



#investdrakenstein

# Development and investment opportunities in Drakenstein

A city of excellence

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Note: The figures and projections contained herein are based on data available at the time of compilation. All attempts have been made to ensure that any deviations and variations are statistically acceptable.

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## **1. INTRODUCTION TO OUR CITY**

Surrounded by awe-inspiring beauty, Drakenstein is popularly known as the gateway to the north. The municipality is a mere 45 minute drive from Cape Town and offers a good blend of small city – big town comforts. It is the economic hub of the Cape Winelands and is home to some of South Africa's best international business brands, residential estates and sports personalities.

Paarl, famous for being the birth place of the Afrikaans language, is the economic and administrative hub of the municipality and it is here, just outside of Paarl, where the world witnessed the late President Nelson Mandela's walk to freedom. We pride ourselves as a city where industrialization and innovation are integral to our growth, we strive to ensure an unsurpassed quality of life, and host world class educational and sporting facilities to make sure that we strike the balance between work, live and play.

Drakenstein has much to offer to investors, business owners and residents, and over the next few years the municipality aims to further unlock inclusive economic growth and investment into the area.

## **2. 10 REASONS TO #investdrakenstein**

### **2.1 A growing economy**

Drakenstein is centered around Paarl, the third oldest post-colonial settlement in South Africa, and, with a population of 284 475 people and 72 210 households, Drakenstein has room to grow.<sup>1</sup> It boasts the largest economy in the Cape Winelands with a GDP contribution of 32.7%.<sup>2</sup> The estimated growth rate of GDP in 2018 was 0.7%. The economy was valued at R21,3 billion in 2017 and employed 109 871 people. It has one of the lowest unemployment rates nationally (23%), a diversely skilled population, a healthy measure of business confidence, and a mix of contemporary urban and attractive rural spaces. Drakenstein Municipality offers premium residential and business development opportunities for the astute investor.<sup>3</sup>

### **2.2 A well-governed city**

Recently rated by National Treasury as the most financially healthy city in South Africa, Drakenstein Municipality is committed to sound financial planning and management, clean governance, high levels of execution and a zero-tolerance to corruption. It delivers excellent services to residents and offers highly efficient bulk services to the business community in

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<sup>1</sup> Drakenstein Municipality Annual Report (AR), 2018-2019

<sup>2</sup> Western Cape Municipal Economic Review and Outlook (MERO), 2019

<sup>3</sup> AR, 2018-2019

sectors such as manufacturing, agri-processing, property development and financial services. It boasts efficient municipal administration, led by highly qualified and experienced personnel.

### **2.3 A competitive business environment**

In Drakenstein we are home to at least three JSE listed companies, including KWV, one of the largest and oldest alcoholic beverage producers in South Africa. KWV is headquartered in Paarl, where well-structured business and residential districts enjoy minimal traffic congestion, a generally high level of security, a labour force with good work ethics and guaranteed efficient municipal services. Start-up businesses can access a basket of attractive incentives. The growth in the provision of business services, such as broadband access, is ahead of the curve. Land use and building plan applications are processed within quick turnaround times to cut time and costs and maximize development opportunities.

### **2.4 A Smart City**

A smart city analyses and plans its operations transversally, using technology to improve outcomes. There are three key differentiators of a smart city: quality of life, economic competitiveness and sustainability.<sup>4</sup> Besides these indicators, Drakenstein has a number of other tools for businesses to flourish including the Investment Incentive Policy, (2019), the Integrated Economic Growth Strategy (2019) and the Spatial Development Framework (2020) which is closely aligned to the Integrated Development Plan (2019-2020), along with a series of sectoral plans.

A smart intervention addressing the prevention of crime, both in terms of community safety and encouraging investment by businesses, is the launch of the Drakenstein Smart Safety Network (DSSN). It facilitates enhanced networking and co-ordination between the municipality, the South African Police Services (SAPS), neighbourhood watches, farm watches, and private security firms. It includes the installation of a central control room in the Paarl Central Business District (CBD) and the roll out of security cameras into residential and business areas for law enforcement and surveillance.

There is a concerted drive to automate and develop e-systems for a number of other municipal functions, including events permitting, fleet management, development applications and nuisance premises.

### **2.5 Accessibility**

Drakenstein's close proximity to Cape Town International Airport enables easy access for tourist arrivals, business connectivity and air freight. There are plans in place to expand the

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<sup>4</sup> <https://deloitte.com>

cargo and passenger capacity at the airport.<sup>5</sup> The Cape Town International Airport is a mere 60 km or a 40 minute drive from the Paarl CBD. The Cape Town port (the nearest bulk export gateway) is on major container routes to West Africa, South America, Europe and Asia and is only 64 km or 50 minute travel.

Drakenstein has access to three major road networks. It straddles the N1 motorway, the major route to northern markets such as Gauteng, thus businesses in Drakenstein can get their products to major markets quickly and efficiently; there is easy access to the N7, a major route to the West Coast, Namibia and the rest of the subcontinent; and via the R300 access is available to the east/west N2 corridor to Mossel Bay, Port Elizabeth and East London.

Drakenstein is also connected to the City of Cape Town, Cape Town port and the north via a strong and busy rail link for passenger and cargo services.

## **2.6 Labour opportunities**

Drakenstein is the largest contributor to employment in the Cape Winelands District at 28.5% of total employment opportunities in the district. Between 2008 and 2017, 12 967 jobs were created in Drakenstein, the highest growth area in the district for this period.<sup>6</sup>

The substantial manufacturing infrastructure in Drakenstein is underpinned by a skilled artisan cohort. With an increased focus on artisan training, this resource is set to grow, making Drakenstein an appealing location for businesses that are reliant on skilled artisans.

## **2.7 Good road infrastructure and basic services**

Significant capital investment over the past decade has ensured the excellent local infrastructure, managed and maintained by Drakenstein Municipality, including a well-developed, sophisticated road network providing good vehicular access.

Investment into the provision of bulk services and utilities has resulted in Drakenstein being able to provide clean, piped water; electricity and sanitation to almost 95% of its households.<sup>7</sup>

## **2.8 Niche sectoral growth**

The manufacturing, agri-processing technology, tourism and informal sectors play an important role in the economic development of Drakenstein, whilst transport and logistics investments are key to the city's strategic positioning.

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<sup>5</sup> This is a Cape Catalyst project that is being driven by Wesgro

<sup>6</sup> MERO, 2019

<sup>7</sup> AR, 2018-2019

Drakenstein is a thriving manufacturing hub, with sector representation in engineering, packaging, paper, plastics, molding, piping, polyurethane products, and industrial equipment, attracted by the range of state-of-the-art bulk services and business services on offer.

Sophisticated agri-processing capability, such as cold-storage and pack-house facilities, makes Drakenstein the go-to place for a wide range of agricultural products (fresh and processed), for both local consumption and the export market. Drakenstein is one of the largest fruit producers and exporters on the continent.

Tourism remains one of the key sectors to create jobs and grow the economy in South Africa, the Western Cape and Drakenstein, mainly due to its location in relation to the City of Cape Town, ease of access and its historical significance. In the past three years Drakenstein was the events destination for the hosting of international sports events such as the Cape Epic and the Berg River Marathon.

The informal sector plays an important role in the Drakenstein economy. Out of the 12 618 net additional jobs created between 2007 and 2016 in Drakenstein, 11 233 were in the informal sector<sup>8</sup>. Increased government awareness as well as access to finance, information and local government facilitation and support can develop the sector and help to migrate informal businesses to formal status.

