



# Yeovue news

your news your views

Free to all

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## Looking again at informal trading in Yeoville Bellevue

Informal trading has been a challenge in Yeoville Bellevue for some time. The City of Johannesburg has started a process of finding a way forward, especially with respect to street traders. Students and academics from Wits University have also been doing some work on the issue. YEOVUE NEWS reports on developments.

With the changes in South Africa since 1990, street trading has emerged as a challenge in Johannesburg, especially in the inner city (of which Yeoville Bellevue are a part).

The City of Johannesburg (CoJ) has responded to the situation in different ways in different areas. In Yeoville Bellevue, the CoJ built the Rockey Market (a strange choice of name as the Market is in Raleigh St, not Rockey St). Once traders had moved into the Market, the CoJ banned all forms of street trading in Yeoville Bellevue.

The ban did not work. From then until now, street trading has continued in the area - mainly in Rockey Raleigh St - with very occasional raids by the Metro Police to chase traders off the street.

In October 2009, after complaints by the community about street trading, the Metro Police decided to have officers on the street all day every day for that month.

However, as soon as the JMPD left the area (and on the days they did not come), trading continued.

At a public meeting in September 2009, the YBCDT had warned that having a daily JMPD presence for only one month was not going to solve the problem. And so it was.

From November 2009 onwards, the situation returned to normal, with new street trading happening further down Rockey St and in the

residential areas.

Meanwhile, tensions are rising between Market traders, who are paying rent - and street traders, who do not pay for their sites.

Market traders say that street traders are taking business away from them, making it difficult for them to survive.

The street traders want JMPD action to stop and for their stalls to be made legal. They say they are willing to pay rent for their sites.

The CoJ has now established a Task Team involving the CoJ, the JMPD, the Market traders, the street traders, the YBCDT, the YSF, the Ward Councillor, the formal business community and Rockey Raleigh property owners. Through this Task Team - which was first proposed by the YBCDT - the CoJ hopes to find a long-term solution to the informal trader situation which will be acceptable to all stakeholders.

Yeovue News will report on progress by this Task Team. In the meantime, if anyone in the community would like to comment on the issue or to make any suggestions, please send us your input and we will pass it on to the Task Team and, if possible, publish it in Yeovue News.

On page 2 of this issue, we publish the results of research on informal trading which was done by Wits University.

## It does help to speak out

Earlier this year, the YBCDT, which has its office in Rockey St, reported the potholes on the corner of Rockey and Raymond Sts. Some weeks later, the pothole brigade arrived and the problem was sorted out. People can report potholes in several ways:

- Go to the website at [www.potholebrigade.co.za](http://www.potholebrigade.co.za).
- Call \*120\*1551# on a cellphone and follow the instructions on the screen (normal MMS tariffs apply)
- type potholebrigade.mobi on your cellphone.



From this .....



..... to this .....



..... to this!

# Informal trading in Yeoville Bellevue - a study by Yeoville Studio, Wits University

**Yeoville Studio** reports on the results of research they did in Yeoville Bellevue on street trading. This is being published as a contribution to the debate about the future of street trading. Yeoville News does not necessarily agree with or support the findings and views contained in this article.

## Introduction

Our conclusions on (formal/informal) trading are based on several Yeoville Studio projects:

- **Second year planning students:** Survey on perceptions of street traders (street traders, pedestrians, shop keepers) (quantitative survey: sample = 30)
- **Masters thesis in Development Planning (Willy Claude Hebandjoko):** relationships between formal and informal traders in Raleigh Street (quantitative survey: sample = 30)
- **Third year planning students:** Survey with the market traders on the theme of the market governance and politics (qualitative and quantitative survey: sample = 18)
- **Senior researchers' (Aly Karam, Margot Rubin)** survey on informal traders in Yeoville (quantitative survey: sample = 90)

## Survey results on street trading in Rockey-Raleigh

- Street trading does offer a specific service to Yeoville residents and users: it is convenient, it is quick and easy, it is cheap, it is there.
- Street trading is seen as contributing to street safety and security, as street traders are always present, they are the eyes of the street, they have an interest in street safety
- Street trading is also seen as contributing to crime, first to the extent it is an illegal activity; secondly because there is no regulation or control over the goods sold
- Street trading contributes to street vibrancy and local identity; it is seen as attracting customers in the area, and being generally good for business.
- Street traders are not able to diversify their products due to their illegal status (all selling tomatoes – not costly if confiscated). This also limits business partnerships with formal shops.
- Street trading is seen as generating litter and sometimes blocking pedestrian traffic, mostly because it is not managed.
- Street traders are ready to pay a fee for the right to trade in the street.

