	98/99	99/00	00/01	01/02	02/03	03/04	04/05
Murder	16	11	20	22	32	30	26	35	30	19	20
Rape	19	30	40	56	57	65	49	72	79	78	69
Attempted murder	24	20	31	32	30	45	46	55	90	55	49
Assault with the intent to inflict grievous bodily harm	66	86	95	96	167	214	230	274	323	450	526
Common assault	292	294	299	246	249	325	385	374	463	530	721
Robbery with aggravating circumstances	209	295	330	395	603	841	836	1,003	1,131	944	912
Common robbery	104	247	219	300	401	441	382	348	346	278	313
Indecent assault	4	8	3	6	4	10	11	9	11	7	14
Kidnapping	4	2	11	16	10	16	14	12	5	8	6
Abduction	0	3	4	0	1	1	2	2	15	13	13
Neglect and ill-treatment of children	1	0	0	2	1	2	0	3	11	25	20
Culpable homicide	4	7	5	7	3	1	5	6	3	1	3
Public violence	0	0	2	0	1	4	0	0	0	2	1
Carjacking (Sub Category of Robbery Aggravating)	-	-	90	104	94	93	89	106	206	143	132
Truck hijacking (Sub Category of Robbery Aggravating)	-	-	23	17	16	22	8	9	0	1	1
Bank robbery (Sub Category of Robbery Aggravating)	-	-	3	2	1	2	0	1	0	0	0

Robbery of cash in transit (Sub Category of Robbery Aggravating)	-	-	0	0	0	0	0	4	0	2	0
House robbery (Sub Category of Robbery Aggravating)	-	-	-	-	-	-	-	-	192	170	135
Business robbery (Sub Category of Robbery Aggravating)	-	-	-	-	-	-	-	-	21	8	14
Arson	5	7	4	5	8	6	17	12	6	8	9
Malicious damage to property	497	616	466	431	382	384	355	372	433	375	392
Crimen Injuria	41	42	29	19	18	22	39	18	27	28	34
Burglary at residential premises	786	866	714	611	774	766	812	877	631	621	809
Burglary at business premises	52	74	105	81	62	84	82	74	40	27	19
Theft of motor vehicle and motorcycle	629	585	639	792	596	419	308	281	182	166	192
Theft out of or from motor vehicle	1,223	1,651	1,119	1,114	837	900	675	699	802	459	440
Stock theft	0	0	0	0	0	0	0	0	0	0	0
Illegal possession of firearms and ammunition	11	19	19	20	27	19	33	34	59	46	29
Drug related crime	144	72	76	52	29	58	63	49	38	34	46
Driving under the influence of alcohol or drugs	37	26	53	40	30	38	29	39	36	36	75
All theft not mentioned elsewhere	569	576	644	564	684	836	900	990	904	948	929
Commercial Crime	76	98	118	142	160	132	96	83	106	133	111
Shoplifting	73	115	145	98	118	86	111	168	179	127	135
TOTAL	4,886	5,750	5,306	5,270	5,395	5,862	5,603	6,009	6,369	5,742	6,172



3. Yeoville Survey Methodology

Objective: This section presents the results from a survey that was conducted on businesses operating in Yeoville. The purpose of the research was to gain an understanding of perceptions of Yeoville by businesses operating in the area. This was done in an effort to monitor the perceived success of the JDA's interventions in the study area.

Methodology: The survey was conducted during April 2006. Trained students were sent out to designated areas within Yeoville to administer the questionnaires. About 60 questionnaires were completed in this manner. The data from the surveys was then captured and analysed.

Limitations of methodology:

- Whilst every effort was made to ensure that the questionnaire was completed by the intended person (Senior Manager or Owner), in a few questionnaires it may have been completed by a less informed person.
- The respondents may not always have given the survey the necessary effort and attention that it required which may have led to some poor responses.
- Convenient sampling has some shortcomings in terms of representativity.
- The Yeoville study area for the proposed City Improvement District zone is bounded by the following roads:
 - Hopkins Street in the South; Hunter Street in the North; Harrow Street in the West; and De la Rey Street in the East

4. Survey Results

4.1 Business Confidence

The first part of the questionnaire develops a business confidence index for Yeoville as per the methodology that has been employed in the Johannesburg Inner City since 2002. Yeoville 2006 results are compared with those for 2005 and 2004.

The overall index score for the year 2006 in Yeoville is 48.3 which is marginally up on 48.1 in 2005, but still well up on the figure of 39 in 2004. This is positive in the it shows that Yeoville is maintaining the progress made in previous years.

The responses to the following questions were as follows:

- Over the past year I have noticed an improvement in the management of Yeoville: only 22% agreed (although a good increase over the 16% of 2005), 18% were neutral (32% in 2005) and the rest disagreed. It scored a 40 on the scale – up from 37.9 in 2005.
- Over the past year I have noticed an improvement in the cleanliness of Yeoville: 7% agreed (18% in 2005), 13% were neutral and 63% disagreed. It scored a 27.5 on the scale (37.9 in 2005).
- Over the past year I have noticed an improvement in the orderliness of Yeoville: 20% agreed, 38% were neutral and 41% (down from 52% in 2005) disagreed. It scored 44.2 on the scale up from 38 and 33 in 2005 and 2004 respectively.
- Over the past year I have noticed a decline in the crime rate in Yeoville: 10% agreed (down from 18% last year), 8.3% were neutral, and 81.6% disagreed with this statement. It scored 25.0 on the scale – the lowest scale score for Yeoville down from 33.5 in 2005.
- Over the past year my resolve to remain based in Yeoville has risen: 26.7% agreed with this statement, 55% were neutral and 18.3% disagreed (down from 28% in 2005). It scored a 52.1 compared to 50 in 2005.
- Over the past year I have become more positive/optimistic about Yeoville: 28.3% agreed with this statement, 56.7% were neutral and 15% disagreed. 53.3 on the scale much the same as 53.6 in 2005.

