

LOCAL ECONOMIC DEVELOPMENT IMPLEMENTATION PLAN

Sector	Activity	Possible Key Partners	Brief Description of Activity
SMME & Informal Sector	Host Annual Business Expo (youth tech exhibits, etc.) and Award Ceremony.	WBF, BITA, SEDA & local businesses and corporates willing to participate & sponsor	An expo that demonstrate existing and innovative products linked with keynote speakers that will ultimately emanate in an award ceremony which recognise the efforts and achievements of local businesses in a range of categories.
	Evaluate the need for a local business Incubator/HUB.	Raizcorp, STEEP, SEDA, local business service providers (e.g. Eagle Marketing, Jane Schafer)	To explore the delivery of business support services in a formal partnership (Incubator).
	Establish and formalise yearly business training programmes.	SEDA, Boland College, UWC, USB, Productivity SA, Edge Growth, Breedekloof Ondernemingsontwikkelingstrust, and any other relevant training institution	To roll-out training (specifically identified training by businesses) on a more frequent and better planned basis (range of categories e.g. from informal to formal businesses).
	Develop a comprehensive and detailed business database.	Danielia Hermanus, SEDA, local service providers	Compile detailed baseline information about local business (basic business audit in terms of status of operation).
	Initiate BVM Dragon's Den.	WBF, local corporates willing to participate and sponsor	To facilitate discussions with corporates willing to participate in such an initiative.
	Set up BVM Angel Investor Network linked to mentorship programmes.	Lizelle Coombs, Nafeesa Dinie, local corporates, SEDA, WBF	Explore the establishment of an organisational mechanism/platform which link SMME's to potential investors.
	Facilitate a monthly business meet & greet/lunch/networking opportunity.	WBID and WBF	Networking sessions at which innovative topics pertaining to business will be discussed.
	Establish BVM Business newspaper/newsletter issued quarterly.	Local business institutions, local media houses	An informative newspaper earmarked for local businesses that provide local best practices in business, provide tips/tricks/trends for SMME's, as well as a featured article on local business (amongst other things).
	Establish tunnel farming at Kleinplasië.	Agri Mega, BVM Project Manager & Planner, DoA	A pilot project that promote green concepts, sustainability and eco friendly businesses.
	Evaluate the availability of land and structures for SMME's & informal trading space.	Internal BVM departments	Entails evaluating new infrastructural design concepts for informal trade and business.
	Apprenticeship game changer.	DEDAT	Develop a plan to allocate more opportunities to young people.
	Make a financial contribution to the seed funding schemes of CWDM.	CWDM	Co -fund expenditure related to entrepreneurial seed funding programme.
	Capacitate local service providers (through training initiatives) to adequately supply to the need of the municipality, coupled with the development of a policy/guideline (within prescribed legal frameworks) to procure more goods/services locally where possible (conduct adequate procurement planning).	Provincial Treasury & BVM SCM	Evaluate possibilities of allocating more work to local companies (within prescribed legislative frameworks).

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SMME & Informal Sector	Develop LED inter-departmental service charter.	BVM Mayco, Municipal Manager and Directors	Develop LED internal departmental charter (review internal processes which restrict ease of doing business) to obtain commitment towards prioritising economic development from all municipal departments.
	Promote ease of doing business as a key priority within BVM.	BVM Internal Departments, Identified business representatives (possibly establish red tape reduction team/committee)	A team/committee that address the sources of red tape and initiate plans to deal with recurring instances of red tape.
	Develop investment promotion portal to portray BVM as favourable investment destination and include incentives.	WESGRO and Tradeinvest South Africa	A contract must be signed with a reputable company able to provide this service.
	Establish BVM "buy local" campaign with certain incentives for residents.	BITA & WBF	A media and publicity campaign to encourage the purchase of goods/services locally.
	Erect centralised SMME marketing boards depicting key SMME's and their services.	BITA, Traffic service and the Planning Department	Installing branding and direction boards in a strategic manner able to promote local businesses.
	Host monthly/quarterly BVM Street Market.	Traffic, Office of the Executive Mayor	Creating an environment for local traders to market and sell their goods.
	Establish formal partnership and better linking with Wesgro.	WESGRO	To ensure that BVM is appropriately marketed and portrayed as a favourable investment destination (specifically for international investors).
	Provide business data which showcase local economic trends and business opportunities etc.	DEDAT, WESGRO, SEDA, CWDM	Provide economic and demographic data that reflect the state of the local economy to assist businesses to make informed decisions.
	Develop business excursions to innovative and successful companies (e.g. 2 per year).	SEDA, WBF, DEDAT	A project that can set benchmarks for emerging entrepreneurs.
	Investigate the potential of a new business stream (i.e. producing compost from the waste of fruit & veg sold by informal traders, earmarked for sale).	BITA, Department of Agriculture	Feasibility study which will investigate the potential of such a business stream in order to serve as a sustainable "green" business initiative.
	Schedule separate quarterly meetings (between municipality & private sector partners/organisations) to discuss aspects relating to informal trade and CBD enhancements respectively.	BITA, WBID	Two separate quarterly engagements that will be place on the municipal SDBIP.
	Evaluate the potential of installing street furniture and standardised trading structures for informal traders.	BVM Project Manager, Planning & Traffic Services, BITA	Introduce innovative concepts to beautify informal trading spaces within CBD's.
	Develop new trading bays in outer towns (i.e. Rawsonville, De Doorns & Touwsriver) and investigate the allocation of a dedicated zone to promote informal trade.	BVM Project Manager, Planning & Traffic Services, BITA	Paint additional bays in outer towns to provide enhanced business opportunities for informal traders.