## Survey results on Market traders

1. Many market traders are struggling and complaining about the lack of business in Yeoville market.

## What is Yeoville Studio?

- A partnership between academia and community
- An academic, multidisciplinary focus on a very local space
- A teaching and learning initiative

## Objectives and principles

- To produce socially relevant research / locally adapted design or policy solutions
- To train students in real life situations (guidance from lecturers and community members)
- To crystallize debates on local issues, explore and imagine other urban futures with residents
- Because Planning and Architecture are not only for the people, they need to be with the people - Yeoville Studio works in partnership with the YSF and the YBCDT in Yeoville Bellevue



## 2. Amongst market traders interviewed:

- All vegetable traders ON EXTERNAL STALLS were happy;
- All traders of non-specialized items (sweets, beauty products, clothing) ON INTERNAL STALLS were not happy
- Some traders of hyper-specialized items (African food products) ON INTERNAL STALLS were happy

*Although some traders say lack of business in the Market is because of street trading, it seems it is also linked to the type of product sold (specialized or not) and the stalls' location (internal / external) in the market (like in MOST African city markets).*

3. Most market traders were concerned about the security of their lease and saw themselves as long term traders in the market (a social/economic investment). This contrasted with the management view who saw the market as a temporary place for traders, from which market traders should graduate so as to leave stalls for other traders (political solution to unemployment /addressing the waiting list)
4. Some market traders were happy to have several stalls and to be able to sub-rent their stall (business development and sustainability). This contrasted

with management view that there should be only one stall per trader (political sustainability)

*City strategy might help control market trading and respond to political issues (rotate market stalls holders), but might hamper business dynamics (ban on multi-stall ownership and sub-letting) and further criminalise those who do not comply (e.g. the poorest& weakest).*

## Conclusions – suggestions based on research results so far

- It does not make economic sense to ban street trading (that works business-wise and works for the poorest) and expand the market (that does not fully work as business and cannot accommodate the poorest).
- The problems with the lack of business in market cannot be reduced to street trading competition – it is very likely that **chasing away street traders won't solve the market issues.**
- The problems with street traders relates mostly to their **lack of management (due to their illegal status)**. Legalising them would contribute to their own growth, diversification and to Rockey Raleigh development as a vibrant retail street.
- There is not ONE solution to trading issues in Yeoville but a **variety of solutions** that can accommodate **different types of buying** (impulse, on the street / premeditated, in the market) and **different types of traders** (survivalists / entrepreneurs). Only this diversity can lead to making Yeoville **both a vibrant and inclusive trading area**, that can grow, diversify, attract new customers.

## Suggestions – enhancing the overall commercial attractiveness of the area

Short term: restructure the market to attract more customers especially INSIDE:

- Open more circulation paths inside the market (internal streets, not maze) to increase the number of 'external' stalls
- More light needs to come in the market (roof windows? retractable roofs? internal 'streets'?) to make it less dark
- Organize regular cultural events inside on week ends to attract customers / install children play area or other attracting activities/ services
- Better advertising of the market (cf restaurants)

Long term: expand the market / diversify its products (premeditated shopping)

- Market trading is based on premeditated shopping: the more specialised the product the easier for traders to attract customers → specialise the market more.
- Further train the traders to identify market niches
- Give traders access to loans / capital so as to be able to specialise further
- Give traders flexibility in the running of their business (ability to have several stalls/ sub-rent / rent a street stall) to encourage entrepreneurship and allow for adaptation to changing conditions
- Possibly expand the market in various forms (other side of Rockey Raleigh? Linear market / pedestrian street connected to Rockey Raleigh?) but emphasize open access, internal streets, go-through areas, and think about product specialisation(s).

Short and long term: legalise and consolidate street trading in Rockey Raleigh street (the busy street = shopping by impulse)

- Build stalls that are affordable and do not obstruct pedestrian traffic
- Street traders to pay a fee / stalls to also be available for rent to market traders / shop keepers (it increases their visibility and product exhibition)
- Street traders will be able to diversify their products / maybe later 'graduate' into market trading
- Managed street trading = good for the overall business attractiveness of Yeoville