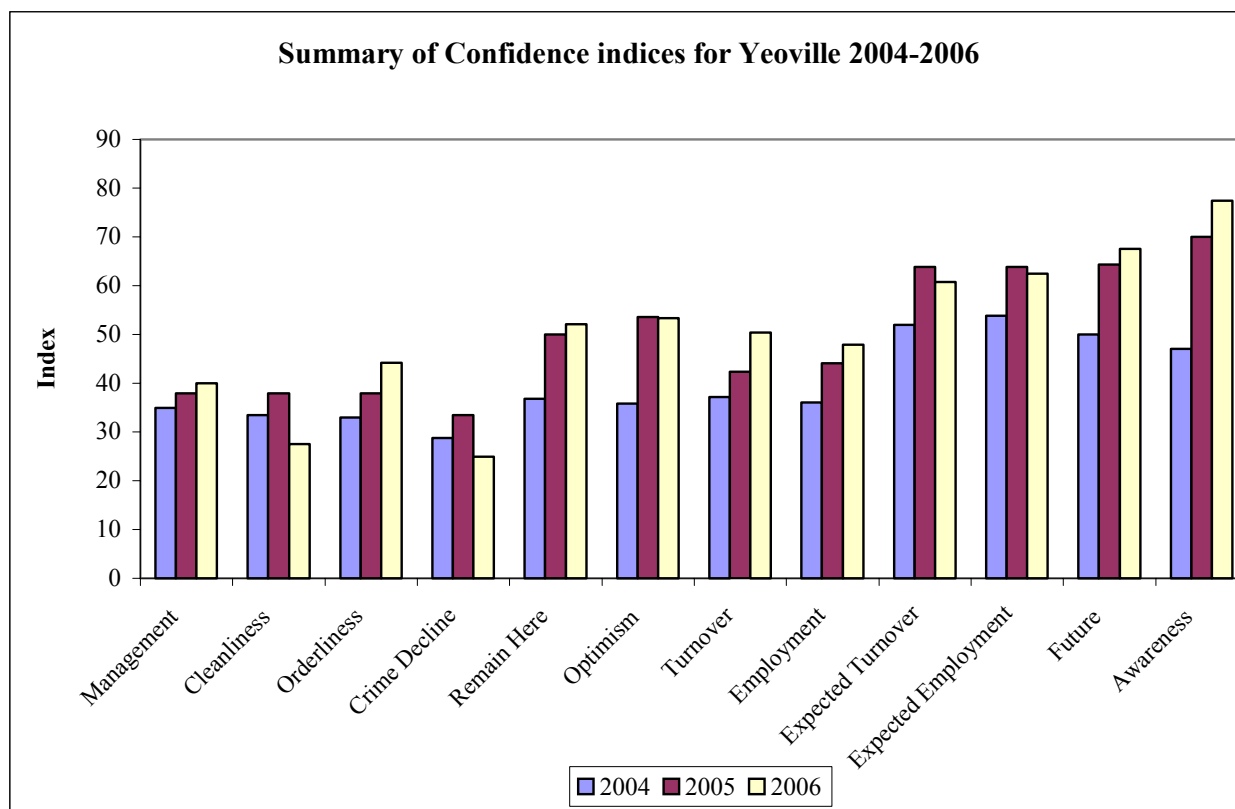
- Over the past year my business turnover has risen: 15% disagreed, 16.7% agreed (down from 36% in 2005) and the rest were neutral. 50.4 on the scale, which is well up on the 42.4 in 2005.
- Over the past year my employment levels have risen: 8.3% agreed, 75% were neutral and 16.7% disagreed. It scored 47.9 on the scale compared to 44.1 last year.
- Over the coming year I expect my business turnover to rise. 48.4% of the respondents agreed (64% in 2005), 45% were neutral and 6.7% disagreed (11% in 2005). It scored 60.8 on the Yeoville scale compared with 63.8 in 2005.
- Over the coming year I expect to increase my employment levels: 56.7% agreed (62.5% in 2005), 35% were neutral and 8.3% disagreed with this statement. 62.5 on the scale – 63.8 in 2005.
- Over the coming year I am optimistic that things will improve (crime, grime etc) in Yeoville: 65% agreed (similar to 69.6% in 2005), 31.7% were neutral, whilst 3.3% disagreed. It achieved a result of 67.5 on the scale (the highest on the scale for Yeoville). Last year the scale was 64.3.
- Finally, we have an awareness proxy. It is made up of four questions related to the awareness of improvement districts, perceived success of these districts, and awareness of the JDA and its projects. It scored 77.4 on the index for Yeoville up from 70 in 2005.

