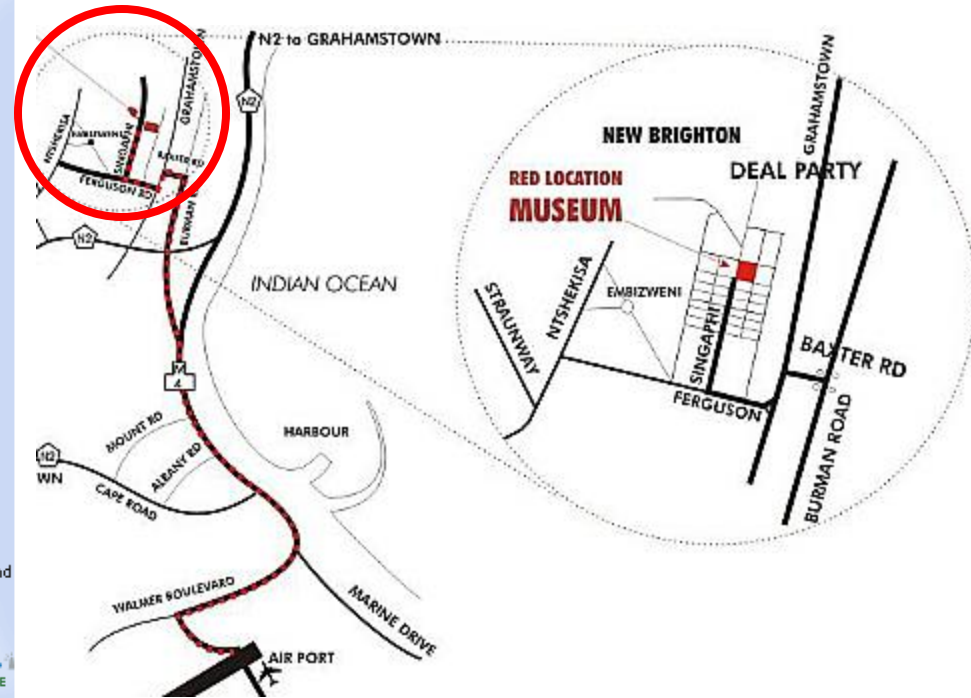


# New Brighton township regeneration

- Project team
  - ▣ Suzette
  - ▣ Lauren
  - ▣ Rory
  - ▣ Liteboho
  - ▣ William
  - ▣ Moegamat
  - ▣ Nkululo
  - ▣ Mamoeketsi
- Technical Assistant: The **Black** Man (they all look alike!)

# New Brighton township



# 20 year township regeneration strategy

## Vision

- **New Brighton to be the Biggest Cultural Destination of Africa**
- **Why?**
  - For too long there has been an over emphasis on infrastructure investment to the detriment of social, educational, cultural and heritage facilities;
  - Cultural infrastructure investment is an economic generator

# 20 year regeneration strategy: to utilise the red location cultural precinct as a catalyst

- Culturally-led regeneration
  - Changing attitudes and opinions
- Making history tangible and saving memory
- A vibrant, equitable and sustainable community
  - Stimulating creativity
- Create a better South Africa, a better Africa and a better world
- Quality education and research centre
- Improve quality of life
  - Safety and security
  - Wealth creation
- Skilled and capable work force
  - Knowledge-based industry

# So what is the plan?



# The Red Location Cultural Precinct

- When complete, the Red Location Cultural Precinct will comprise five public buildings:
  - ▣ Red Location Museum (opened 2006)
  - ▣ Red Location Art Gallery (completion date Jan 2011)
  - ▣ Red Location Digital Library and Library Archive (completion date Jan 2011)
  - ▣ Red Location Performing Arts Complex (planning begun)
  - ▣ Red Location School of Performing Arts (planning begun)

DIGITAL  
LIBRARY  
AND  
ARCHIVE



MUSEUM  
(Complete)