## **2.9 Liveable city qualities**

Urban living spaces range from trendy and affordable in and around Paarl and Wellington, to sophisticated and upmarket gated complexes such as Boschenmeer Golf Estate, Pearl Valley Golf Estate and Val De Vie Polo Estate, regarded as one of the world's top lifestyle estates. Quaint smaller towns such as Hermon, Gouda and Saron offer tranquil rural living spaces in the heart of the beautiful Cape Winelands.

For those communities less fortunate the municipality has implemented a safety basket which includes indigents' rebates, various social and economic opportunities, as well as a pipeline of housing projects for ownership and rental. Drakenstein has adopted a planning approach that focusses on creating urban areas that promotes integrated work, live and play spaces. Through this the municipality ensures spatial integration, facilitates social cohesion, and promotes inclusive and sustainable economic growth.

Over fifty schools in the area provide a wide array of quality education opportunities, including some of the oldest, most respected and top-performing schools in the country, such as Paarl Boys High School, Paarl Gymnasium, La Rochelle Girls Primary and High Schools and Paarl Girls

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<sup>8</sup> Drakenstein Municipality Integrated Economic Growth Strategy (IEGS), 2019

High School. In addition, the Boland College Paarl Campus, Huguenot College, the Cape Peninsula University of Technology Wellington Campus and the Boston City Campus in Paarl afford brilliant facilities for a range of tertiary studies to support the needs of the growing business and industrial sectors.

Drakenstein Municipality was the overall winner of the Greenest Municipality Competition (2019), initiated by the Western Cape Department of Environmental Affairs and Development Planning, and was also the category winner for the Air Quality and Climate Change sectors.

The natural beauty and magnificent scenery of the Drakenstein Valley in the heart of the Cape Winelands makes it one of the most sought after places to settle. This is where you can enjoy the best of both worlds: a vibrant business environment and stylish, relaxed country living – the perfect formula for that ideal work and quality of life balance.

## **2.10 Investment and development facilitation**

The Integrated Development Plan (IDP) with the longer-term Vision 2032 sets the municipality on the strategic track to become a City of Excellence within the next twelve years. The key outcomes of Vision 2032 are: economic dynamism, quality of life for all, a strong well-governed brand and financial sustainability. Increasing national and international competitiveness is important. The municipality has identified several Big Moves, including housing developments, infrastructure projects, the regeneration of town centres and urban-rural integration initiatives. The Big Moves are located spatially within five catalytic zones.<sup>9</sup>

The Drakenstein Spatial Development Framework (SDF) structures the spatial strategy for the IDP and focuses on environmental management; agriculture and rural development; heritage and the cultural landscape; connectivity; green logistics; sport and recreation; and integrated human settlements and community development.<sup>10</sup>

Drakenstein has implemented various initiatives to fast track investments:

- A Development, Investment and Support Desk to fast-track investment applications within the Office of the City Manager;
- Electronic systems have been implemented to process building plan applications and land use applications;
- The land use zoning scheme was reviewed and the Drakenstein Bylaw on Municipal Land Use Planning (2018) and the Drakenstein Zoning Scheme Bylaw (2018) was adopted in order to align with modern and internationally recognised land use trends;
- Master plans, services and financial data are spatially captured; and

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<sup>9</sup> Drakenstein Municipality Integrated Development Plan (IDP), 2019-2020

<sup>10</sup> Drakenstein Municipality Spatial Development Framework (SDF), 2020

- An Investment Incentive Policy facilitates new investment within the five catalytic zones. The incentives are targeted at businesses in manufacturing related logistics, agri-processing, and ICT and electronics. The incentives are also available for Central Business District (CBD) regeneration projects and tourism investments such as a hotel and conference centre.<sup>11</sup>

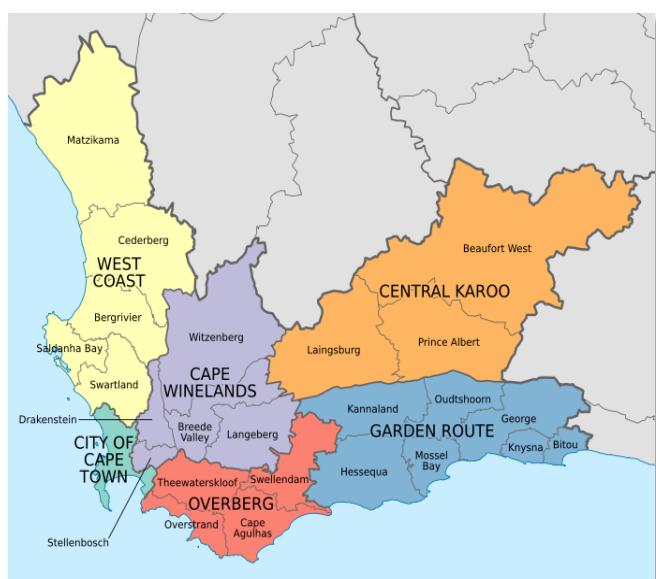
### 3. DRAKENSTEIN IN CONTEXT

**Figure 1: Western Cape in national context**



The Drakenstein Municipality, covering 1 538 km<sup>2</sup>, is situated centrally in the Cape Winelands District of the Western Cape, approximately 60 km east of the Cape Town CBD. Drakenstein is strategically located on the national road (N1) and railway routes to the rest of South Africa. The Huguenot Tunnel in Paarl effectively forms the gateway to the City of Cape Town. Drakenstein comprises of the towns of Paarl, Wellington, Saron, Gouda, Hermon, Mbekweni and Simondium as well as smaller rural nodes in the hinterland.<sup>12</sup>

**Figure 2: Cape Winelands District**



Drakenstein is considered the most urban of the municipal areas within the Cape Winelands District and this can be attributed to its close proximity to the City of Cape Town. According to the 2014 Western Cape Provincial Spatial Development Framework, Drakenstein forms part of the Cape Functional Region, and is targeted for strategic infrastructure interventions such as public transport and upgrading, due to its strategic locality.

The Afrikaans Language Monument, on the southern slopes of Paarl Mountain, along the 12 km long Main Street of Paarl

celebrates Afrikaans, the world's youngest language. Along the 12 km long Main Street of Paarl

<sup>11</sup> IEGS, 2019

<sup>12</sup> SDF, 2020

there are numerous fine examples of Georgian, Victorian, Edwardian and Cape Dutch buildings that have been painstakingly preserved, housing an eclectic mix of fine restaurants, coffee shops, niche businesses and various services.

Mbekweni is a fast growing township located between Wellington and Paarl. Apart from its significant history of political resistance in the 1950s and 1960s and very strong sporting culture, Mbekweni also has a thriving township economy with a strong retail and creative industries focus. In recent years Mbekweni has experienced exponential growth in lower middle income to middle income residential dwellings. This growth has seen an aligned growth in economic opportunities ranging from tourism to retail and other related professional services.

Founded in 1840, Wellington was named after the Duke of Wellington. The region is renowned for its beautiful Cape Dutch homesteads and gardens. The historic Bain's Kloof Pass, with its vistas, indigenous flora and fauna and crystal-clear rock pools is the perfect spot for hikers, while closer to town wine walks and horse trails through farmland and fynbos can be enjoyed. The dried fruit industry is synonymous with Wellington and the town is surrounded by fruit orchards, wine estates and olive groves.

To the north of Wellington, the villages of Saron (originally a mission station), Gouda and Hermon are spread out in the midst of rich farmlands in the shadow of the Elandskloof and Winterhoek Mountains.