In summary, Yeoville is continuing to show signs of improvement. All the indices were similar to 2005 and still well up on 2004. In particular, respondents continue to be optimistic about their future in Yeoville. Respondents have indicated an improved impression of the management and orderliness of the Yeoville precinct. The confidence indices showing the greatest decline were cleanliness and crime. The SAPS statistics verify the fact that there does seem to have been a slight increase in crime.

A summary and juxtaposition of these results with the previous two years is presented below.

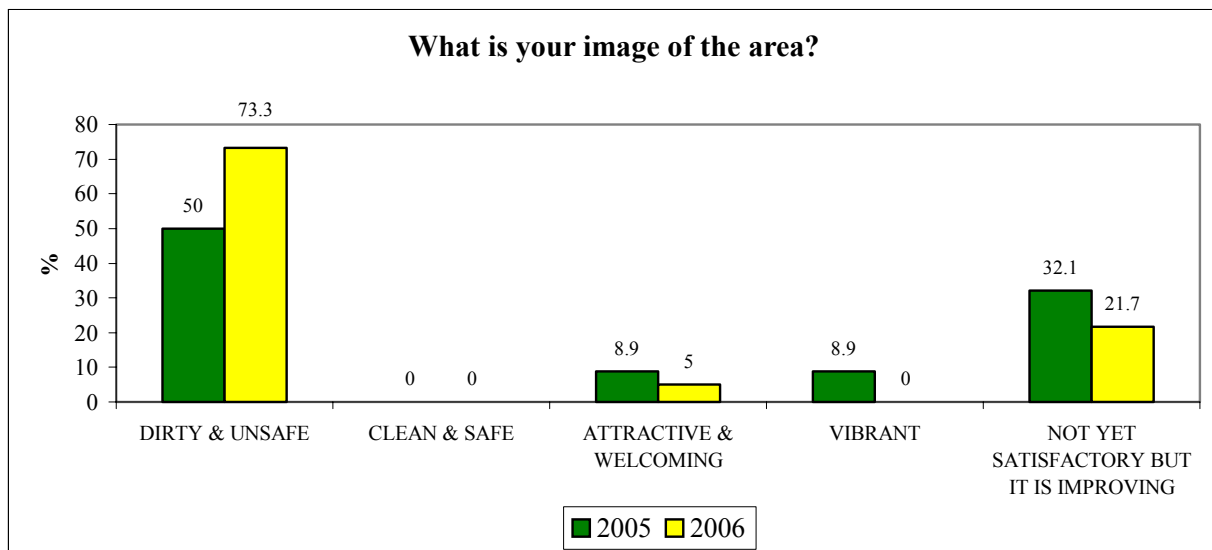
Summary of confidence indices for Yeoville 2004-2006

Index	Yeoville 2004	Yeoville 2005	Yeoville 2006
Management	35	37.9	40
Cleanliness	33.4	37.9	27.5
Orderliness	33	37.9	44.2
Crime Decline	28.8	33.5	25.0
Remain Here	36.8	50	52.1
Optimism	35.8	53.6	53.3
Turnover	37.2	42.4	50.4
Employment	36	44.1	47.9
Expected Turnover	52	63.8	60.8
Expected Employment	53.8	63.8	62.5
Future	50	64.3	67.5
Awareness	47	70	77.4



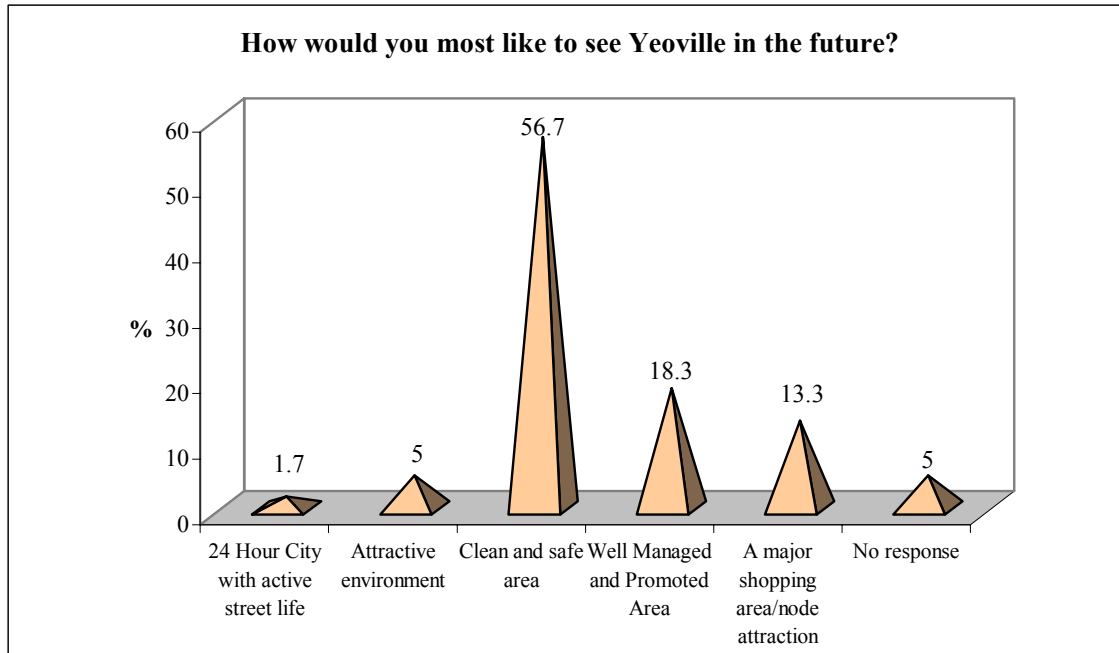
4.2 Yeoville Image

- 73% of respondents maintained that their image of Yeoville was that it was dirty and unsafe (compared to 50% in 2005). A further 22% argued that it was not yet satisfactory.