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Green Economy	Design policy which encourage citizens/businesses to recycle and utilise the services of local recyclers (an effort to make recycling more sustainable and profitable).	BVM Cleansing	This activity seeks to support and strengthen the recycling sector by ensuring that recyclable materials are in fact recycled. This in turn will reduce strain on landfill sites and also promote a cleaner and greener locality.
	Establish a forum to coordinate existing recycling and go green initiatives.	Companies within BVM emphasising green initiatives	A forum where quality speaker can address the forum and where best practise can be shared amongst participating members in manner that will enhance the green economy.
	Establish a programme to promote and create awareness of the green economy.	Green economy companies in the BVM	The design of various communication material to create awareness about the green economy, its associated initiatives, as well as the potential value thereof for BVM
	Enter into agreement with WESGRO to promote the BVM as a green economic investment zone.	WESGRO	Adequately budget for, and negotiate a service level agreement in this regard.
	Ensure that start-ups seeking to pursue the green economy and its associated initiatives, feature as a prominent component in the proposed incubator.	LED	To ensure that start-ups seeking to "go green" are adequately supported in terms of training and mentorship opportunities.
	Allocate a greater portion of seed funding to companies that specifically emphasise and implement green initiatives/solutions.	BVM and CWDM	To ensure that companies seeking to "go green" are supported and motivated to continue with such initiatives by providing access to seed funding.
	Arrange awareness workshops to explain the importance as well as profit potential linked to the green economy and its associated initiatives.	LED	To ensure that those actively engaging in green economic initiatives, are informed on a continual basis of this sector's opportunities and economic spin-offs.
	Facilitate access to scientific support for green economy initiatives.	Green Cape, Academic Institutions	Establish network with technical as well as academic institutions that can research and provide recommendations to BVM on potential innovative green initiatives.
	Explore power- as well as water saving mechanisms as a pilot initiative to demonstrate BVM's commitment towards "green" initiatives.	Private sector, BVM Cleansing, Green Cape	To ensure that BVM, in its entirety, adopts an approach focused on becoming more environmetally friendly and conscious.

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Green Economy	Establish a body that can evaluate the viability of introducing a benefit/reward programme (e.g. certain rebates) for individuals and/or businesses that actively pursue and implement green initiatives.	LED	To create a culture of rewarding those that actively seek to promote environmental sustainability within BVM.
	To appoint a person or to provide additional responsibility to an existing staff member to drive this green economy initiatives in the BVM.	LED	Champion in BVM that will spearhead all our green economy and futuristic ideas.
	Investigate the feasibility of introducing innovative watering systems (and possibly partially subsidising such systems) that can be utilised to water gardens with grey water.	Department of Agriculture	To mitigate the risks of environmental degradation as a result of the significant drought.
	Conduct feasibility study linked to the potential use of energy, generated by the landfill site, in a more productive and efficient manner.	LED	LED division will commission a detailed feasibility study, to ascertain whether this is a feasible and viable source of alternative energy/electricity provision.
	Implement additional programmes to separate more waste at the source of collection.	BVM Cleansing, Green Cape, Local businesses seeking to implement green initiatives	This will be investigated further in partnership with Green Cape, as a means of utilising waste materials more innovatively and consequently reducing the strain on landfill sites.
	Generate media, awareness and publicity around green economy initiatives.	Local media platforms, businesses operating in the "green" sector	To ensure that the green economy and its associated initiatives are promoted as the way forward and new trend in terms of ensuring sustainable growth and development.
	Install more visible and clearly marked recycling containers in strategic locations within the community.	BVM Cleansing	To bring recycling to the people by making such containers/bins easily accessible for citizens/businesses, that allow them to dump any recyclable material in the containers/bins.
	Explore the commercial viability of e-waste recycling activities and, if feasible, promote it.	LED	Electronic waste is a relatively unexplored market within BVM, but can provide various business opportunities for those willing to examine and understand its potential.

