ON TREND: THE RISE OF THE CBD’S SNEAKER CULTURE

PULL-OUT-AND-KEEP
SHOW YOU CARE WINTER DRIVE SUPPLEMENT: THE TOUGH TIMES

CBD attracts billion-rand hotel developments

Fun activities to do this winter in the CBD

CCID 24-hour control centre
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SAFE, CLEAN, CARING AND OPEN FOR BUSINESS
CityViews

IS A FREE CAPE TOWN CENTRAL CITY COMMUNITY NEWSPAPER PUBLISHED BY THE CAPE TOWN CENTRAL CITY IMPROVEMENT DISTRICT (CCID), A NON-PROFIT COMPANY IT IS THE CCID’S VISION TO ENSURE THAT THE CENTRAL CITY IS SAFE, CLEAN, CARING AND OPEN FOR BUSINESS FOR ALL WHO USE IT, WHETHER THEY LIVE, WORK OR PLAY HERE, OR ARE PASSING THROUGH.

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CityViews

SHOW YOU CARE THIS WINTER AND BEYOND
TASO EVALEVANGELIS
CEO OF THE CCID

Our collective efforts, no matter how small, have the power to make a huge difference to the lives of our streetpeople community.

This time of year can be brutal, and it is particularly harsh for our homeless community: on top of their daily challenges, they also have to contend with a cold, wet and punishing winter.

In this context, the philosophy of Jesse Laitinen, manager of strategic partnerships at Khulisa Social Solutions, one of our partner NGOs, rings true. When it comes to partnerships, her approach is straightforward: “To eat an elephant, you need a lot of hungry partners to the feast to help you, instead of trying to eat it on your own.”

Helping our homeless community in their time of need can be likened to attempting to eat an elephant on your own.

The problems loom large and the need is inescapable. However, as Jesse believes, a collective effort and knowledge-sharing by “a lot of hungry partners” is what is needed in helping those less fortunate than ourselves.

This is why we are once again appealing to you to join in our efforts through our “Show you care” campaign run by the CCID’s Social Development department to make winter a little more bearable for the truly destitute in the Central City and surrounding communities.

To this end, I urge corporates as well as individuals to be generous and open-hearted, and to get involved with the NGOs that help the homeless as our collective efforts, no matter how small, have the power to make a huge difference.

The response that we received last year was heartwarming and I am confident that once again, we can all pull together to show we care this winter to people who need it most. I am also encouraged by initiatives such as the recently launched “Make Long Street Better” pilot project, aimed at uplifting the lives of homeless individuals in Long Street by providing them with work and the means to earn a living. The pilot project was launched in April this year by Long Street Associates in conjunction with the CCID and Streetscapes, a work-based rehabilitation programme by our partner NGO, Khulisa Social Solutions.

As in previous years, we are once again putting measures in place in order to help ease the plight of our Central City streetpeople community this winter. Details of these interventions and those of our partner NGOs, as well as the various ways you can get involved, can be found in our special supplement, The Tough Times, contained in this issue.

As for our regular programming, so speak, this issue of City Views is, as usual, filled with a mix of interesting retail and event news.

Stay warm this winter, and show you care.

ASSIST IN RESTORING DIGNITY
PAT EDDY
MANAGER OF CCID SOCIAL DEVELOPMENT

Our Social Development department is launching its annual winter “Show you care” campaign in July to raise public awareness about the plight of streetpeople during the colder months. We cannot do it alone and we are asking for your assistance to help restore the dignity of our streetpeople community by donating money, warm clothing, instant food, toiletries and shoes.

Life on the street can be extremely tough and with winter in full swing and most of us hoping that it will be a wet one, providing much-needed rains, my team and I, as well as our partner NGOs, find that winter is an even more difficult period for people living on the street. They often suffer from various health issues as they struggle to find protection from the rain and cold. During this time, far greater demands are also often placed on our NGO partners as there is an increased need for additional shelter space as well as warm, dry clothing and food. Toiletries are often also in more demand as people seek an opportunity to have a warm shower.

Any support from you as members of the public in the way of above-mentioned goods, or other offers of assistance to support the work of the NGOs rendering services to the homeless community will go a long way to restore dignity and ease the difficulty of people living on the street.

#TRENDING

#InTimeToComeClean

EISH! MY BRA.
Stop littering. neh.

The 2019 #InTimeToComeClean campaign has come to an end, but the CCID’s Urban Management department still encourages the responsible disposing of litter and glass waste, and urges people to keep the Central City clean.