- Only 6.7% (14% in 2005) felt that there was **not** enough entertainment in Yeoville clearly demonstrating that Yeoville is still an important entertainment centre.
- 56% do not believe that the current variety and choice of shops is adequate in Yeoville, only 7% believe that it is adequate and 35% that it is improving. As with last year's survey there was a strong interest in having more of the large chain stores such as Pick 'n Pay, Woolworth, Edgars, CNA, Steers and more banks.

Respondent were asked how they would like to see Yeoville in the future. The responses showed that 57% of respondents felt they would like to see a clean and safe place; 18% as a well-managed and promoted area; 13% as a major shopping node.



4.3 Economic Health

- Businesses were asked which single attribute of Yeoville do they feel has the most positive effect on their business and draws the most people to the area. The most frequent responses are listed below and are much the same as the last two years. There is also a sense that the numbers of people visiting the area has increased:
 - Large residential population
 - Busy thoroughfares of Rockey/Raleigh Street
 - Diversity of people/cosmopolitan and the sense of community
 - The vibe of the area
 - The entertainment in the area
 - Central location relative to Johannesburg CBD and Eastgate.
 - Time Square and the Yeoville market

- As regards the most negative effect on their business. The overwhelming biggest negative response was crime. The following responses are presented in order of frequency:
 - Crime and Grime
 - Informal hawkers
 - No visible policing
 - Illegal Immigrants

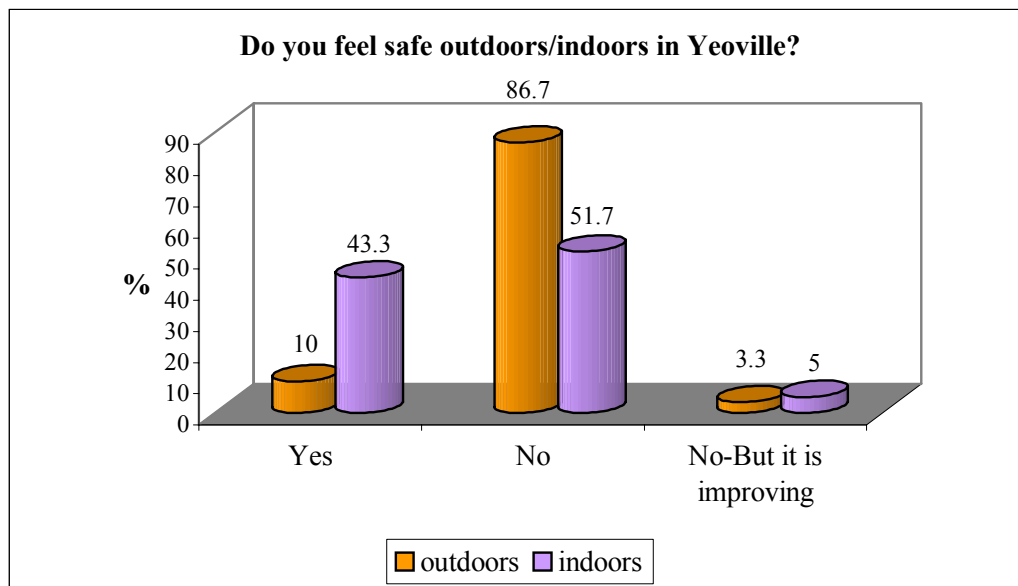
- Respondents were asked what public sector improvements would most improve the economic health of Yeoville. The responses in order of frequency were as follows –the results again follow the trend of previous years:
 - Greater security presence
 - Cleaner public environment
 - Capital upgrading of existing buildings
 - Promotion and Marketing
 - Additional parking

Respondents were asked why they were located in Yeoville and the responses included:

- Entertainment
- Historical reasons – family and friends in area.
- Diversity of people
- Improving area.
- Busy business area
- Cheaper properties and rentals.