**Wits Planning Staff:** Dr. Claire Benit-Gbaffou (Yeoville Studio coordinator), Prof. Aly Karam, Ms Margot Rubin

**Wits Development Planning Masters students:** Willy Claude Hebandjoko

**Wits 3<sup>rd</sup> year Planning/Politics students:**

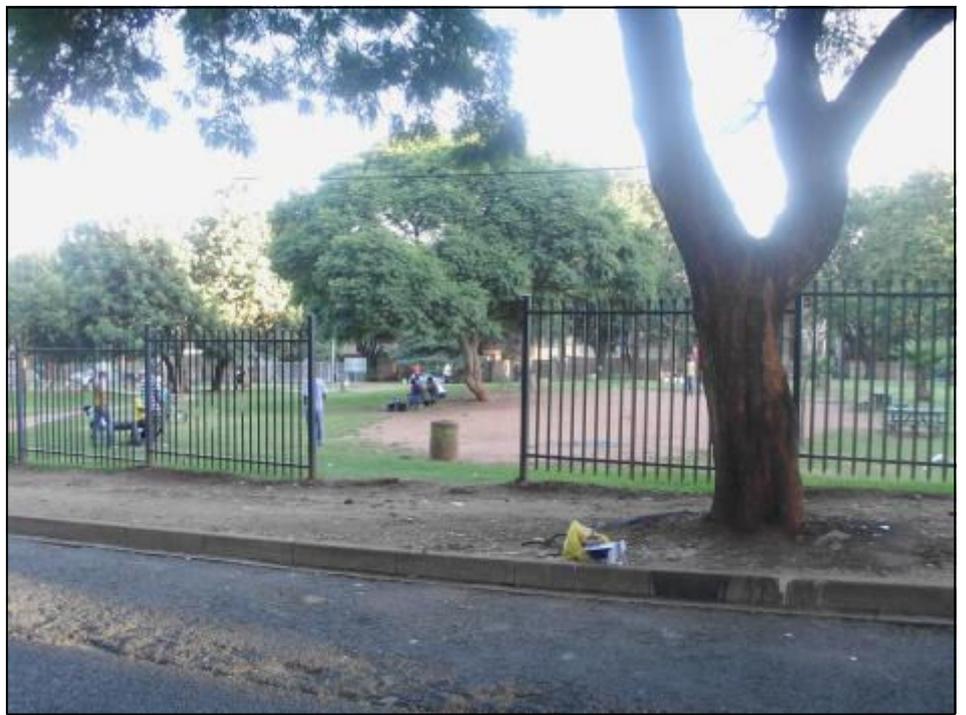
Khotso Bakwa, Mduduzi Khanyile, Lerato Motlaung, Joseph Myoya, Siphwe Ndaba

**Wits 2<sup>nd</sup> year Planning students:** Saffiyya Daya, Nobantu Hlangweni, Taariq Ismail, Tumelo Manoko, Marole Mathabatha, Dikupo Mavikane, Sinovuyo Mondliwa

**For more information,** go to Yeoville Studio website, <http://web.wits.ac.za/Academic/EBE/ArchPlan/YeovilleStudio.htm>

## Have your say

Street trading is an issue that affects everyone. So tell us what YOU think about the issue. Together, as a community, we can come up with a solution which works for everyone. Should we have street trading? Can well-managed street trading help to build a better Yeoville Bellevue? Do we need more markets? Please write to Yeovue News and tell us your ideas. Our contact details are on page 4.



## Disappearing fence in Muller St

We carried a small note recently about the disappearing fence in Muller St along the Bellevue Park. The problem can be seen in the picture above.

It's a sad thing that we have to report that people are stealing public property like this (remember the story recently of the break-on at Yeoville Community School).

Property owners in the area have been asked to monitor the situation and to report any further theft to the police - hopefully while it is happening - so that the thieves can be caught. It is only through community involvement that such 'izinyoka' can be stopped.

Yeovue News is also suggesting that the residents of Muller St and Frances St between Raymond and Bezuidenhout form a Bellevue Park Committee and that they take responsibility for monitoring what is happening in the park, and for controlling litter, noise, drinking in public, and other anti-social behaviour in the park. They can even do positive things like arrange for activities for children or organise the planting of flowers. They can also liaise as a community structure with the City of Johannesburg on issues such as lighting in the park.

**Note:** the theft of the fence has been reported to City Parks and an instruction has been issued by management for it to be repaired.

Please inform Yeovue News of any similar problems anywhere in the area.

## Editorial

A reminder that Yeovue News wants to publish a photograph, a one-paragraph 'manifesto', and the cell number and email address of each Ward candidate for political parties contesting in Ward 64, 66, 67 and 73. These are all wards that fall within the boundaries of Yeoville Bellevue.

We will publish the photos and the information of all candidates in an election special within the next two weeks. If parties do not provide us with this information, we will simply publish the name of the candidate, the name of the party and the ward number.

Use this free opportunity to reach out to your constituency.

Yeoville Library is going to officially launched. The community can have a say in what kind of an event it is. Tell us what you think would be a good way to celebrate the library and promote reading.