WE WANT TO HEAR FROM YOU.
Share your feedback by emailing simangele@capetownccid.org

ASSIST IN RESTORING DIGNITY

SINCE WE PUBLISHED THE LAST ISSUE OF CITY VIEWS:

URBAN MANAGEMENT

Identified 1 755 illegal posters
Identified 1 138 strings & stickers
Removed 954 instances of graffiti
Removed 465kg of butts in cigarette bins
Cleaned 4 293 drains
Maintained 407 tree wells
Undertook 35 road maintenance repairs
Painted 225 road markings

Handed donations received from Tsogo Sun, Preppers Club Hotel, Belemeda Mount Nelson, Clarke’s Bar & Dining Room, Mandela Rhodes Place, Innterket Industry Services and Legacy Hotels to various NGO partners

SOCIAL DEVELOPMENT

Placed 30 adults in shelters
Assisted 14 adults to homes
Assisted 8 mothers with babies
Assisted 25 adults to healthcare facilities
Referral 30 people to shelters for general services
Referral 17 clients to HIV Care and Streetscapes
Conducted 15 interventions with day strollers
Assisted 28 children with preventative services

Dealt with 92 illegal trading offences
Rendered public & vehicle preventative patrols 261 times
Responded to 130 medical insurance callouts

COMMUNICATIONS

Generated 74 clips to a media exposure value of R2 424 488.60 reaching an audience of 46 334 664 million people
Conceptualised and rolled out Urban Management’s 16 times to come clean campaign, generating media exposure of R219 828.57 reaching an audience of 13 124 866 people.

Published The State of Cape Town Central City Report 2018 – A year in review (SCCR) (see page 3) and produced 4 eNewsletters.
OPEN FOR BUSINESS

The CCID wishes these new retailers all the best in the Central City.

Q&A WITH RORY JOSSEL, OWNER OF MRKT CAPE TOWN

What is it like working in the Central City?

It’s exciting. We’re fortunate in that we’re situated in the cultural heart of Cape Town at a new Foreshore hotel, The ONYX. The area has become a new hot spot not only for corporates, but also for hotels and apartments. It’s exciting. We’re fortunate in that we’re situated in the cultural heart of Cape Town at new Foreshore hotel, The ONYX. The area has become a new hot spot not only for corporates, but also for hotels and apartments.

Tell us about more about MRKT?

We’re all about authenticity, variety and convenience, paired with the highest level of quality. We place a great deal of emphasis on using locally sourced products and offer patrons a robust variety of fresh produce, artisanal foods and beverages, and uncomplicated meals that comprise ingredients in their most authentic form.

The Commissary

JarBar

The JarBar specialises in wholesome 100% plant-based meals that are served in a jar. It has come a long way since operating as an online food delivery service out of a small home kitchen in Woodstock.

The Athletic Club & Social

Be sure to add this cozy and beautifully designed three-storey bar and restaurant to your list of must-go-to places for lunch, a date night or after-work drinks. You’ll be spoiled for choice with their Greek, Mediterranean, Middle Eastern and vegan cuisine.

VIXI Social House

VIXI Social House offers an all-day dining Mediterranean menu. The ambiance is welcoming and homely. The restaurant prides itself on being an institution where people of all walks of life can come to share in good food, make memories and tell their own story.

CCID PUBLISHES ANNUAL STATE OF CAPE TOWN CENTRAL CITY REPORT

The Cape Town Central City Improvement District (CCID) has published the seventh edition of its annual The State of Cape Town Central City Report 2018 – A year on the evolution of the growth, development and challenges of Cape Town’s downtown over the past 12 months.

As it does every year, the publication provides an assessment of property trends, commercial occupancies, retail trends and vacancies, and a breakdown of the business environment of the Central City across the previous year. The report is indispensable to investors, developers and retailers seeking to invest in a dynamic CBD. The most prominent theme to emerge from The State of Cape Town Central City Report 2018 is that of resilience, says author and editor Hilary Alexander. Urban resilience is defined as “the capacity of individuals, communities, institutions, businesses, and systems within a city to survive, adapt, and grow no matter what kinds of chronic stresses and acute shocks they experience.” This is according to the 100 Resilient Cities (100RC) network of cities – which includes Cape Town – that prioritises building resilience to withstand future urban challenges.

In keeping with the theme of Cape Town as a resilient city, the report considers the impact of the drought experienced in 2018, which led to a fall in tourism numbers and forced businesses to focus on measures to manage and preserve water supplies. The city, and the CBD, has also affirmed its status as the leading digital city in Africa, recognised as a hub for technology development and innovation and providing over 40 000 jobs in the sector. A more detailed view of the picture presents the CBD as enabling a digitally savvy, mobile workforce – untethered from the constraints of traditional office environments but connected to the world through high-speed broadband – to work from co-working spaces and coffee shops, Alexander notes. Other features of the report include a property investment map detailing the locations of current construction sites as well as those of proposed projects, a report-back on the retail economy, an in-depth look at call centres, the visitor and eventing economy, a breakdown of the business sectors and highlights from the CCID online residential survey.