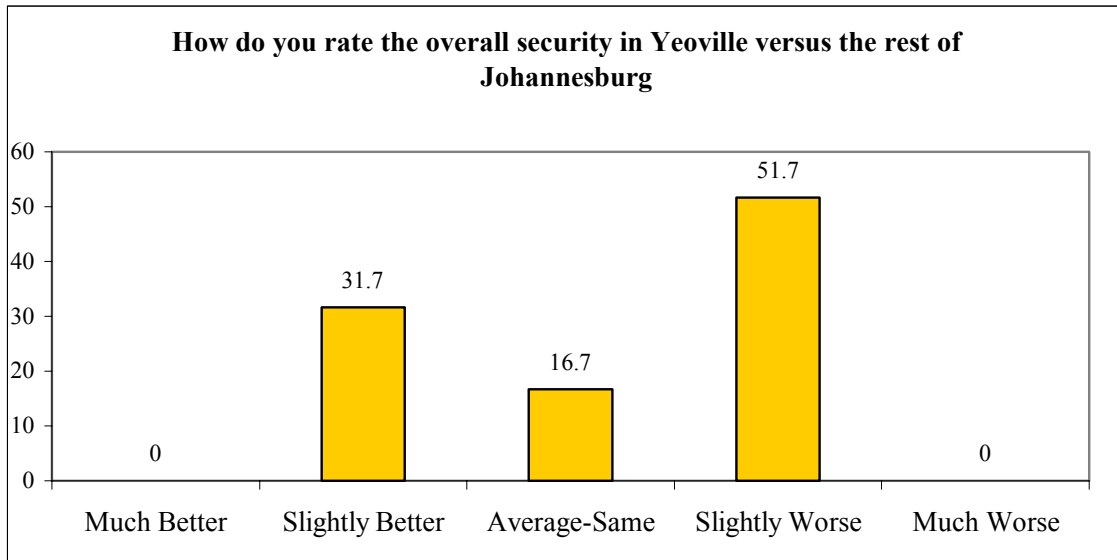
4.4 Safety and Security

- 86% of respondents do not feel safe outdoors in Yeoville (up from 55% in 2005), whilst a further 3.3% do not feel safe but do believe it is improving.
- 51% do feel safe indoors in Yeoville (in line with last year).



- 70% of respondents believe that crime has increased in Yeoville in the past year (up from 41% in 2005), and 17% that it has not increased.
- About 82% of respondents stated that current policing initiatives were not effective in Yeoville (up from 41%). A further 13% felt that they were not yet effective but that there was improvement.
- When asked to rate the overall security situation in Yeoville versus the rest of Johannesburg, 17% felt that it was about the same (34% in 2005), 32% (16% in 2005) felt that it was better and 51% that it was worse (46% in 2005).

- These negative crime sentiments are verified by the increase in actual crime reported to the SAPS especially as regards assault and residential burglary.

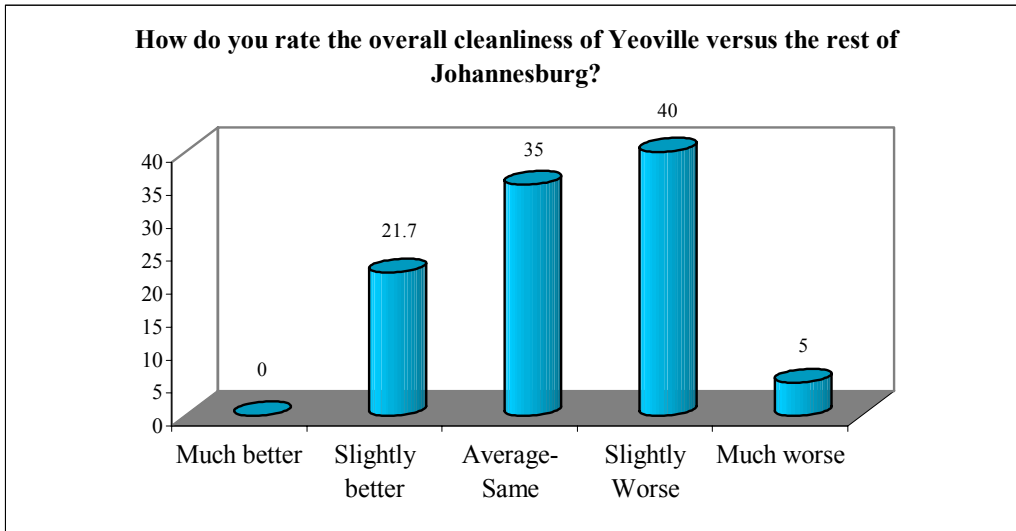


- As with previous years the majority of respondents maintain that they would feel safer in Yeoville if there were a more visible police and security presence. Some also feel that there should be greater community involvement to make Yeoville safer.

4.5 Appearance

- 78% of respondents felt that street and pavement lightening in Yeoville was inadequate whilst only 3% felt that it was adequate. The rest responded that it was improving.
- 70% of respondents argued that litter on pavements was a major problem in Yeoville and 13% that it was a problem but that there were signs of improvement. Only 30% stated that illegal posters and graffiti was a problem in the area whilst another 26% mentioned that it was a problem but was improving.
- 63% (48% in 2005) of respondents stated that refuse removal had improved over the past year in the area.

- When asked to rate the overall cleanliness of Yeoville versus the rest of Johannesburg, 22% of respondents felt that it was better (11% in 2005), 35% that it was about the same (41% in 2005) and 40% that it was worse (48% in 2005).



4.6 Informal Trading

- 82% of respondents supported the concept of informal trading in principle (73% in 2005).