#### 4. SOCIO-ECONOMIC INDICATORS

##### 4.1 Social indicators

Table 1 sets out the headline social indicators as at March 2020.

**Table 1: Social indicators**

Indicator	Description
Age profile %	70.3% working age population <sup>13</sup>
Future population projected growth rate	306 875 (2024) estimate <sup>14</sup>
Historic population growth	2.2% (2011 – 2016) <sup>15</sup>
Household growth rate	3.7% (2011-2016) <sup>16</sup>
Formal household's access to services	Electricity: 94.5% Sanitation: 98.4%

<sup>13</sup> MERO, 2019

<sup>14</sup> MERO, 2019

<sup>15</sup> SDF, 2020

<sup>16</sup> SDF, 2020

Indicator	Description
	Water: 99.5% Refuse removal: 90.6% Free basic water: 17 070 hh Free basic sanitation: 14 404 hh Free basic electricity: 18 632 hh <sup>17</sup>
Households total	72 210 <sup>18</sup>
Human Development Index (HDI)	0,72 (2018) <sup>19</sup>
Languages	Afrikaans, English, Xhosa
Largest urban areas	The largest urban conurbation is Paarl, Mbekweni and Wellington.
Matric pass rate	82.1% (2018) <sup>20</sup>
Population	With an estimated population estimated at 284 475 <sup>21</sup> (31% of district), Drakenstein is the largest local municipality in the Cape Winelands District Municipal Area and the second largest in the Western Cape Province (second to City of Cape Town). <sup>22</sup>
Population density	Drakenstein is the second most densely populated municipality in the district with 185 persons living within 1 km. <sup>23</sup>
Rural population	14 622 <sup>24</sup>
Number of farms	2380 <sup>25</sup>
School drop-out rate	27.4% have matric <sup>26</sup>
Skill levels (2017)	Low-skilled 38.6% <sup>27</sup> Semi-skilled 38.3% Skilled 23.2%

## 4.2 Economic Indicators

Table 2 sets out the headline economic indicators as at March 2020.

**Table 2: Economic indicators**

Indicator	Description
Average household income	R18,342 (2017 current prices) <sup>28</sup>
Building plans approved	2 205 plans approved (2018/2019) <sup>29</sup>

<sup>17</sup> AR, 2018-2019

<sup>18</sup> AR, 2018-2019

<sup>19</sup> MERO, 2019

<sup>20</sup> Western Cape Provincial Treasury Socio-Economic Profiles (SEP), 2019

<sup>21</sup> AR, 2018-2019

<sup>22</sup> MERO, 2019

<sup>23</sup> SDF, 2020

<sup>24</sup> SDF, 2020

<sup>25</sup> IDP, 2019-2020

<sup>26</sup> SEP, 2019

<sup>27</sup> MERO, 2019

<sup>28</sup> MERO, 2019

<sup>29</sup> AR 2018-2019

Indicator	Description
Contribution to district employment	28.5% (2017) <sup>30</sup>
Employment profile (formal, informal, unemployed)	Total number of employed people: 108 595 <sup>31</sup> Formal employment (excl. non-VAT paying, seasonal, informal and not participating/ seeking work): 83 369 <sup>32</sup> Informal employment (participating): 25 226 <sup>33</sup>
GDPR % DM contribution to district	32.7% <sup>34</sup>
GDPR DM total	R21,3 billion (2017) <sup>35</sup>
GDPR growth trend	1.9% (2008-2017) <sup>36</sup>
Import and Export stats	Trade balance R8,3 billion (2018) <sup>37</sup>
Job creation over period % plus totals	Jobs created from 2017 to 2018 estimated at 1 435. A total of 12 967 jobs were created from 2008-2017. <sup>38</sup>
Job losses	Over the period 2008-2017 job losses occurred as follows: Agriculture, forestry and fishing sector lost 7 182; Mining and quarrying sector lost 19; and manufacturing lost 2 391. <sup>39</sup>
Number of bed nights available	3 010 <sup>40</sup>
Number of JSE listed companies with head offices in DM	Three (Quantum Foods, Kaap Agri, KWV) <sup>41</sup>
Primary sector contribution GDPR	7.5% (growth rate 3.1% 2008-2017) <sup>42</sup>
Real GDP per capita DM	R53,493 <sup>43</sup>
Real GDP per capita Western Cape	R60,079 <sup>44</sup>
Secondary sector contribution GDPR	25.8% (growth rate -0.9% 2008-2017) <sup>45</sup>
SMMEs registered total	108 <sup>46</sup>
Tertiary sector contribution GDPR	66.7% (growth rate 3% 2008-2017) <sup>47</sup>
Top ten employers in Drakenstein	<ol style="list-style-type: none"> <li>1. Kaap Agri Ltd</li> <li>2. Food Group (Pty) Ltd</li> <li>3. Quantum Foods (Pty) Ltd</li> </ol>

<sup>30</sup> MERO, 2019

<sup>31</sup> Quantec, 2020

<sup>32</sup> Quantec, 2020

<sup>33</sup> Quantec, 2020

<sup>34</sup> MERO, 2019

<sup>35</sup> MERO, 2019

<sup>36</sup> MERO, 2019

<sup>37</sup> MERO, 2019

<sup>38</sup> MERO, 2019

<sup>39</sup> MERO, 2019

<sup>40</sup> Drakenstein Local Tourism Association (DLTA), 2019

<sup>41</sup> Wesgro, 2019

<sup>42</sup> MERO, 2019

<sup>43</sup> SEP, 2019

<sup>44</sup> SEP, 2019

<sup>45</sup> MERO, 2019

<sup>46</sup> SEDA Cape Winelands, 2020

<sup>47</sup> MERO, 2019

Indicator	Description
	4. Filmatic Packaging Systems (Pty) Ltd 5. Fabrinox (Pty) Ltd 6. Freedom Property Fund Ltd 7. Bet-el Fruits (Pty) Ltd 8. Parceval (Pty) Ltd 9. Niveus Investments Ltd 10. Ke Nako Sportwear Manufacturers (Pty) Ltd <sup>48</sup>
Unemployment rate DM	23% <sup>49</sup>
Youth unemployment rate	33.4% <sup>50</sup>

## 5. SECTORAL INVESTMENT OPPORTUNITIES

It is important that Drakenstein's economy is sufficiently diversified. A number of priority sectors have been identified in terms of their role in economic development. These are: agriculture, the informal sector, manufacturing, technology, tourism, and transport and logistics. Tourism and agri-processing are key sectors that have been earmarked for development in the Western Cape under Project Khulisa. The prioritisation of sectors does not mean that some sectors, such as business services, are less important. There are strong linkages between sub-sectors and interlocking value chains that need to be promoted. Importantly, the small business sector cuts across all of the above sectors.<sup>51</sup>

Set out below are the priority sectors active in Drakenstein along with investment opportunities for growing the sectors.

### 5.1 Agriculture

Whilst agriculture has shed jobs, the sector should not be underestimated in terms of its size as an employer and the important role that it plays as an economic base from which other sub-sectors have grown. In addition, agriculture has the potential to drive technological development, particularly Fourth Industrial Revolution technologies.