## Letters to the editor

Dear Editor

I would be grateful if I got feedback from on the whole issue of sugar daddies, which I wrote about recently.

During the past week, I witnessed a fight in Ebony Park where two Grade 9 school girls were fighting over a 32year old man. What was shocking is that their mothers knew about the whole issue. One of the girl's moms even went to the extent of defending her daughter, saying she dated the man first. How embarrassing is that?

Some people in Tembisa feel that not all sugar daddies are bad, they only need love because in their homes there is none and some on the other hand feel the same way I do, that we should fight against sugar daddies exploiting young girls. What do you think about this whole issue? Please reply through Yeovue News, either for publication or in private to me.

Duduzile Martha Nkosi

## Latest applications

### Gambling machines

A pub called Al's Tavern (also known as Kutlwano's) located at 29 Raleigh St, Yeoville, has applied to install gaming (gambling) machines. Objections must be made within one month from 11 April. Objections to: CEO, Gauteng Gambling Board, Private Bag 15, Bramley 2018,

### Liquor license

Foodtown, 64 Raleigh St, Yeoville, has applied for a Grocer's Wine License for their shop. Objections must be sent or delivered to Johannesburg Local Committee, Gauteng Liquor Board, 3rd Flr, Nedbank Building, 79 Main St (cnr Simmonds), Johannesburg within 21 days of 1 April.

## Community notices

Region F Health and Urban Management are hosting a **5km Fun Walk and Fun Day** event, to promote a healthy lifestyle and support a clean, safe and quality urban environment.

**Date: 9 April 2011 Walk: 07h30 Program: 9.30**

**Wembley Stadium, Cnr Marlborough & Turffontein Rds, Springfield**

**Info: 011 681 8166/ 8134 083 462 1780**

[patriciamag@joburg.org.za](mailto:patriciamag@joburg.org.za)

Free bus from Yeoville Rec: 6.30am

### YCPF Public Meeting

Yeoville Community Policing Forum public meeting on crime and safety issues in our area. 2pm - 4pm Saturday 9 April 2011 Yeoville Recreation Centre. Info: **Mbuyiseni** 083 2657435

## Classifieds



### SPECTACLE SPECIAL



### Optometrist

Mon - Friday 10am to 3pm

Saturdays 9am to 2.30pm

#### Cash offer

Frame + single vision lenses – R500

Frame + bifocal lenses – R700

Frame + multifocal lenses – R1200

Tints & other extras at additional fee - contact lenses also available

#### Eye test - only R100

**At BELLEVUE PHARMACY, Shop 63a  
Raleigh Street, Yeoville 073 859 7598**

### Dr Mark - your doctor in town

I am a traditional healer using herbs, powders, creams, balms, magic stones and sticks.

I can help you with many of your health, family and life problems. [drmark@webmail.co.za](mailto:drmark@webmail.co.za)  
Call **Dr Mark** on **083 7131493** anytime.

### Get rid of cockroaches & bed bugs

Fumigation without a smell. Non-poisonous to humans and animals. Six months guarantee.

Phone **Timothy** on **083 6712359**

### Appliance repairs

Fridges (all types); washing machines, CCTV cameras, microwaves; cold rooms; ice cream machines. We also do plumbing repairs.

Call **Dumie** (technician) on **0799071046** or **0748449970**

# Community Directory

### Community-based organisations

- **African Diaspora Forum** 17 Rockey Alley, 24 Rockey St, Yeoville Bellevue - Marc Gbaffou 083 5147367
- **ANC Joe Slovo Branch (Ward 67)** Sihlewele Myeki 076 5174596
- **Congo Heart of Africa** Bienvenu Ingila 082 6675969
- **Congress of the People (COPE)** Nolitha Majola 082 0509464
- **Democratic Alliance (DA) Ward 67 Branch** Jerry Moseta 079 0694188
- **SA Disabled Musicians Association** Johannes Dube 083 6897194
- **Ivorian Community** Marc Gbaffou 083 5147367
- **National Association of Yoruba Descendants, Southern Africa** Prince Adesina Al-Amin, National Youth Leader 076 6928060
- **Nigerian Union South Africa Mathias Folabi** Sagbo, Secretary (Gauteng) 0833033007
- **Observatory Ratepayers Association** Louise Denysschen 011 2746825 [secretary@gmail.com](mailto:secretary@gmail.com)
- **Refugee Help Desk** Jean Pierre A Lukamba Om 17 Rockey Alley, 24 Rockey St, Bellevue 083 8751256 [refugeesa@gmail.com](mailto:refugeesa@gmail.com)
- **Union for the Reconstruction of Congo (UREC)** Claude Kabambi 083 4865795 [clkabambi@webmail.co.za](mailto:clkabambi@webmail.co.za)
- **Urania Village Community Forum** Sector 3 Community Policing Forum [keithspeacock@gmail.com](mailto:keithspeacock@gmail.com) 011 6480367 082 4649458
- **Ward 67 Ward Committee** Nomaswazi Mohlala 083 2972936
- **Yeoville Community Policing Forum** 17 Rockey Alley, 24 Rockey St, Bellevue Mbuyiseni Khoza 082 2657435
- **Yeoville Environmental Organisation** Joseph Setloboko 073 7339083
- **Yeoville Muslim Community** Hussein Musa Baza-Awe 083 9565363
- **Yeoville Stakeholders Forum** George Lebone (chairperson) 079 3894409 Cate Bompas (secretary) 079 6105909
- **Yeoville United Artists** Bongzi Kubheka 082 7594987
- **Zimbabwe African Peoples Union (ZAPU)** 9a Raymond St (corner Rockey St) 073 3718741