- 95% felt that the relocation of informal trading to designated areas has had a positive impact on Yeoville. When asked why they felt this would have a positive impact, the reasons included the familiar ones of:
 - Lessen overcrowding on pavements
 - Increase orderliness
 - Cleaner pavements and less hindrances
 - More fair trade
 - Created a designated market for hawkers products

4.7 Marketing

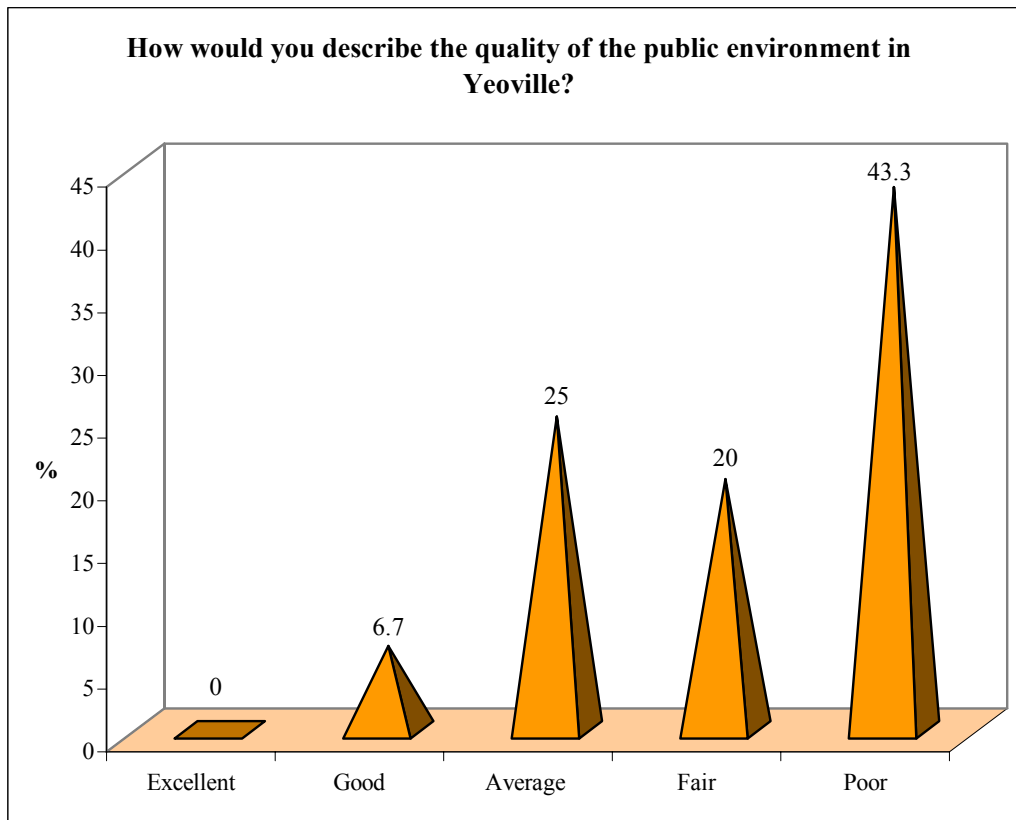
- An overwhelming 98% stated that it would be beneficial to have events to attract people to the area. 35% felt that these events should take place over weekends, 23% during lunch hours, 18% at month end and 3% during weekdays.

4.8 Transportation

- 98% stated that parking was a problem in Yeoville.
- 88% feel that the development of a formal taxi rank will have a positive impact whilst 10% did not believe that it would impact positively.
- 43% perceived the public bus system in Yeoville as average and 35% as positive.
- 45% of the respondents rated the standard of road signage in Yeoville as better than the rest of Johannesburg. 35% rated it as about the same, whilst 18% rated it worse.