Agricultural output is being increased with fewer resources as a result of technology. Technologies such as farm-management software, precision agriculture, robotics, drones, predictive data analytics and genetics are enabling producers to e-monitor crop health, the weather and soil quality, resulting in higher yields, cost reductions and improvement of food's nutritional value. Technology can enable new types of jobs, requiring re-skilling of the

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<sup>48</sup> Wesgro, 2019

<sup>49</sup> AR, 2018-2019

<sup>50</sup> AR, 2018-2019

<sup>51</sup> IEGS, 2019

workforce. Strong partnerships are encouraged between government, academia, agri-business, and large and small scale farmers for technology early adoption.<sup>52</sup>

Agri-processing plays an important role in the Western Cape, contributing R12 billion to the local economy, with 79 000 jobs created.<sup>53</sup> The industry has been prioritised under Project Khulisa and is well-established in Drakenstein, with the city rated as having the best agri-processing value chain assets in the Western Cape Province.<sup>54</sup> This offers strategic advantages.

A key challenge is that the Drakenstein export basket is not sufficiently diversified and needs to contain a greater proportion of manufactured goods, including agri-processed products. There are significant export opportunities that need to be pursued, particularly in other African countries (such as Namibia and Botswana), China, the Netherlands, Russia and the UK. For example, the rapid growth of urbanisation in African markets is driving demand for processed foods. More than 50% of Africans will be living in cities by 2030 and African food markets are projected to increase fourfold to exceed \$400 billion by 2030.<sup>55</sup> Access to Cape Town port, Cape Town International Airport and the N7 to Namibia provides advantages for manufactured exports to meet the growing needs of Sub-Saharan Africa and further north.

To support the agricultural sector the municipality prioritises rural development. Rural development focuses on improving the quality of life and economic well-being of people living in rural areas who are often relatively isolated and sparsely populated. To bring about this positive change, the Drakenstein Rural Development Strategy (2017) emphasises collaboration between government and rural communities, social development at ward level, support to land reform projects, and sustainable opportunities for emerging farmers by facilitating market linkages, agri-processing training, and funding opportunities.<sup>56</sup>

### Investment Opportunities

- New crops
- Agri-processing
- New technology

<sup>52</sup> The Fourth Industrial Revolution, Western Cape Department of Agriculture and University of Stellenbosch, 2018

<sup>53</sup> IEGS, 2019

<sup>54</sup> IEGS, 2019

<sup>55</sup> IEGS, 2019

<sup>56</sup> Drakenstein Municipality Rural Development Strategy, 2017

## **5.2 Informal sector**

The informal economy provides a safety net to decrease poverty and improve employment opportunities. In Sub-Saharan Africa the informal sector contributes around 55% of GDP and 80% of the labour force. Furthermore, 90% of rural and urban workers have informal jobs in Africa and most employees are women and youth.<sup>57</sup>

The informal sector plays as important a role in the Drakenstein economy.<sup>58</sup> The municipality's Informal Trading Management Policy moves away from a punitive law enforcement environment to a supportive favourable economic environment. The policy covers kerbside traders, market traders, business hive traders, traders that operate at intersections, and weekend traders.<sup>59</sup> Trading areas must be linked to commercial zones, facilities, capacity building and business support and target highly visible and accessible areas for tourist trading. The policy also enables greater monitoring and law enforcement with respect to health and safety and illegal goods. Spatial integration and sound urban management are central.

Out of the 12 618 net additional jobs created between 2007 and 2016 in Drakenstein, 11 233 jobs were in the informal sector. Increased government awareness as well as access to finance, information and support can develop the sector and help to migrate informal businesses to formal status.

### **Investment Opportunities**

- Enterprise development
- Skills development
- Township economy partnerships
- Precinct development and partnerships

## **5.3 Manufacturing**

Whilst the manufacturing sector has fallen out of the top ten sectors in Drakenstein over the past ten years, the sector still offers economic development advantages. A thriving manufacturing sector drives sustainable and employment intensive growth. The sector is amongst the top three multiplier sectors in terms of value addition, job creation, export earnings and revenue generation for every rand invested. Manufacturing is also the driver of

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<sup>57</sup> IEGS, 2019.

<sup>58</sup> IEGS, 2019

<sup>59</sup> Drakenstein Municipality Informal Trading Management Policy, 2018

tertiary education and responsible for the absorption of skilled people into a workforce that currently accounts for more than 12% of GDP.<sup>60</sup>

### Investment Opportunities

Business support for micro manufacturers  
Skills development

## 5.4 Technology

The World Bank has suggested that South Africa's solution to economic growth challenges may emerge from technological innovation. Whilst private sector research and development spend in South Africa is lagging behind its peers in BRICS countries, South Africa has the potential to absorb and adapt foreign technologies. Innovation, via technology, will improve the lives of the poor through the provision of better and cheaper goods and services and expand economic opportunities.<sup>61</sup>

The promotion of technology investments requires a targeted approach and should be focused on Drakenstein's assets and strengths, as opposed to targeting investors in areas where the economy does not have an established base. As discussed above, Fourth Industrial Revolution technologies are transforming the local agricultural sector and increasing its resilience, output and growth.

In addition, the growing business services sector provides opportunities for investment and advances in areas such as financial technology (Fintech). The growth of technology within the financial services sector presents significant benefits, including improving financial inclusion and enhancing the value of financial services provided to society, leading to welfare benefits.<sup>62</sup>

The bedrock of technology is connectivity. Fibre is the most effective network for broadband access due to speed, bandwidth, durability and meeting the demand of evolving technologies. Fibre also enables the roll-out of "last mile" Asymmetric Digital Subscriber Line (ADSL) technology which can increase broadband coverage. International experience has shown that access to broadband increases GDP and increases employment from 0.2% to 0.3% year on year.<sup>63</sup> Affordable broadband enables home enterprise and youth development (the Internet as a learning tool).

<sup>60</sup> IEGS, 2019

<sup>61</sup> IEGS, 2019

<sup>62</sup> IEGS, 2019

<sup>63</sup> Crandall and Jackson, The effects of ubiquitous broadband adoption on investment, jobs and the US economy, 2003

There has been a rapid increase in fibre providers in Drakenstein Municipality, driven mainly by consumers wanting Video on Demand (VOD) services. Drakenstein Municipality has developed a policy for managing fibre roll-out in the city. A strategy/business case is also being developed which focusses on creating an enabling environment for fibre investments.<sup>64</sup> Ultimately, government will need to consider whether fibre will become a utility available at a household level.

### Investment Opportunities

- Technology parks
- Increased connectivity
- Industry specific technological advancements

## 5.5 Tourism

Most businesses in Drakenstein believe that the tourism sector is a major stimulant for growth. Maximising the potential of the sector will be key to diversifying the economy. Tourism contributes to economic development through direct employment and enterprise opportunities for groups such as the youth and women; the creation of indirect opportunities in other sectors that supply tourism; and a dynamic impact on society in terms of infrastructure, communities, skills and inter-sectoral linkages. The inter-sectoral impact adds 60%-70% to the direct effects of tourism.<sup>65</sup>

The Drakenstein IDP provides a framework for developing the tourism sector, including:

- **Branding Drakenstein as a tourist destination:** Successful branding will depend on the extent to which Drakenstein can be differentiated. The strength of sports assets and the outdoor offering are potential differentiators. Digital media platforms should be used for destination marketing.
- **The need for tourism infrastructure:** This includes enhanced tour routes including building on the Mandela legacy and the establishment of a hotel.
- **Product development:** Focusing on a mix of products and service offerings for both the international and local markets with a greater focus on attracting international tourists by means of fine dining and wine tasting; culture and heritage; and adventure, outdoor activities and sport.

<sup>64</sup> IEGS, 2019

<sup>65</sup> IEGS, 2019

- **Skills development and service standards:** Local government must facilitate an enabling environment to promote skills in the tourism value chain. This will be done through partnerships with different spheres of government and the private sector. Consumer and tourist facing service standards need to improve markedly in order for Drakenstein to become a destination of choice.

