



NEW PLANS UNVEILED FOR **BELLVILLE CBD**

# Campaign launched

**B**ellville is only going to get better, the City of Cape Town says.

Last week, the Mayco member for economic growth, James Vos, announced the activation of an initiative to revitalise Bellville and surrounding areas and optimise the region's investment potential.

The project falls under an umbrella campaign – Better. Bellville. Together. – and will be

funded by the City and rolled out by the Greater Tygerberg Partnership (GTP).

The City has long spoken of Bellville as the “second CBD” and have, over the years, tried multiple times to revitalise the region.

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- James Vos

stimulating investment appeal while managing the aspirations of existing local businesses, Vos said at the announcement function last week.

“This initiative has a strong focus on place-making, which means it will utilise community assets, infrastructure and services to create safe and clean public spaces towards the larger goal of economic prosperity.

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“Cape Town is seeing an influx of developments and in Bellville, approved building works reached a value of R7,3 billion between 2010 and 2021. Our aim is to expand on such gains,” he said.

There are numerous forthcoming investments into the area, which include high-tech storage centres for a major shopping chain and the construction of a mixed-use precinct at Parow Centre.

Warren Hewitt, CEO of the GTP, said that, under the City’s cooperation with the organisation, several project teams have already begun working on the clean up Bellville project.

Vos said the campaign’s aim is to “improve and sustain the area’s beautification, cleaner production, eradicate illegal dumping and littering, promoting recycling and educating the public on the best waste management practices.”

Vos added that with the City’s cooperation with the GTP, there were also several other projects wherein local businesses can reignite the region.

#### PROJECTS

“This includes experimenting with biofuel as a solution to food waste, urban greening projects, and the expansion of the Trolley and Recycling Project,” he said.

The Trolley and Recycling Project is a programme that provides personal and economic development opportunities for waste pickers and is designed to empower individuals to become recycling entrepreneurs.

“Our various recycling initiatives help maintain a cleaner Bellville centre while diverting waste from landfills and providing a source of income for destitute people that could, over time, break the cycle of poverty. We challenge all



**James Vos (far right) with some of the team members and councillors who are involved in the GTP's Trolley and Recycling Project.**

PHOTO: FRAMED BY CLAIRE PHOTOGRAPHY.

businesses and the community of Bellville to get involved,” said Hewitt.

#### WAYS TO GET INVOLVED

The City says they are looking for partners to join the campaign to make Bellville a better place to live and work. They give the following ideas:

- Support the initiative to clean up Bellville through extending donations or temporary use of equipment and resources. For more information contact [ceo@gtp.org.za](mailto:ceo@gtp.org.za) or call the GTP on 021 823 6713.
- Allow some time for your employees to arrange a clean up, or sponsor a community clean up to show your business cares. Be sure to share your efforts on social media with the hashtag #BetterBellvilleTogether.
- Show your support by cleaning your business visage, shop front and by keeping your entrance clean.
- Connect with the Better.Bellville.Together. team at GTP – to learn more about how you can become a partner and how to support the clean up Bellville project.
- Report illegal dumping tip-offs to our 24-hour toll-free number on 0800 110077.