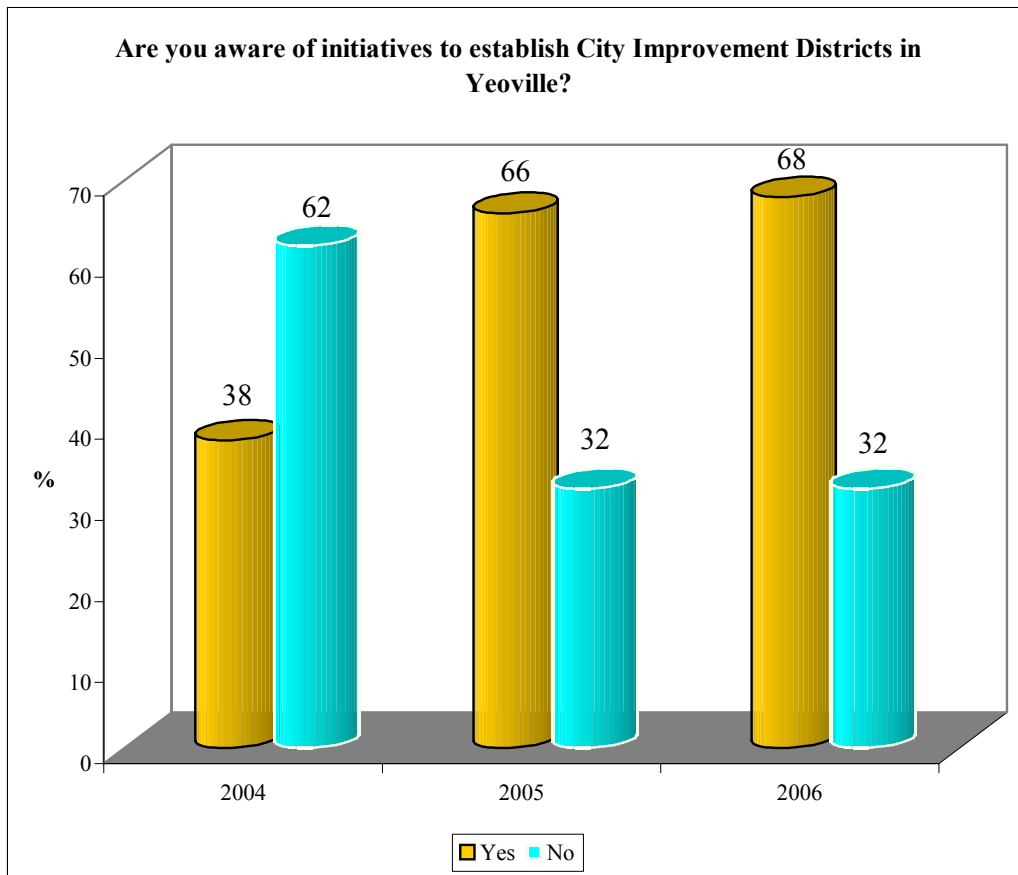
4.9 Public Environment

- 47% of respondents felt there were not enough public facilities in Yeoville (public toilets, bus shelter, public seating etc). The most frequently requested facilities by the respondents were for bus shelters and public seating.
- Only 7% described the quality of the public environment in Yeoville as good or excellent, 25% as average and almost 68% as fair or poor. 78% argued that there were not enough natural elements (such as parks, trees etc.).

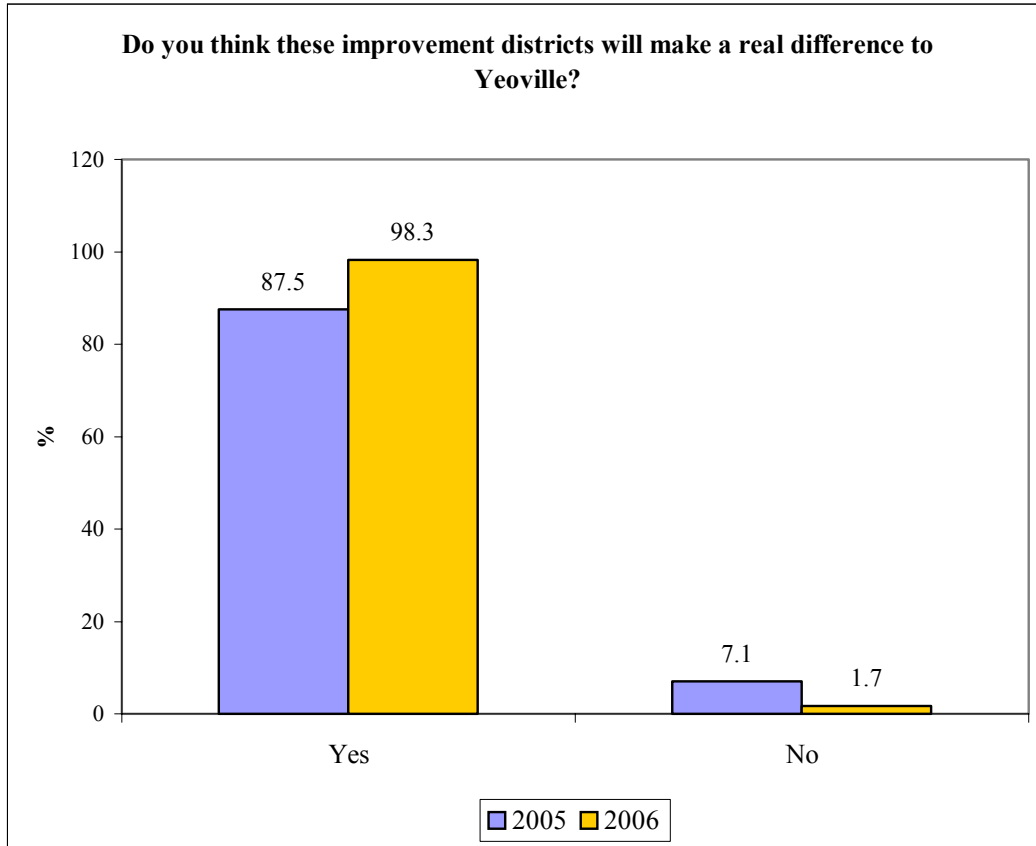


4.10 City Improvement Districts

- Awareness of the initiatives to establish city improvement districts in the Yeoville area amongst respondents has grown slightly– 68% awareness compared to 66% last year.