Access the report online at: www.capetownccid.org/about-ccid/publications/The-State-of-Cape-Town-Central-City-Report/ or by contacting the CCID on 021 286 0830.
EXPLORING THE RISE OF SNEAKER CULTURE IN THE CENTRAL CITY

“There are sneakers everywhere,” says Anna Wintour, artistic director of Condé Nast and editor-in-chief of US VOGUE. And she should know.

A s the influential woman who singularly drives the billion-dollar global fashion industry, Anna puts it down to one thing: comfort. “Women everywhere are asking for comfort,” she notes in the magazine’s video series, Go Ask Anna. “Years ago, I remember it used to be that women would wear sneakers on the subway or while walking to work and then immediately when they got to the office they would go into their bags and bring out their high heels. And that obviously is no longer the case.”

While comfort might well still be a characteristic of sneakers, the other is street chic. And it’s this street-cred factor that has made the shift to wearing sneakers universal, and unstoppable. As Rolo Rozay, founder of Sneaker Cartel, a Cape Town CBD premium sneaker boutique and an instrumental figure in the city’s sneaker culture, puts it: “You just can’t stop the growth, it’s something that’s there. A few years ago, you wouldn’t even be allowed in certain places with sneakers, but it has now gone beyond race and gender.”

Thanks to these trends, the global athletic shoe market, estimated to be worth $63.4 billion in 2017 according to Fast Company, is expected to grow by 5% annually over the next seven years to hit $95.1 billion by 2025. Grand View Research forecasts that nearly one billion sneakers will be sold that year.

AHEAD OF THE GAME

This sneaker explosion is evident in Cape Town and has prompted an increase in sneaker retailers in the Central City. From those offering premium sneakers to those catering for more affordable options. And they compete side by side for clients.

In St Georges Mall, Side Step, Street Fever and Jack Lemkus all trade in one stretch, joining many other sneaker shops in the precinct as well as across the CBD.

While sneaker culture is on the rise, Cape Town has always been ahead of the game. Entrepreneurs who have been at the forefront of the local scene for years aren’t surprised: for decades, the Cape Town coloured community has promoted the sneaker culture that has reached new heights globally.

Rolo says that’s why you see “bubbles” being held in such high regard in Cape Town. According to Highsnobiety, bubbles are kicks (sneakers) such as the 90s Air More Uptempo (made famous by Chicago Bulls legend, Scottie Pippen), Air Griffey Max 1 (signature sneaker of Baseball icon, Ken Griffey Jr.), and various iterations of Jordan and Air Max designs replete with visible air bubbles on the sole.

Sneaker legend Rolo, who is a “90s kid” himself, and some of his peers who are sneakerheads were heavily influenced by the 90s from sport, to TV shows and music. “Growing up listening to hip-hop music, having an uncle who looked fly, reading The Source, XXL and getting that American influence early in my life is where it started for me,” says Rolo.

Fabian Michaels, store manager for Archive, a high-end sneaker retailer in the CBD, shares Rolo’s sentiments: “Sneaker culture is different here in Cape Town. It’s all about the retro brands: your 80s and 90s brands, all the stuff that they are bringing back now, like the Air Jordan 1s. We have a lot of history.”

In addition to the Air Jordan 1s, the other sneakers that have become classics and have a huge following include: Nike Air Max 1s, Nike Cortez, Adidas Stan Smith, Vans Authentic, Converse Chuck Taylor All-Stars, Adidas Samba, Nike Air Force 1s and New Balance 574.

RETRO IS KING

Pointing at some of the sneakers in store, Fabian remarks, “Your parents probably wore some of these retro sneakers … it never gets old. The history moves from the past to the future, back into the past and future. We call it back to the future.”

Both Rolo and Fabian agree that, in recent years, social media has also contributed to elevating sneaker culture and sneakerheads along with their collections. Word of mouth is also a powerful tool, Fabian says. He adds that there’s a sense of community among sneaker lovers and even within the different retailers as they support each other.

Another factor that continues to propel the growth of sneaker culture in Cape Town and the Central City is the wide range of events such as Sneaker Exchange, which takes place annually at various venues where sneakerheads buy, sell, or trade their sneakers. The event, founded by Zad Osman and Tebogo Mogola in 2013, is now dubbed Africa’s largest sneaker expo and attracts about 4 000 attendees wherever it’s held across the country.

PASSION TRANSLATES INTO LIFESTYLE

The success of the sneaker can be attributed to many things but it’s clear that wearing these kinds of shoes is more than just a passion. It’s a lifestyle, and it offers wearers a clear sense of identity.