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Tourism	Brand the Karoo National Desert Botanical Gardens as a package with nature tours, succulent exhibits and recognition of mountains and mountain ranges around Worcester.	LED and Tourism	Developing a brochure and various e-based marketing articles to promote the botanical gardens.
	Brand the existing Heritage Route with signage outside each building, telling a story with pictures etc. and brand that as a heritage route package, with guided walking tours.	LED and Tourism	Develop a map and plates that give background about the property and associated artefacts.
	Develop an Art Route Brochure for the Breede Valley.	LED and Tourism	Develop marketing material for the route.
	Establish a committee to plan and organise a festival linked to the commemoration of the 200th existence year of Worcester, linked with development of a heritage route capturing the history of a range of significant topics/occurrences within Worcester	LED and Tourism	The conceptualization, planning and hosting of all the activities that build up to the 200 year celebrations
	Initiate discussions with Worcester Wine Route and Breedekloof Wine Route, and brand it as the Breede Valley Wine Route 'Longest Wine Route in South Africa' and develop marketing material.	LED and Tourism	The project is dependent on the willingness of both wine growing regions to unite.
	Develop marketing material for the 'Breede Valley Craft Beer & Gin Route'.	LED and Tourism	Development of branding and marketing material.
	Host an Annual Food & Wine Festival. (First festival will be held on 28 October 2017) 'CW Food & Wine Festival'.	LED and Tourism	The hosting of a food a wine show that will add value our tourism brand.
	Develop an outdoor guide for the Breede Valley.	LED and Tourism	Set up an initiative to quantify the outdoor tourism and initiative.
	Improve the already established Park Run Event with landscaping and signage.	LED and Tourism	Ignite a project to coordinate the park run by improving public private sector cooperation

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Tourism	Identify an open space within the CBD to build an outdoor gym.	LED and Tourism	Draw up an investigative report that make concrete proposals for an open air gymnasium
	Upgrade the Town Hall to accommodate and host more events and conferences.	LED and Tourism	Conduct an investigation and provide concrete proposals to the relevant decision makers.
	Construct a reception area at the Little Theatre, where food and drinks could be served.	LED and Tourism	Role out a construction project to construct a catering facility at the Little theatre.
	Re-opening Tourism Information Centre's over weekends.	Worcester based LTA's	Investigate the possibility & feasibility of this arrangement
	Create a database and a guide of venues and shuttle services to promote and market the Breede Valley as a conference hub.	LTA's & venues with conference facilities	Develop a brochure which contain key information linked to the related topic
	Explore the feasibility of upholding free public Wi-Fi in certain areas (also specifically targeting business zones).	WBID	Appoint a company that will provide concrete suggestions to the BVM
	Participate in an event in the CBD that enhance the vibrancy of the CBD.	LTA's, WBID & members/businesses within CBD	To support a series of events/activities that can add to the vibrancy of the CBD, and consequently attract more people (locals & tourists) to explore the offerings which the CBD presents
	Initiate a training program to increase the number of tourism ambassadors within the Breede Valley.	LED and Tourism	To ensure that more local tourism ambassadors graduate by means of a recognised training programme as a means of enhancing BVM's market exposure (specifically relating to tourism) through such ambassadors.