#### Investment Opportunities

Events development

## 5.6 Transport and Logistics

Efficient logistics systems are vital for trade efficiency. The World Bank's Logistics Performance Index (LPI) ranks South Africa as the third most competitive market behind Thailand and China in terms of logistics performance.

The transport, storage and communication sub-sector was amongst the top ten growth sectors in Drakenstein over the last 10 years, receiving the highest capital investment in 2016 (R536 million out of total capital investment of R2,3 billion). The private sector is taking advantage of the locational advantages. The strategic positioning of the city as an agri-logistics hub will require further investment by transport and logistics companies in logistics infrastructure and services.

#### Investment Opportunities

Faster rail transport from Cape Town to Drakenstein  
Bus services between Cape Town, Paarl and Wellington

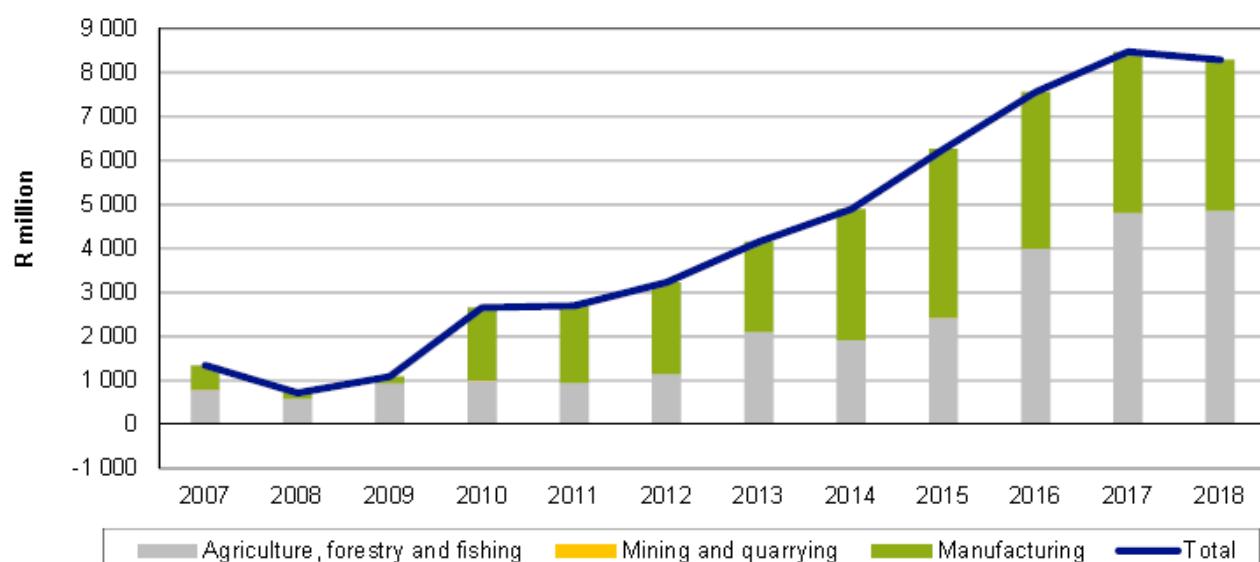
## 5.7 Import and Export

As with the rest of South Africa, Drakenstein's economy has struggled to recover from the global recession experienced in 2008-2009. The national economy slipped into recession again in the fourth quarter of 2019 following a contraction recorded in the third quarter. Sectors

that are reporting weak performance include agriculture, transport and communication, construction and manufacturing, among others, while better economic performance is being experienced by finance, mining and personal services. The spells of drought in various parts of the country as well as electricity supply challenges have contributed to prolonged periods of weak economic performance.

In 2018, the Drakenstein municipal area's economy exported goods to the value of R13,9 billion and exported goods were valued at R5,6 billion. As a result Drakenstein achieved a trade surplus of R8,3 billion. This was R200 million lower than the surplus achieved in the preceding year. Over the period 2007-2018 the local economy achieved trade surpluses, the lowest of which was in 2008 due to the aftermath of the global financial crises. The manufacturing and agriculture, forestry and fishing sectors are the main contributors to the region's trade performance.<sup>66</sup>

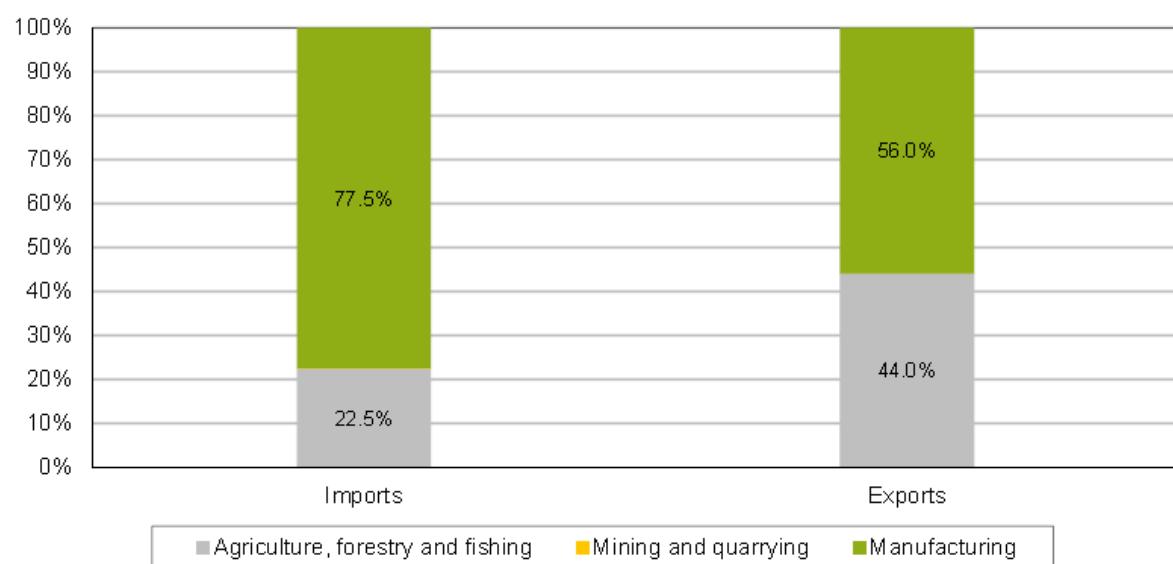
**Figure 3: Drakenstein trade balance, 2007-2018**



Source: MERO, 2019

<sup>66</sup> MERO, 2019

**Figure 4: Drakenstein sectoral trade distribution (imports/exports), 2018**



Source: MERO, 2019

Most of the commodities imported are products from the manufacturing sector (77,5%). Although agricultural products account for 22,5% of the imports, it should be highlighted that this equates to about five times the value of imported agricultural commodities at a district level (4,2%). This suggests that the economy of the municipal area is in greater need of agricultural commodities relative to the district in general. In terms of exports, the manufacturing sector generates more revenue than products from the agriculture, forestry and fishing sector.