Says Rolo: “People call us the pillars of this thing (sneaker culture), and it all started with our love for it. But above all, it’s about being an individual before the sneakers. We all have a story.”
CRAIG JACOBS SPEAKS SNEAKERS

City Views spoke to renowned designer Craig Jacobs to get his views on the rise of sneaker culture. Craig is the founder and creative director of Afro sports luxe label, Fundudzi by Craig Jacobs. He is also a trend forecaster and columnist.

Increasingly, people are wearing sneakers, even when they’re dressing formally. What do you think is driving this trend?

I think the cross-over from the street and into formalwear can be traced back to when luxury houses cottoned on to the pull of the sneaker to inject coolness into their brands.

Collaborations like those between Louis Vuitton and artist Kanye West back in 2009, and partnerships between designers like Alexander Wang with Adidas, have created excitement while ushering in a new design approach to the humble sneaker. I think that was the tipping point, encouraging sneaker lovers to amplify the design draw of sneakers by incorporating them into a formal wardrobe.

You often wear beautiful sneakers. Why do they appeal to you?

Style language has changed so much over the years, and the disruption of traditional rules injects a sense of newness which appeals to me. I like the dichotomy of putting on a formal suit and pairing it with a great pair of kicks to show that I don’t really take fashion that seriously. And the truth is, it’s also great for the sheer practicality — comfort always wins in my book.

Do you think this sneaker trend is here to stay?

Absolutely. It most certainly is. As footwear designers expand their repertoire with a whole range of new sneaker permutations, it’s clear the sneaker is adding new energy in formalwear.

The history of the sneaker is said to date back to the 18th century when plimsolls — the earliest rubber-soled shoes — were invented.

The Idle Man, an e-commerce website specialising in menswear, notes: “It was in 1890 that Britain joined the trainer game when J.W. Foster and Sons (better known now as Reebok) developed some of the earliest running spikes for athletes. Then came the process of vulcanisation (a process of ensuring the rubber is more durable), pioneered by American inventor, Charles Goodyear, and picked up by the U.S. Rubber Company who used the process of vulcanisation to develop canvas upper sneakers called Keds.

“Then the turn of the century saw some exciting developments in the trainer and sneaker world when William J. Riley founded New Balance, the Converse Rubber Shoe Company was formed in America, and Keds were being fully mass produced. And soon after, the world was introduced to the Chuck Taylor Converse All-Stars and Adi and Rudolph Dassler started producing their own handmade running shoes under the name Adidas in Germany. Then the 1940s to the 1960s saw a cultural change in people’s attitudes towards sneakers as younger generations started to wear them for fashion rather than sports. The 1960s also saw two of the most iconic brands in fashion rather than sports. The 1960s also saw two of the most iconic brands in the world — Nike and Vans — being born.”

Also notable in the history of sneakers is Michael Jordan’s 1984 deal with Nike and its impact. According to reports, Nike’s Jordan brand alone now brings in more than $3 billion in revenue each year.

‘Then he ‘wear-tested’ the Nike Air Ships for the first few months of his NBA career, Jordan, with the help, ingenuity and the foresight of executive Sonny Vaccaro, agent David Falk and legendary designer Peter Moore among others, ignited the sneaker game that, three decades later, has become almost as important globally as the game of basketball itself. It’s hard to believe that something — one thing — can have a 30-year, ever-changing lifespan in this done-and-die, on-to-the-next-one cultural market we have created,” writes Robert “Scoop” Jackson, a columnist for ESPN, about the cultural impact of the Jordan sneakers.
CAPE TOWN CBD ATTRACTIONS
BILLION-RAND HOTEL DEVELOPMENTS

Downtown Cape Town has become a magnet for hotel developers with the Foreshore precinct set to benefit from billion-rand developments, indicating that in spite of a tight economy investor confidence in the CBD is on the rebound.

Several new hotel developments are on the cards including a five-star hotel that is set to go up opposite the Cape Town International Convention Centre (CTICC) following the sale of housing company Communicare’s five-storey building at Roggebaai Square. The building was bought by an international buyer for R120 million.

Mixed-use development are also on the increase. Work has begun to transform the iconic ABSA building, situated on the corner of Adderley and Riebeeck streets, into a mixed-use building called Foreshore Place, and Amdec is planning a proposed mixed-use development called Harbour Arch on the Foreshore.

CBD IN DEMAND
Commenting on the new hotel developments, Cape Town Tourism chief executive Enver Duminy said the new hotels were encouraging signs that “investor confidence was on the rebound” following recent challenges the city had faced after the crippling drought last year.

Citing tourism visa issues and the electricity crisis, Wayne Troughton, chief executive of HTI Consulting, agreed that the odds had been against Cape Town but the city was now experiencing unprecedented levels of interest from international and local operators wanting to invest in the city, especially the CBD.