ART  
GALLERY

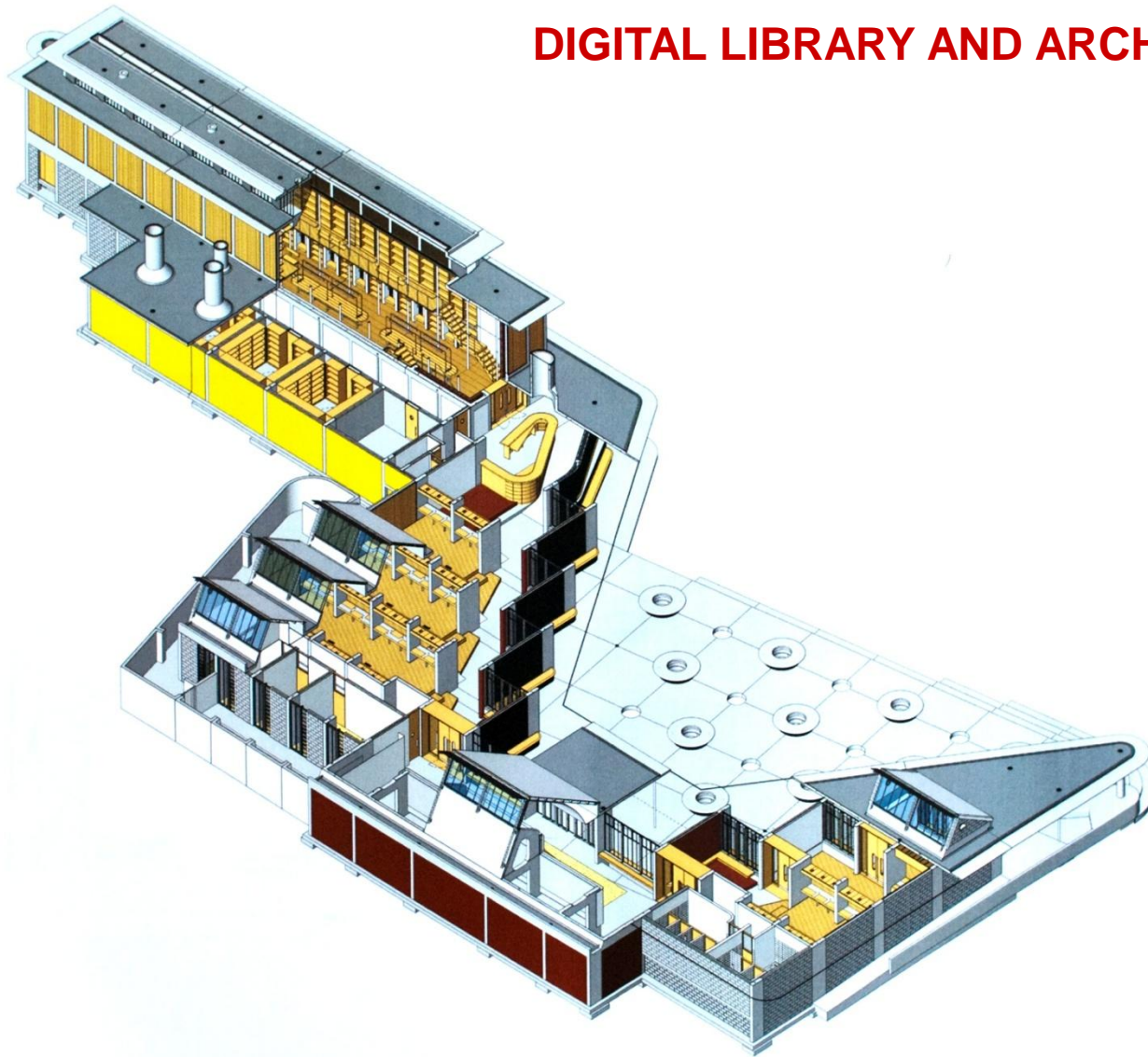


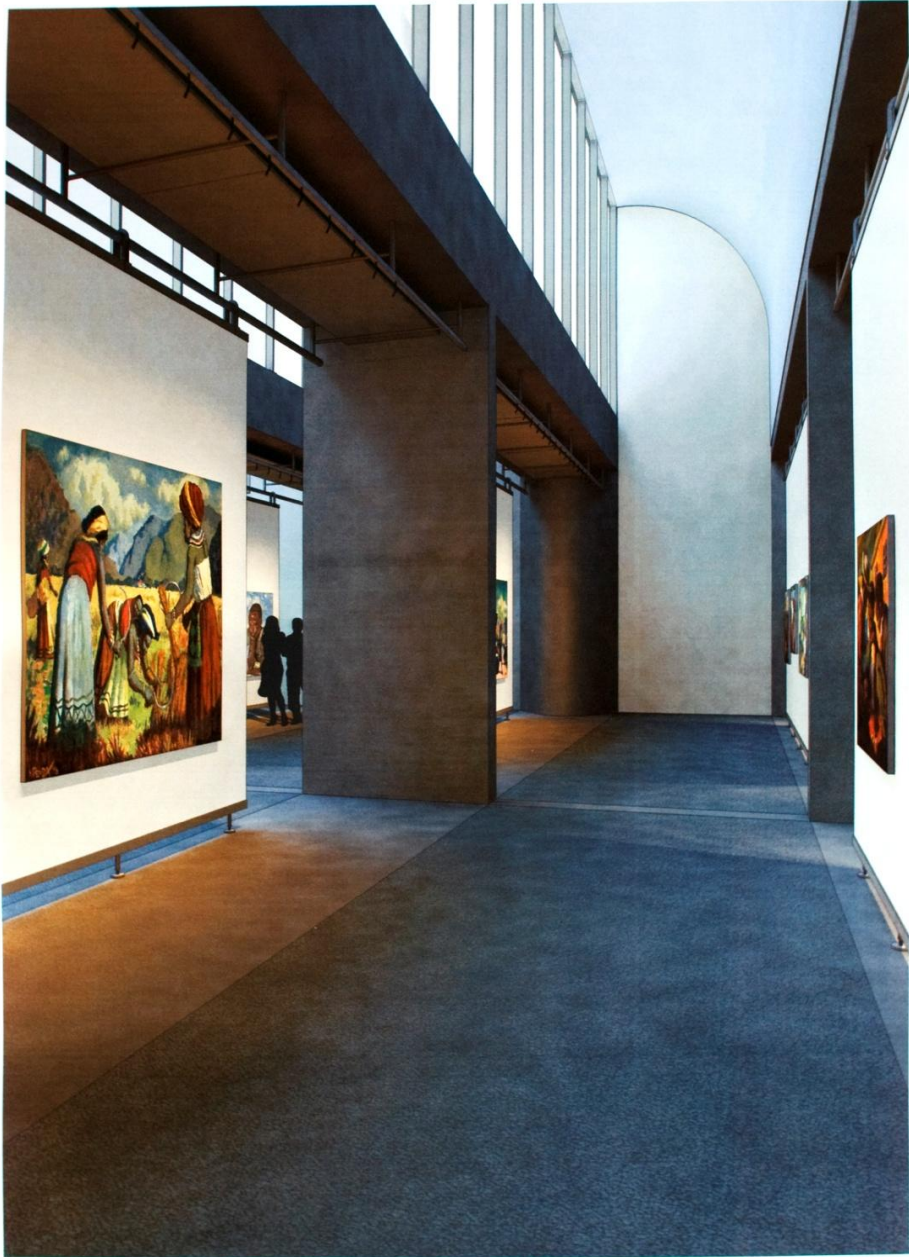
# Year one: program of intervention

- Complete Art Gallery and Digital Library/ Archive
- Commission facilities
- 210 Dwellings
- Parks upgrade, bulk and services –muni
- Results:
  - ▣ Increased employment: construction, O&M
  - ▣ Entrepreneurship: crafts, hotel school, restaurant, accommodation facilities
  - ▣ Improved safety and security for environs
  - ▣ Improved and additional educational facilities: in-service students