**Table 3: Drakenstein main import and export categories in 2018**

Product category	Imports		Product category	Exports	
	R million 2018	Main trading partners		R million 2018	Main trading partner
1 Cereals	R1 627.7	Thailand, Germany, Russian Federation	Edible fruit and nuts; peel of citrus fruit or melons	R6 719.6	Netherlands, United Kingdom, United Arab Emirates
2 Nuclear reactors, boilers, machinery and mechanical appliances; parts thereof	R883.0	Germany, China, France	Preparations of vegetables, fruit, nuts or other parts of plants	R3 497.9	Botswana, Namibia, Japan
3 Preparations of vegetables, fruit, nuts or other parts of plants	R760.2	Swaziland, China, Argentina	Beverages, spirits and vinegar	R1 440.2	United Kingdom, Germany, Netherlands
4 Plastics and articles thereof	R354.6	Italy, Belgium, India	Oil seeds and oleaginous fruits; miscellaneous grains, seeds and fruit; industrial or medicinal plants; straw and fodder	R257.32	Japan, Germany, United Kingdom
5 Meat and edible meat offal	R235.30	Brazil, Ireland, Denmark	Miscellaneous edible preparations	R242.72	Namibia, Botswana, Swaziland
<b>Total imports</b>	<b>R5 581.8</b>		<b>Total exports</b>	<b>R13 871.9</b>	

Source: *MERO*, 2019

As per Table 3, the top exported product category in 2018 was edible fruit and nuts and peel of citrus fruit or melons. Drakenstein mainly exported grapes, citrus (mandarins) and avocados to the Netherlands, while grapes were exported to the United Kingdom. Pears were also a large contributor to export revenue in 2018, which were primarily exported to the United Arab Emirates.

The top exported goods from the manufacturing sector in 2018 were fruit juices and vegetable juices, which were mainly exported to Botswana and Namibia. Japan mainly imported preserved or prepared fruit, nuts and other edible parts of plants. Another top export in 2018 was wine, which was mainly exported to the United Kingdom, Germany and the Netherlands

### Investment Opportunities

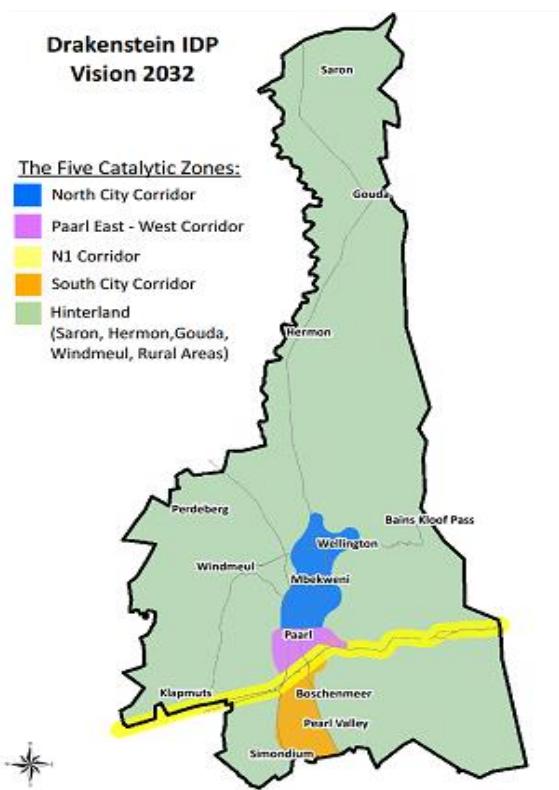
- SMME development
- Trade missions
- Extend trade into Africa

## 6. MUNICIPAL PLANNING AND DEVELOPMENT FACILITATION PROCESSES

### 6.1 Future planning

A municipality's Integrated Development Plan sets out the five-year strategic plan of the municipality. In Drakenstein the IDP also outlines how the municipality's long-term vision, Vision 2032, translates into implementation, aligning the municipal budget, monitoring and evaluating mechanisms, as well as timeframes for delivery.<sup>67</sup>

**Figure 5: The five catalytic zones**



In order to ensure vertical and transversal alignment; to ensure adequate time and resource allocation; and to enable performance management, an array of interventions have been identified namely Key Initiatives, Programs and Projects and were allocated to a series of Big Moves. The Big Moves are initiatives which will, over the fifteen years dramatically alter and improve the space, economy and sustainability of Drakenstein. In turn, the Big Moves have been located spatially within five catalytic zones and strategically within seven Key Performance Areas and 54 Key Focus Areas of the IDP. These interventions are underpinned by a series of transversal enablers, such as policies, procedures and by-laws which is the governance-, financial- and institutional foundation of both Drakenstein the Local Authority and Drakenstein the City of Excellence.

The catalytic zones are intra-municipal zones of spatial and economic activity, cutting across wards and administrative boundaries of the five towns in Drakenstein. The Zones are largely aligned to the Spatial Development Framework, which is a spatial rendering of the IDP.<sup>68</sup> The Strategic Development Framework for 2020 will be tabled to the Drakenstein Council in May 2020.

### 6.2 Investment Facilitation

<sup>67</sup> IDP, 2019-2020

<sup>68</sup> IDP, 2019-2020

The municipality has institutionalised a number of tools aimed at fast tracking, unblocking and reducing red tape in Drakenstein. Non-financial incentives include a Development, Investment and Support Desk which was established as a single point of contact for prospective investors, providing continuity of advice and assistance in helping to meet individual business requirements.

An electronic building plan application system is in place to facilitate and process applications timeously. The municipality adopted its Zoning Scheme Bylaw and the Bylaw on Municipal Land Use Planning in 2018 and also processes land use applications via an electronic system. Furthermore, the municipality adopted its Investment Incentive Policy in 2018, which aims to promote investment in the five catalytic zones. The incentives are targeted at businesses in manufacturing related logistics, agri-processing and ICT and electronics. The incentives are also available for CBD regeneration projects and tourism investments. Financial incentives include reduced application fees for non-residential applications, rebates on development charges for qualifying developments, availability of investment ready land for priority sectors, electricity services benefits and property rates rebates.

### **6.3 Economic Growth**

Drakenstein's vision is to establish a regionally connected city, a Drakenstein that will create an enabling environment and provide client-centred services, facilitating investment, small business development, employment, and skills opportunities which will lead to an equitable and sustainable city.

Drakenstein strives to provide an enabling and conducive economic environment to facilitate sustainable economic empowerment for all communities through the implementation of the following economic development projects, programmes and initiatives:

- Promotion of the development of priority sectors which include agriculture; informal sector, manufacturing; technology; transport and logistics;
- Facilitate investment promotion in the key sectors to diversify the economy;
- Build skills for the future through responding to investor needs and matching skills with jobs;
- Facilitate an enabling environment for meaningful job creation;
- Provide business support for thriving entrepreneurs in both the formal and informal economy; and
- Growing the tourism sector as a priority sector in Drakenstein.

The Integrated Economic Growth Strategy is one of the municipality's strategic master plans that outlines how economic excellence, growth and development will be achieved over a

twelve year period until 2032. The municipality focusses on economic growth through the following:

#### Investment Promotion

Investment is a lever for economic growth and therefore one of the key focus areas of this sub-division. The ease of doing business within Drakenstein is facilitated within the Economic Growth section in order to attract and retain investors and ensure that the municipality becomes an investment destination of choice.

#### Small Business Development

Small businesses are the cornerstone of the economy and form the backbone of our communities. The municipality supports small business development through:

- Provision of business advice;
- Facilitate access to funding;
- Provide entrepreneurship capacity building opportunities;
- Facilitate access to market intelligence; and
- Process business licenses.

#### Informal Trading

An enabled, well-supported and dynamic informal sector plays an important role in the Drakenstein economy. The Economic Growth section is responsible for the procedures of issuing permits, regulating trading spaces, and the roles and responsibilities of the various role players involved in the management of informal traders in Drakenstein.