In a recent report published in Business Report, Troughton said the opening of Netcare Christian Barnard Memorial Hospital, as well as the expansion of the CTICC, had triggered further Foreshore developments, including The Onyx, a residential hotel with apartments on historic Heerengracht. Cape Town property developer André Krige of Innovate Property and UrbanOn concurred, saying the Foreshore had been earmarked as a development node. “The conferencing market is huge, and the CTICC and its subsequent expansion are big drawcards that have had a very positive effect on hotel development in the Foreshore precinct,” he said.

BUSINESS TOURISM IS FLOURISHING IN THE CBD
The new developments follow confirmation of Cape Town’s popularity as a top business tourist destination with the International Congress and Convention Association ranking the city as the best business tourism city in Africa.

Rob Kane, chairman of the board of the Cape Town Central City Improvement District (CCID), confirmed the trend, saying the recent global reports had put the city “at the top of the pile” in terms of tourism and business tourism. Said Rob: “It is encouraging that hoteliers, many of whom are international, are responding to this trend and focussing on the CBD because it is not only a destination in itself but an ideal central location from which to explore other parts of the city, the winelands and other interesting parts of the Western Cape.”

A prime example is the new downtown hotel located in St Georges Mall, Gorgeous George, which opened in April. Gorgeous George is the first Cape Town hotel to join the international Design Hotels stable.

MIXED-USE DEVELOPMENTS
Key to the flurry of new hotels is a new urbanism trend where people are buying into developments that provide their daily needs within walking distance. This has prompted the reimagining of precincts into spaces as people look for areas that provide a safe and secure environment with easy access to work.

Foreshore Place, which will be developed by the HBW Group, and marketed by Dogon Group Properties, will have 34 floors, including 15 floors of commercial space above which will be 11 floors of residential units, comprising over 100 one-and-two bedroom apartments as well as 63 studio apartments. The ground floor will accommodate coffee, food and other shops, as well as banking facilities.

Rob Stefanutto of Dogon Group Developments said they anticipated high demand for the apartments that followed the international trend for “micro-living”. “The studio apartments in particular meet the trend of more affordable inner-city micro-living – a modern apartment with all the luxuries buyers expect, in only 70% of the size.”

According to André Krige, another trend, reflected in The Onyx, was the need for more flexible accommodation options by business visitors and tourists. “The part-hotel concept is gaining popularity as people want more flexibility including a self-catering option.” To that end, UrbanOn had developed Innscape on Castle Hotel by converting an office block in Castle Street into New York-style luxury studio residential units with their own kitchenette. “Occupancy has been excellent,” said André. “These new developments all add a vitality to the CBD and pay tribute to the many years of hard work by the CCID, the City and its partners,” Rob said.
Dreading winter? There’s no need! The Central City has plenty of fun activities for you to enjoy during the colder months. Here’s a selection of them below.

Remember, “To be interested in the changing seasons is a happier state of mind than to be hopelessly in love with spring.” – George Santayana

**FUN ACTIVITIES TO DO THIS WINTER IN THE CBD**

**ATTEND A COFFEE APPRECIATION COURSE**

Cape Town’s coffee culture is booming. In the CBD alone, there are over 45 dedicated coffee shops in the CCID’s four precincts. Winter is the ideal time to learn more about your favourite Cup of Joe. You can do so by attending a coffee appreciation course in one of the Central City’s venues. These range from professional barista courses to introductory courses and demonstrations for home baristas.

We recommend Truth Coffee on 36 Buitenkant St and Origin Coffee Roasting on 4 Bree St for a coffee appreciation course.

**INDULGE IN ALL THINGS CHOCOLATE AT HONEST CHOCOLATE**

Visit Honest Chocolate and indulge in all things chocolate, including a selection of chocolate truffles, tarts and cakes. Every month, this artisanal bean-to-bar chocolate company also hosts a full tasting and introduction course on how cacao beans are farmed and processed, as well as a demonstration of how chocolate is made.

64A Wale St
076 765 8306
www.honestchocolate.co.za

**EXPERIENCE FYNBOS TASTING**

If tea is your thing, experience a taste of South Africa’s botanical heritage at a fynbos tasting in the historic Company’s Garden. In this one-of-a-kind experience, hosted by The Cape Town Heritage Trust, you’ll be guided through a tasting of eight fynbos botanicals starting from herbal tea infusions, sweet cordials, aromatic vinaigrettes and infused oils along with edible naturals and seasoning salts, culminating in soothing digestives accompanied by sweet treats.

15 Queen Victoria St
066 225 5722
www.heritage.org.za

**ENJOY A COOKING CLASS**

Expand your culinary horizons this winter by attending a cooking class with Chef Riyaz Mir. Born in Kashmir in northern India, Riyaz grew up watching his mother lovingly tending her steaming pots in their family kitchen and when she wasn’t looking, he used to sneak closer to stir the pots – something that wasn’t seen as a male activity in Kashmir. He says the art of Indian cooking is all in the spices, and he finds it fascinating how particular combinations result in special tastes and flavours. “That’s still what I love most about it, the chemistry of spices,” he says. He adds that cooking classes are a fun activity to do for team building or with friends. They are also a great date idea, too! “I always say, if you know how to love, you know how to cook.”