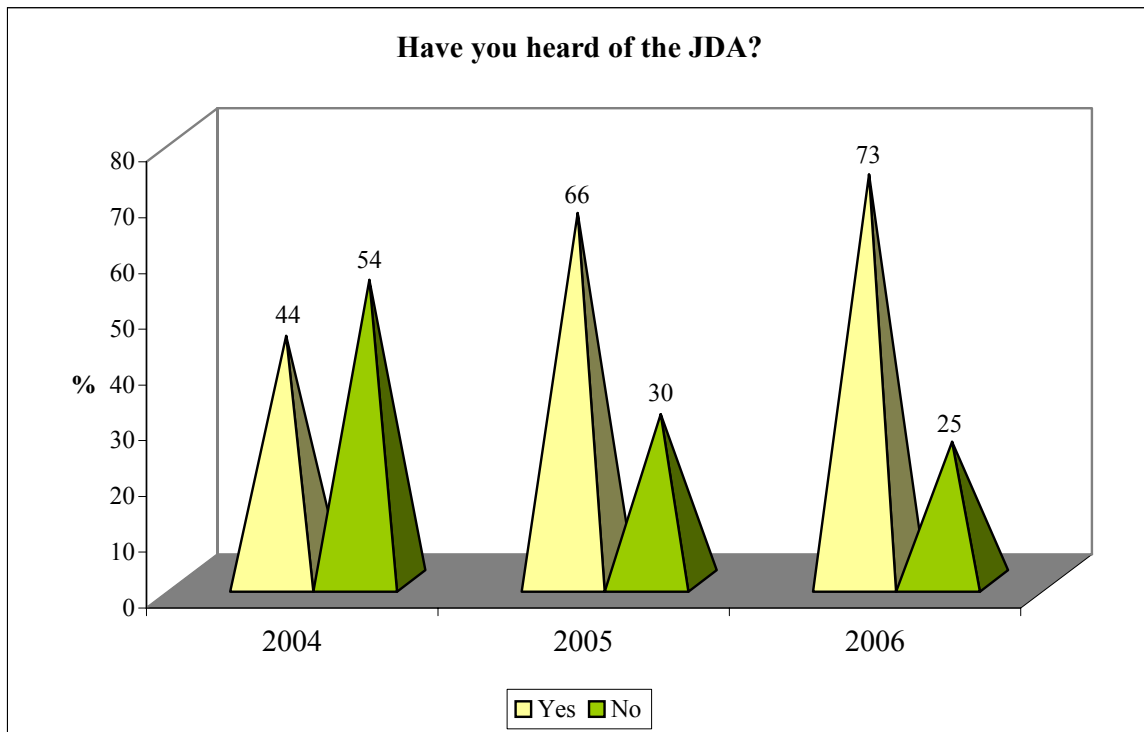


- An overwhelming 98.3% thought that these improvements districts will make a real positive difference to the Yeoville environment – up from 87.5% in 2005.



4.11 The Johannesburg Development Agency

- Awareness of the Johannesburg Development Agency has continued to grow over the past year – 73% awareness compared to 66% in 2005. 17% had dealings with the Johannesburg Development Agency and just under half of them were satisfied with the service that had been provided by the Agency. When asked whether they felt confident that the Johannesburg Development Agency had the capability to manage projects in Yeoville, 95% said yes (sharply up on 2005 at 73%), 3.3% said no. 32% of respondents were not aware of the initiatives and projects planned to improve conditions of Yeoville which is down from 55% in 2005.



4.12 Conclusion of survey

Respondents were lastly asked a number of open-ended questions regarding developments in Yeoville.

1. What has been the most positive development in Yeoville in the past two years? The responses with the highest occurrence are listed below
 - Public toilets
 - Cleaner streets and pavements
 - Renovation of flats
 - Yeoville Market
 - Increased police presence
 - Better street lights

2. What has been the most negative development in Yeoville in the past two years?
 - Crime and grime came up once again overwhelmingly
 - Poverty

3. What does the JDA need to address most urgently in Yeoville?
 - More crime reduction
 - Cleanliness
 - Hawkers
 - Renovate dilapidated buildings

In summary, this year's survey illustrates a much greater awareness of the JDA and its plans for the area. Crime and grime have actually become more of a concern to respondents and there is a clear sense of frustration that delivery is not fast enough as expectations have been raised. On a positive note, questions relating to future plans and optimism for the Yeoville elicited positive responses and these indices are generally up on last year. People are more optimistic about the future than in 2005. It will be important that people continue to see improvements if they are to maintain a positive outlook.

5. Targets on Survey

Outcome	Target	Performance
<ul style="list-style-type: none"> <li data-bbox="279 905 613 1050">▪ <i>Increased Overall Business Confidence in Yeoville as a result of JDA activity</i> <li data-bbox="279 1249 613 1386">▪ Satisfaction levels regarding crime rate and cleanliness in the City Centre 	<ul style="list-style-type: none"> <li data-bbox="613 905 857 1071">▪ Baseline: September 2004 Confidence Index <li data-bbox="613 1071 857 1207">▪ Target: 10% increase by January 2006 <li data-bbox="613 1249 857 1354">▪ Baseline: September 2004 survey <li data-bbox="613 1354 857 1491">▪ Target: 10% increase by January 2006 	<ul style="list-style-type: none"> <li data-bbox="857 905 1344 1071">▪ An increase from 39 in 2004 to 48.1 in 2005 and 48.3 in 2006 on our index – a 23% increase on the 2004 base which meets the target set. <li data-bbox="857 1249 1344 1386">• Cleanliness satisfaction index rose from 33.4 in 2004 to 37.9 in 2005 but fell to 27.5 this year – not meeting the target. <li data-bbox="857 1428 1344 1564">• Crime satisfaction index rose from 28.8 in 2004 to 33.5 in 2005 but fell to 25 this year – not meeting the target. <li data-bbox="857 1606 1344 1743">• Actual crime data: dropped from 6,369 in 2003 to 5,742 in 2004 but rose to 6,172 in 2005.