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Branding the Care Capital	Initiate career exhibitions for the disabled community.	LED and Care Capital steering committee	To provide a platform of interaction and networking between disabled jobseekers and potential employers.
	Use the local newspaper to report quarterly on the disabled community.	School for the Blind , Worcester Tourism Association	Include care capital information in the quarterly business magazine.
	Conduct a survey/analysis on the percentage of disabled people in the Breede Valley.	Institutions targeting the disabled community & WESGRO	Develop and access the relevant database.
	Appoint and join WESGRO to package the Care Capital Brand.	WESGRO	Conclude a service level agreement with WESGRO.
	Build and strengthen a network of local disabled role models and promote and share their stories/achievements with the rest of society (specifically the disabled community).	LED and WESGRO	An event that serves as a platform to share/promote the stories/achievements of local disabled citizens, as well as encourage other disabled citizens not to limit themselves due to their disability.
	Market the Breede Valley Disabled Organizations as a destination for international volunteers taking a gap-year.	WESGRO	Conclude a service level agreement with WESGRO.
	Promote a campaign which intend to ensure that all tourist facilities (e.g. accommodation, wineries, etc.) are disabled friendly.	LTA's and WESGRO	This entails creating a database of all tourist facilities (Accommodation, Wineries etc.) followed by relevant initiatives and support required to ensure that these facilities comply with the required standards of being disabled friendly. Once this process is complete, a detailed inventory list containing the details of such facilities, must be published and made available.
	Initiate training program(s) earmarked for the tourism industry - hospitality sector (e.g. training on sign language and the standard procedures/guidelines required to deal with a disabled person).	Businesses functioning within the hospitality sector, Training institutions	To ensure that the hospitality sector becomes more cognisant and accommodative towards the specific needs of the disabled community, in order to ensure that this particular sector provide quality services to the disabled community.
	Have sign language posters put up at all establishments (restaurants/accommodation/wineries).	LTA's and members	Branding programme to be implemented that demonstrate our commitment towards branding BVM as a primary care capital.
	Develop adventure activities for people with disabilities (e.g. Horse-riding/sky-diving)	LED and Tourism	To ensure that disabled persons are granted the opportunity to experience outdoor activities able to entice their senses and provide a adrenaline rush.
	Engage businesses (Private & Agricultural) on the possibility of providing apprenticeship-opportunities for the disabled, to employ more disabled people and give incentives to such businesses that adopt this approach.	Local & Agricultural businesses	To provide disabled persons with key skills as required by different markets in order to ultimately absorb them into the working-class and main-stream economy.
	Support 'Open-Days' arranged by existing institutions.	LED and Tourism	To provide a platform which portray the services of existing institutions in a better manner (improved marketing and awareness).
	Establish training and mentorship programs earmarked for disabled business owners.	Institutions targeting disabled citizens, Training institutions	To equip disabled citizens (through business training and mentoring) to adequately respond to business opportunities which the market(s) present.

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Poverty & Inequality	Frequent engagement platforms with Junior Town Council	Junior town council	Support project that promotes leadership
	Form a partnership to deal with homeless people and street children	BVM Community Development, Civil Institutions	Service level agreement to be concluded between BVM and appropriate implementing agent(s)
	Host events where local role models and leaders are acknowledged and celebrated	LED	A event to encourage local citizens/businesses by portraying success stories of other local residents/businesses
	Arrange and schedule quarterly engagement sessions with various sector leaders to discuss issues pertaining to poverty and inequality	Civil organisations within BVM	Establish a forum where issues of underdevelopment and poverty are discussed in order to adequately inform policy makers
	Establish a functioning local youth development office/youth centre	BVM Community development	Centre where issues and challenges experienced by our youth are prioritised and addressed
	Support boys scouts to minimize the impact of gangsters	LED	Service level agreements with organisations able to adequately setup and manage such initiatives
	Provide scheduled career guidance sessions, coupled with job readiness assessments	NGO's & Training Institutions	To create a platform where potential job seekers have access to career guidance, job readiness assessments, and even potential employers to ultimately ensure that more unemployed persons with appropriate skills be absorbed into the labour market.
	Form partnerships with training institutions (e.g. SU Ukwanda, Boland College) to provide development and bridging courses	Boland College, DEDAT	Such partnerships will ensure that sustainable training programmes be identified and rolled-out on a continuous basis, to ultimately ensure that the youth are adequately upskilled and prepared for the labour market.
Investment Promotion	Identify/appoint a dedicated official/team responsible to deal with any query/complaint lodged by companies that require assistance.	Internal BVM departments	In essence, this activity entails the formulation of a so called "LED one-stop shop", which primarily seek to ensure that red-tape is reduced and investor confidence is gained and maintained.
	Allocate funding to contribute towards infrastructure development at Uitvlucht earmarked for industrial development.	BVM Finance & Technical Services	Include the municipal contribution as a budget item on the MTREF as per Council resolution, in order to ensure that adequate infrastructure be installed at the site.
	Establish a marketing investment relationship with WESGRO.	Wesgro	The project entails to identify the investment promotion targets and goals and enter into a service level agreement with WESGRO
	Facilitate apprenticeship programme for technical skills with Boland College	Boland College & other relevant training institutions	Establish a working agreement and specific programme(s) focused at enhancing skills
	Develop a new investment promotion guideline		A document that outline key aspects/considerations able to assist prospective investors to make informed decisions when investing in BVM
	Train EPWP beneficiaries to access work opportunities in the business community	EPWP, Training Institutions, BVM Implementing Departments	Ensure that sector/skill specific training initiatives feature as an integral part of each EPWP project