167 Long St
021 424 6772
www.masaladosa.co.za

**Spend an afternoon at a bookstore**

Few things are better than being buried in a good book on a winter’s day. So why not spend some time in one of the Central City’s bookstores such as The Book Lounge (71 Roeland St), Clarke’s Bookshop (199 Long St) and Van Schaik Bookstore (62 Strand St). They all have an impressive selection of books to suit everyone. The Central Library (1 Parade St) also has a big children’s section and storytelling takes place here in various languages including isiXhosa, isiZulu, Sesotho and siSwati.
Remember to help the NGOs that help the homeless and give where it will make a DIFFERENCE.*

Show you CARE

* The Cape Town Central City Improvement District works closely with the following NGO partners in the Cape Town CBD:
- The Hope Exchange
- Abusive Social Solutions
- Straatwerk
- The Homestead
- One Place
- Youth Solutions Africa

YOU CAN GIVE IN ONE OF THE FOLLOWING WAYS:

- SNAPSCAN: You can download the free SnapScan app onto your smartphone and SCAN the code to donate the amount of your choice via your phone.
- SMS “DONATE” to 38088 to donate R10 towards the CCID's NGO partners.

VISIT OUR WEBSITE for more information on how to support the Cape Town Central City Improvement District.

SNAPSCAN

The Cape Town Central City Improvement District works closely with the following NGO partners in the Cape Town CBD:

- The Homestead
- Khulisa Social Solutions
- Ons Plek
- Youth Solutions Africa

ENJOY A FEEL-GOOD MUSICAL

11 June – 3 September 2019
KINKY BOOTS

The Fugard can’t wait to welcome you to its original production of the much-loved musical, Kinky Boots, which has captured the hearts of international audiences. Kinky Boots has it all: “It is a beautiful story of hope, inspiration and friendship, combined with fabulous music, glittering costumes, breath-taking choreography and plenty of heart,” says Daniel Galloway, managing director of The Fugard.

Where: The Fugard Theatre
When: Various times (see website)
Cost: R230 – R470
www.thefugard.com

WITNESS A MUSICAL EXPERIENCE LIKE NO OTHER

11 – 22 September 2019
STOMP

Enjoy a musical experience like no other as the talented performers of the international smash hit show, Stomp, take you on a journey through sound, where rhythm is the only language. Stomp finds beauty in the mundane by making music with brooms, matchboxes, hands and feet, poles, chairs, sinks, basketballs, newspapers and much more. It has been seen by millions worldwide and now is your chance to see it, too.

Where: Artscape Theatre Centre
When: Various times (see website)
Cost: R150 – R400
www.artscape.co.za

FOR MORE EVENT INFO, VISIT CITY VIEWS ON FACEBOOK AT www.facebook.com/CityViewsCapeTown.

WIN 1 OF 20 DOUBLE TICKETS TO THE CAPE TOWN HOMEMAKERS EXPO.

For a chance to win, send an email to info@purplepine.co.za with City Views as your subject line.

JOIN PEPPA PIG IN A THRILLING ADVENTURE

6 – 8 September 2019
PEPPA PIG

Peppa Pig is coming back to South Africa for another thrilling adventure. This one-of-a-kind live stage experience is based on the award-winning television series and is specially designed to give young fans an unforgettable first-time live theatre experience.

Where: Artscape Theatre Centre
When: Various times (see website)
Cost: R99 – R399
www.peppapiglive.co.za

BE INSPIRED

29 August – 1 September
CAPE TOWN HOMEMAKERS EXPO

Visit the 2019 Cape Town Homemakers Expo to see, touch and feel the very latest in home, décor, design and lifestyle trends you will come to love. The 2019 edition will also be packed with inspirational ideas and exciting features that will help you make your home and garden projects a reality.

Where: Cape Town International Convention Centre
When: 10h00
Cost: Adults R90; pensioners R70; children under 16 free
www.homemakersonline.co.za

The Cape Town Central City is everyone’s playground. Have a look at what’s on offer over the next few weeks.