# DIGITAL LIBRARY AND ARCHIVE





**International award  
winning architecture**

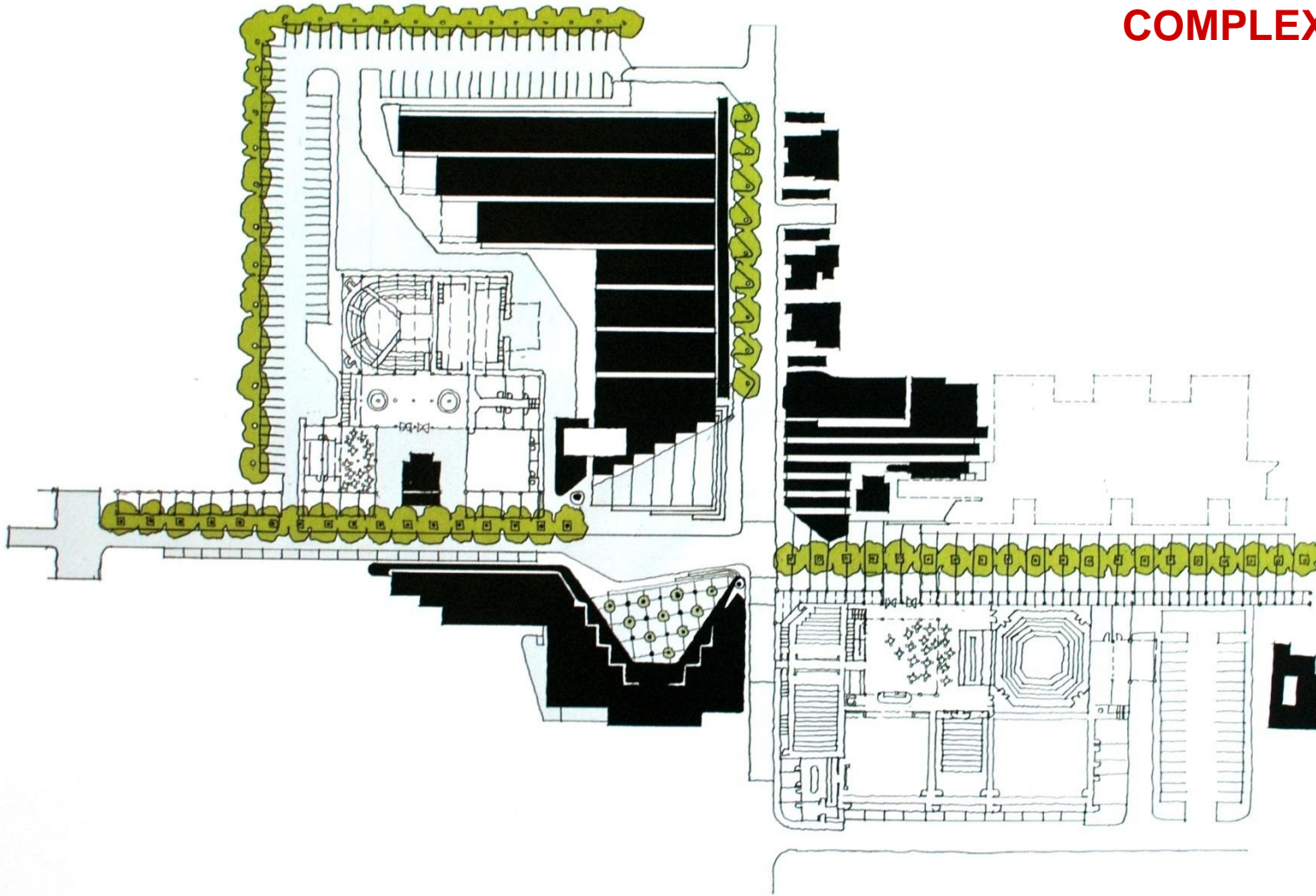
**Innovative design  
elements**

- **Clerestory windows**
- **Arched roof**
- **Light refraction**

# Years 3-5: program of intervention

- Complete and commission Performing Arts Complex:
  - ▣ Mediatique, three theatres, two cinemas and conference
- Complete and commission Performing Arts School
- Leverage off success of Museum – acclaim and awards
- Results:
  - ▣ Increased Employment via management contract
  - ▣ Entrepreneurships: performance groups
  - ▣ Wealth creation: increased property values
  - ▣ Social impact: cultural stimulation, social regeneration, memory, heritage
  - ▣ Partnerships: University, cultural associations, private sector
  - ▣ Education: tertiary students, ABET

# PROPOSED PERFORMING ARTS COMPLEX



# Years 6-20: program of intervention

- Retail and commercial focus
  - Increase opportunities and diversity
- Additional accommodation
- Improved educational opportunities
- Improved sports and recreational facilities
- Ensure commensurate and suitable infrastructure and bulk services
- Linkages to Mendi and Emlotheni memorial nodes
- Linkages commercial and retail nodes

# Innovations

- Economic
  - ▣ Alternative uses of facilities (hotel school)
  - ▣ Documentation and records - book
- Technological
  - ▣ Sustainability: cool air system
  - ▣ Wireless connectivity, internet access
  - ▣ Digital learning – Africa's first digital library
- Institutional
- Calculation of support base and feasibility using the LSM, AMP and other indicators

# Key performance indicators over 20 years

- Number of jobs created
- Number of successful cultural programs launched
- 95% Grade 12 pass rate
- Number of accommodation/ housing opportunities created
- 20 % increase in learners following the arts and culture stream
- Significant decline in crime
- Improvement in property values
- Diversity of work force across all economic sectors

# Risks

- Financial
  - ▣ Lack of funding
  - ▣ Financial sustainability – break-even after five years
  - ▣ Failure to reach critical mass
- Political
  - ▣ Risk and change
- Institutional
  - ▣ Failure of partners to co-operate – New Brighton rail station
- Social
  - ▣ Community buy-in
  - ▣ Vandalism, crime and grime
  - ▣ Refusal of shack-dwellers to move



# Questions?



**Thank you**