#### Skills Development

Skills development is a strategic enabler to facilitate sustainable and inclusive economic growth. The municipality supports capacity building initiatives aimed at improving entrepreneurship and business practices and also facilitates skills development initiatives mainly in the growth sectors of the Drakenstein economy.

### **6.4 Drakenstein development authorisation processes**

Property development in South Africa faces many challenges, predominantly the lengthy and costly development application processes that must be complied with. Undue delays in the authorisation processes at all levels of authorisation inadvertently negatively impacts on the viability of development projects.

Each development authorisation process has its own set of pre-determined application procedures. It is therefore important that, prior to submitting a development application, a pre-application consultation meeting with the relevant municipal officials be undertaken to

assist the developer in compiling a comprehensive project plan. The various authorisation requirements within the application process are set out in the table below.

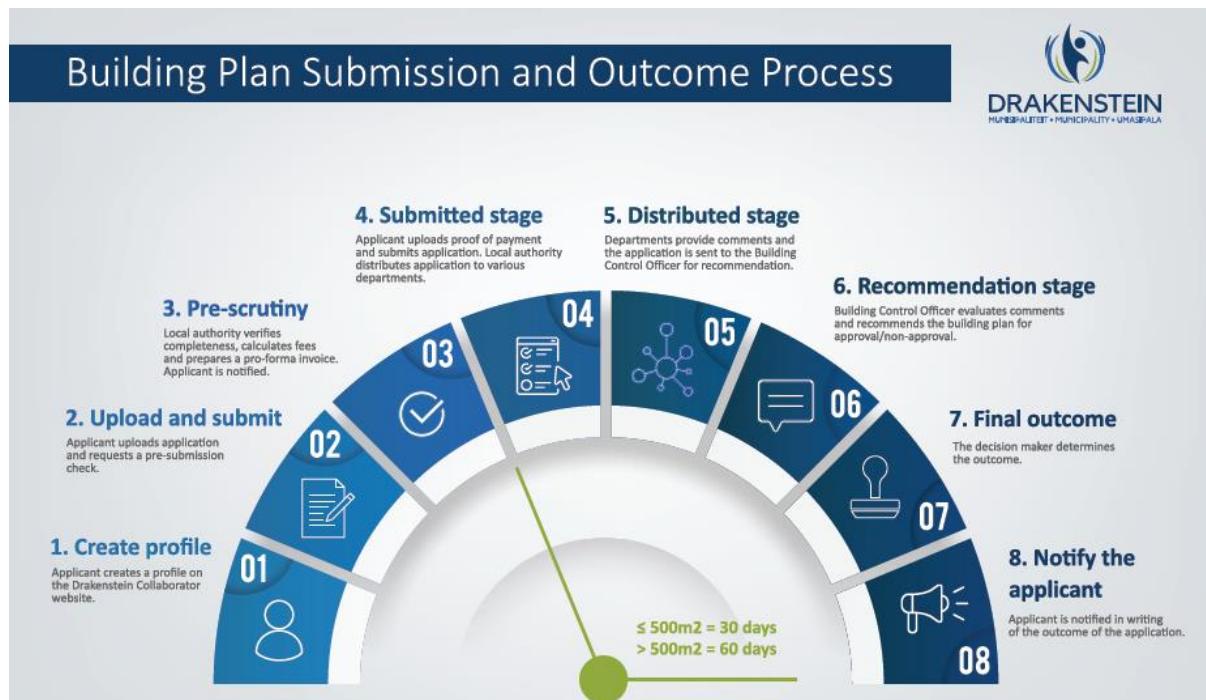
**Figure 6: Authorisation processes**

Authorisation	Activity	Legislation
Building plans	<ul style="list-style-type: none"> <li>Approved building plans for development</li> </ul>	<ul style="list-style-type: none"> <li>National Building Regulations and Building Standards Act, 103/77</li> </ul>
Land use rights and planning	<ul style="list-style-type: none"> <li>Change in land use rights</li> <li>Deviation from permitted development parameters</li> <li>Deviations from conditions applicable to the land</li> <li>Subdivision of land</li> <li>Consolidation of land parcels</li> </ul>	<ul style="list-style-type: none"> <li>National Building Regulations and Building Standards Act, 103/77</li> <li>Municipal Planning Bylaw, 2019</li> <li>Municipal Zoning Scheme, 2018</li> <li>Roads Ordinance, 19/76</li> <li>Roads and Ribbons Development Act, 21/40</li> <li>Western Cape Land Use Planning Act, 3/14</li> <li>National Spatial Planning and Land Use Management Act, 16/13</li> </ul>
Heritage	<ul style="list-style-type: none"> <li>Permissions: Building older than 60 years, provincial or national heritage site, protected area, heritage objects, monument</li> <li>Notice of intent to develop (to Section 38)</li> </ul>	<ul style="list-style-type: none"> <li>National Heritage Resources Act, 25/99</li> </ul>
Environmental	<ul style="list-style-type: none"> <li>Basic assessment, NEMA listing notices 1 and 3</li> <li>Environmental Impact Assessment</li> </ul>	<ul style="list-style-type: none"> <li>National Environmental Management Act, 107/98</li> <li>Various associated legislation, including Water Act, Waste Management Act, Air Quality Act and Noise regulations</li> </ul>
Agriculture	<ul style="list-style-type: none"> <li>Development of agricultural land outside previous municipal boundaries</li> <li>Transformation of cultivated land</li> </ul>	<ul style="list-style-type: none"> <li>Subdivision of Agricultural Act, 70/70</li> <li>Western Cape Land Use Planning Act, 3/14</li> </ul>
Water use	<ul style="list-style-type: none"> <li>Development near a water course</li> </ul>	<ul style="list-style-type: none"> <li>Water Act, 36/98</li> </ul>

Drakenstein Municipality is committed to simplifying and expediting development application processes. A key facet in achieving the afore-mentioned commitments is good communication between the developer and the municipality. To this extent and in order to improve service delivery, the municipality adopted the Drakenstein Municipality Client Service Charter which embraces the eight Batho Pele principles, thereby providing the service standards that each municipal official must adhere to in terms of response- and turn-around times.

Below are the procedures for the building plans application submission process as well as the land use planning application process, setting out steps and timeframes as per the Services Charter and standard operating procedures.

**Figure 7: Drakenstein Building plan submission and outcome process**



**Figure 8: Drakenstein Land Use Planning and Surveying application process**



## **6.5 Environmental Management**

Although the Environmental Management Division is regarded as an interested and affected party that provides input into development proposals to ensure that sustainable principles are embedded throughout the life cycle of projects, there is a great desire to assist developers in expediting approvals that need to be obtained. The municipality promotes integrated environmental management by ensuring that environmental considerations are fully integrated into all stages of the development and decision-making process.

One of the tools used to achieve this is the Drakenstein Environmental Management Framework (EMF). The aim of the EMF is to provide guidance to the municipality, other government departments, environmental assessment practitioners and developers as to where and how development is desirable or undesirable in certain areas as well as providing environmental and other attributes of these areas. This can assist in making informed decisions which in turn can assist that the processing of development applications are fast tracked.

Climate change is posing a serious challenge for sustainable development in developing countries like South Africa, with broad impacts not only on the environment but also on economic and social development. Drakenstein Municipality is taking action against climate change through its Climate Change Response Plan (2017). Local climate risks are identified and mitigation measures are suggested and implemented across the municipality to ensure that development in Drakenstein is not threatened by the impacts of climate change as witnessed and experienced in many other parts of the country. In addition to the Climate Change Response Plan, Drakenstein Municipality has a climate partnership with the City of Neumarkt which is located in the Free State of Bavaria, Germany. Through this partnership the two municipalities actively work together on special projects to combat the effects of climate change and creating opportunities for Drakenstein to grow responsibly.