Winter is Here

The Cape Town Central City Improvement District works closely with the following NGO partners in the Cape Town CBD:

- SNAPSCAN
- You can download the free SnapScan app onto your smartphone and SCAN the code (right) to donate the amount of your choice via your phone.
- SMS “GIVE” to 38088 to donate R10 towards the CCID’s NGO partners.
- VISIT OUR WEBSITE for more information on the campaign, our NGO partners and other ways in which you can assist. www.showyoucare.co.za

Remember to help the NGOs that help the homeless and give where it will make a DIFFERENCE.*

Show you CARE

* The Cape Town Central City Improvement District works closely with the following NGO partners in the Cape Town CBD:
- The Hope Exchange
- Abusive Social Solutions
- Straatwerk
- The Homestead
- One Place
- Youth Solutions Africa

Join Peppa Pig in a thrilling adventure

Enjoy a feel-good musical

Witness a musical experience like no other

Be inspired

For more event info, visit City Views on Facebook at www.facebook.com/CityViewsCapeTown.

Win 1 of 20 double tickets to the Cape Town Homemakers Expo. For a chance to win, send an email to info@purplepine.co.za with City Views as your subject line.
SHOW YOU CARE
THIS WINTER

Our “Show you care” winter campaign, which aims to bring into the public eye the plight of living on the street, will be launched in July.

It’s a message we promote throughout the year: Show you care. It is integral to the Cape Town Central City Improvement District’s (CCID) Social Development department and we reiterate it for 12 months, because the challenges our homeless community face are not seasonal. However, during winter, we intensify this with our “Show you care” winter drive because the challenges living on the street present to the homeless multiply during Cape Town’s cold and wet conditions. We also use the campaign to raise awareness about the work my wonderful team does, day in and day out, when they engage with the Central City’s most vulnerable individuals. To give someone an opportunity and mentor them in a non-judgmental way takes courage. And I work with an incredible team that does this every day.

With this edition of our special supplement, The Tough Times, we provide various ways in which you can show your generosity to people living on the street. We also have a heart-warming story that demonstrates just how far your donations, no matter how small, can go in changing a person’s life. We also highlight the work of individuals who interact closely with streetpeople in the CBD and surrounding areas to help debunk some of the myths associated with this community. And, as usual, we cast the spotlight on some of our partner NGOs and the exemplary work they’re doing this winter.

Pat Eddy, CCID Social Development manager

WAYS TO SHOW GENEROSITY TO PEOPLE LIVING ON THE STREET

We often feel overwhelmed when we confront homelessness and don’t know how to react or help this vulnerable community. The challenges are big, but there are small things you can do to make a difference.

1. Treat people with dignity and respect. “Offering people whom you encounter on the street a friendly smile and a warm greeting doesn’t cost anything yet it is priceless for someone who is often forced to operate on the fringes of society,” says Greg.

2. Share your time and resources. “Society in general prefers to turn a blind eye and often treats people who live on the street as invisible and highly undesirable,” Greg notes. By having conversations with your friends, family and colleagues and with streetpeople themselves, you can help raise awareness of the fact that this is a complex problem that demands our collective attention.

3. Speak up. “Society in general prefers to turn a blind eye and often treats people who live on the street as invisible and highly undesirable,” Greg notes. By having conversations with your friends, family and colleagues and with streetpeople themselves, you can help raise awareness of the fact that this is a complex problem that demands our collective attention.

4. Support change. There are many reasons why people end up living on the street including unemployment, domestic violence, mental illness, and addiction. “By supporting and lobbying for policies and structures that address some of these root causes you can help to prevent more people turning to the street as their only recourse,” says Greg.

FOUR WAYS TO DONATE TO THE CCID’S PARTNER NGOs

From June 2018 until April 2019, the CCID received donations via SnapScan and EFT to the value of R68 333.84 thanks to your generosity as members of the public. The money will be evenly distributed to the organisation’s six primary NGO partners. We would appreciate it if you would help us once more by using these four ways to donate:

1. SMS “GIVE” TO 38088 to donate R10.

2. Download the free Snapscan app onto your smartphone and scan the code to the right to donate the amount of your choice.**

3. Make an EFT Payment to the Show you care campaign. You can find bank details at www.showyoucare.co.za.

4. Or, you can make a donation directly to the NGO of your choice. All items in good condition are appreciated.

* All monetary donations the CCID receives are split equally among six of its partner NGOs. The CCID takes no admin fees. **A 3% admin fee goes to Snapscan. For detailed Ts&Cs visit www.showyoucare.co.za.
To help ease the plight of the CBD’s homeless community during the bitterly cold and wet winter months, the CCID’s Social Development department launched its Street People Winter Readiness Programme on 1 May 2019 which aims to assist both streetpeople and shelters during winter.
DEBUNKING MYTHS ABOUT THE HOMELESS

We see streetpeople every day and often make hasty assumptions and judgments about them and their circumstances. But they are not a homogeneous group and we need to “unlearn” the myths that surround them.

Homelessness is complex. There is no one-size-fits-all solution, and no stereotypical homeless person. According to a 2015 study by the City of Cape Town’s Social Development and Early Childhood Development directorate, homeless people can be categorised into: streetpeople, chronic street persons, day strollers, gangsters and ex-convicts, job seekers, non-South African foreign nationals, and streetborns. The study also found that people have many different reasons for living on the street. These included wanting freedom, betrayal by loved ones, substance use and abuse, spousal problems, financial loss, finding support and a sense of belonging on the street, and being on parole.

To help debunk some of the myths, we spoke to some individuals who work closely with the community of streetpeople in the Central City and surrounding areas. Here’s what they had to say…

**Myth 01**

*Homeless people have chosen to be homeless*

“"In my experience, it is mostly an unfortunate set of circumstances that has led to a person wanting to live on the street, they often face barriers that prevent them from leaving the street. In the face of these obstacles, they have no choice but to try and make the best of their situation. A number of our clients do want to change their lives but need support to do so,” says Ian Vear, social work manager of The Hope Exchange (formerly The Carpenter’s Shop).

**Myth 02**

*There’s no hope for the homeless*

“The greatest myth to dispel is that homeless equals hopeless,” says Rowen Ravera, of U-Turn Homeless Ministries. “We are trying to re-educate people about long-term solutions to homelessness. Over 88% of the people who graduate from our programme remain sober and employed six months after graduation,” he says. “When the homeless are presented with a meaningful rehabilitation programme that includes work opportunities and skills development, they take the opportunity.”

**Myth 03**

*Homeless people choose to live on the street*

The director and head of communications at the Cape SA Jewish Board of Deputies, Liz-Ann Saban, believes there is a conscious or unconscious bias towards streetpeople due to certain misconceptions, one of which is that they choose to live on the street. “Nobody chooses to live in squalor and nearly freeze to death … the vast majority of streetpeople have no other option. Some have been rejected by their families or have escaped an abusive situation … shelters are not an option for many of them as there is not nearly enough bed space for the homeless, and some shelters don’t cater for families, married couples or transgender people.” She says another misconception is that homeless people aren’t interested in hygiene. “Almost all homeless people are desperate to be clean and toiletries are always the first thing ask for, after shoes,” she notes.

**Myth 04**

*Giving to streetpeople encourages them to stay on the street*

According to Hannes van der Merwe, CEO of Straatwerk Ophelp Projekte, “a very bad misconception” is that only giving to organisations that assist the homeless is the way people can help. “Ignoring an immediate need is about the worst thing you can do as it is not only emotionally damaging but leaves them in even more desperate circumstances as time ticks on. Streetpeople often need help immediately as much as wise assistance over time.”

**Myth 05**

*Homeless people aren’t motivated to work*

This is simply not true, says Jesse Laitinen, manager of strategic partnerships at the CCD’s partner NGO Khulisa Social Solutions. Through her work she says she’s “completely underestimated the motivation most streetpeople have to work and be accountable.” “Work opportunities allow streetpeople to shed the harmful behaviours associated with being on the street and become respected members of the community again. I’ve yet to meet a drug user living on the street who wants to use. They just can’t quit without help.”

**Myth 06**

*Living on the street is their choice*

“Not everyone deals with life challenges in the same way, hence we cannot judge all homeless people based on one individual experience,” believes John Philmon, director for Youth Solutions Africa, another CCD partner NGO. “There are people who know that they need help but are not yet ready to accept it and sometimes what we as shelters offer is not what they need or are interested in.”

*The views expressed here are not necessarily those of the Cape Town Central City Improvement District.*
He remembers telling his brother “at some point” that he was done fighting, that it was time to go home. It was time to book a bus ticket back to spend his last days with his parents. Today, a healthier, happier Obey Togarepi feels differently. Following a successful kidney transplant, which ended his three-year battle with chronic renal failure, he believes your generous donations gave him a new lease on life.

Originally from Masvingo in Zimbabwe, Obey came to South Africa in 2005 to escape the Gukurahundi atrocities. He settled in Polokwane, gaining asylum status, and then came to the Mother City in 2008 where he got regular shift work with the NGO Straatwerk. Determined to make his new life work, Obey soon became a foreman, then operations manager. By this time, his asylum status had lapsed, and he had secured a work permit. But just as things started falling into place for him and his family, things started falling apart: not only was he diagnosed with chronic renal failure but he discovered that, as a foreign national with a work permit, he was not eligible for state healthcare.

As Cape Town media manager Michael Morris, a special writer at Weekend Argus at the time, put it in his story highlighting Obey’s plight:

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‘‘I felt a deep pain from my mom and I cried and I felt I had to do something.”

Obey now dreams of telling his story to help raise awareness about renal failure. He says his battle has taught him to appreciate the smaller things in life. “My words cannot explain how I feel. I’m just very grateful to everyone who made it all possible. My experience proves that you don’t have to know someone to reach out and help them.”

*Additional reporting by Brent Smith, former writer for the CCID*