## **6.6 Heritage Resources Management**

Drakenstein has a rich and diverse cultural heritage which is conserved, protected and promoted by the municipal heritage resources management system for the benefit of its inhabitants and future generations. The municipality is one of the key cultural historical hubs of the Western Cape and contains many resources which are of scientific, environmental, architectural, artistic, social, technological, intangible or historical significance. Many of these assets have a local, communal value and some have been formally protected as part of the national estate, while others are internationally recognised, such as the Cape Floral World Heritage Site, which forms the eastern border of the municipality. These heritage assets are non-renewable resources which can bring social, economic and environmental benefits through their responsible management and conservation. The municipality, in collaboration

with Heritage Western Cape, is developing a number of processes to speed up application outcomes by devolving certain authorisations.

## **6.7 Geographic Information System (GIS)**

The municipal GIS system provides and maintains management information for the planning services and actively participates in the development and maintenance of GIS services such as web-based intranet services, Integrated Business Systems and web-editing Business Support Services. Furthermore, the municipal intra-active map is updated and maintained to support the development application processes. This information is available to developers.

## **7. CORPORATE SOCIAL INVESTMENT**

Corporate Social Investment (CSI) refers to a company's financial and non-financial contribution to disadvantaged communities and individuals for the purpose of social upliftment and welfare. By partnering with business Drakenstein Municipality is able to provide broader support for developmental initiatives that address socio-economic needs of a community via sustainable projects in areas such as education, healthcare, job creation and skills development. In order to ensure that needs identified from our communities are met, enhance implementation and to provide a basis to monitor and evaluate the success of the projects the municipality has a CSI framework. The objectives of the framework are:

- Develop and empower communities for the sustainability and long-term growth of Drakenstein;
- Create synergies between the business sector supported CSI initiatives and the municipal community projects as identified in the Integrated Development Plan; and
- Build and improve relationships with existing and potential CSI stakeholders through mutual beneficial partnerships.

To ensure targeted, hands-on support and meaningful contributions to community development initiatives CSI projects are aligned with the Integrated Development Plan, namely:

- Education, capacity building and skills development;
- Income generation and job-creation programmes/projects, with the primary focus on youth and women;
- Health-care promotion, particularly HIV and AIDS programmes;
- Arts and Culture events especially those in rural communities;
- Social and community development; and
- Sustainable safety and security initiatives.

For more information to partner with us for the good of our community investors can contact our Economic Growth and Tourism Division.

## **8. CONTACT INFORMATION**

### **8.1 From red tape to red carpet**

In order to achieve targeted economic growth objectives, the primary focus of the municipality is to promote and encourage investment by offering an ease-of-doing-business environment when it comes to the processing of development applications. A Development and Investment Forum (DIF) is in place to consider new development proposals and an indication of whether the development proposal is in line with the Vision 2032, Integrated Development Plan and Strategic Development Framework. These processes are managed according to strict time frames in order to cut on red tape and costs.

For further information in this regard, please contact:

Development, Investment and Projects Officer

Office of the City Manager

Ms Elde Muller

Tel:+27 21 807 4617

Email: [elde.muller@drakenstein.gov.za](mailto:elde.muller@drakenstein.gov.za)

### **8.2 Acquiring municipal land for development purposes**

For any development proposals on municipal land, please contact the Legal Advisor who will facilitate the application process. The municipality has identified saleable land parcels within the urban edge, detail information in this regard is also available from this office.

Legal Advisor: Corporate Services

Ms Nicola October

Tel: +27 21 807 4585

Email: [nicola.october@drakenstein.gov.za](mailto:nicola.october@drakenstein.gov.za)

### **8.3 Development proposals**

For any other development proposals, please contact the following Sections in order to initiate discussions for the development proposal:

#### **8.3.1 Section Land Use Planning and Surveying**

General enquiries

Ms. Joan Arendse

Tel: +27 21 807 4849  
Email: joanarendse@drakenstein.gov.za

Zoning enquiries  
Mr. Chad September  
Tel: +27 21 807 4827  
Email: chad.sepember@drakenstein.gov.za

Land use planning application enquiries  
Ms. Joan Arendse  
Tel: +27 21 807 4849  
Email: joanarendse@drakenstein.gov.za

Land surveying application enquiries  
Ms. Haneefa Karriem  
Tel: +27 21 807 7749  
Email: haneefa.karriem@drakenstein.gov.za

### **8.3.2 Section Spatial Planning, Heritage and Geographic Information Systems (GIS)**

General enquiries  
Ms. Jo-Ann Karriem  
Tel: +27 21 807 6225  
Email: joann.steenkamp@drakenstein.gov.za

Spatial Planning  
Mr. Alexander Rehder  
Tel: +27 21 807 4813  
Email: alexander.rehder@drakenstein.gov.za

Geographic Information Systems (GIS)  
Ms. Janine Penfold  
Tel: +27 21 807 4845  
Email: janine.penfold@drakenstein.gov.za

### **8.3.3 Section Building Control**

General enquiries  
Tel: +27 21 807 6244

Inspection enquiries  
Tel: +27 21 807 6244

Email: [buildingcontrolinspection@drakenstein.gov.za](mailto:buildingcontrolinspection@drakenstein.gov.za)

Building plan enquiries

Tel: +27 21 807 6244

Email: [buildingcontrol@drakenstein.gov.za](mailto:buildingcontrol@drakenstein.gov.za)

#### **8.3.4 Section Economic Growth and Tourism**

Economic Growth and Tourism

Ms. Cheryl Phillips

Tel: +27 21 807 4737

Email: [cheryl.phillips@drakenstein.gov.za](mailto:cheryl.phillips@drakenstein.gov.za)

#### **8.3.5 Section Environmental Management**

Environmental Management

Ms. Cindy Winter

Tel: +27 21 807 4731

Email: [cindy.winter@drakenstein.gov.za](mailto:cindy.winter@drakenstein.gov.za)

#### **8.3.6 Section Civil Engineering Services**

Civil Engineering Services

Mr. Louis Pienaar

Tel: +27 21 807 4707

Email: [louis.pienaar@drakenstein.gov.za](mailto:louis.pienaar@drakenstein.gov.za)

### **9. SOURCE INFORMATION**

#### **9.1 Social media**

Drakenstein Municipality website

Drakenstein Municipality Facebook page

Drakenstein Municipality Instagram

Drakenstein Municipality You Tube

Drakenstein Local Tourism Association website (DLTA)

#### **9.2 Strategic documents**

Drakenstein Annual Report (2019)

Drakenstein Building Control Infographics

Drakenstein Bylaw on Municipal Land Use Planning (2018)

Drakenstein DIF screening questionnaire (2020)  
Drakenstein Environmental Management Framework (2015)  
Drakenstein Environmental Policy (2014)  
Drakenstein Heritage Guidelines (2013)  
Drakenstein IDP 2020/2021  
Drakenstein Informal Trading Policy (2018)  
Drakenstein Integrated Economic Growth Strategy (2019)  
Drakenstein Investment Incentive Policy (2019)  
Drakenstein Rural Development Strategy (2017)  
Drakenstein Spatial Development Framework (2020)  
Drakenstein Tourism Development Plan (2019)  
Drakenstein Zoning Scheme Bylaw (2018)  
Land Use Planning Act No 3 of 2014  
National Environmental Management Act No 107 of 1998  
Spatial Planning and Land Use Management Act No 16 of 2013