### Non-governmental organisations

- **ACTION Support Centre** Positive action to transform conflict 011 3396332
- **Mother Johnson International** Mother Johnson 011 4870309
- **People Opposing Women Abuse (POWA)** 011 6424345/6
- **Self Help Christian Refugee Association** Xavier Bulimwengo 078 4251650
- **Curriculum Development Project** Charlotte Schaer 011 6241025
- **Christians for Peace in Africa** Pastor Thomas-Rene Kitutu 072 2625302
- **Yeoville Market Micro-Retailers** Sebastian Zaremba 072 1416411
- **Lesbian and Gay Equality Project** Phumi Mtetwa 011 4873810/1
- **NOAH's Ark Resource Centre, Yeoville** Gloria Nhlabathi 079 2330030
- **Nazareth House** Sister Lorraine 011 6481002

### Institutions

- **Grace Community Centre** Claude Nkebi 076 6310180 [claudenkebi@yahoo.com](mailto:claudenkebi@yahoo.com)
- **Observatory Girls Primary School** Cnr Regent St and de la Rey St Tel: 011 4871100
- **St Aidan's Anglican Church** Father Neo 011 4871112
- **St Francis Catholic Church** Cate Bompas 011 6488794
- **St John's College** Tsepo Matubatuba 083 7737382
- **Sheikh Anta Diop School** Jemadiri Kilele 011 6488122
- **Sophiatown Community Psychological Services** Children and Families on the Move 20 Derby Street, Bertrams. Tel 011 6145242
- **Trinity Congregational Church** Zama Mpambani 079 4274838
- **United Church Schools** Helenne Ulster (principal) 011 6484727
- **Yeoville Baptist Tabernacle Church** 011 6487325
- **Yeoville Baptist Tabernacle Youth Dept** 011 6487325

- **Yeoville Boys School** Lindelani Singo (principal) 011 6489901
- **Yeoville Community School** Martha Mente (principal) 011 6489163

### Public services and facilities

- **Region F Stakeholder Management & Liaison** Zaabe Magwaza 082 4679411
- **Urban Inspectors**
  - **Yeoville North:** Fikile Mdlalose 083 4448517
  - **Yeoville South:** Basetsana Bogopane 083 3811359
  - **Bellevue/Bellevue East:** Lettie Rasebeka 083 3811435
- **Ward 67 Community Development Worker (CDW)** Neo Setloboko 083 9537053
- **Ward 67 Councillor** Nomaswazi Mohlala 083 2972936
- **Yeoville Bellevue Community Development Trust** 18 Rockey Alley, 24 Rockey St, Yeoville Bellevue Tel: 011 4870269 Fax: 086 5514992 [ybcdt@yeoville.org.za](mailto:ybcdt@yeoville.org.za) Maurice Smithers 082 3737705 [maurice@yeoville.org.za](mailto:maurice@yeoville.org.za) Thammy Jezile 0730222421 [thammy@yeoville.org.za](mailto:thammy@yeoville.org.za)
- **Yeoville Community Clinic** Kenmere Rd, corner Hopkins St Tel: 011 6487979
- **Yeoville Police Station (SAPS)** 23 Kenmere Rd, corner Yeo St Tel: 011 4875900
- **Yeoville Post Office** Kenmere Rd, between Raleigh St and Hopkins St, inside the arcade Tel: 011 6489103
- **Yeoville Public Library** 49-51 Raleigh St Tel: no phone at present
- **Yeoville Recreation Centre** 36 Raleigh St (between Kenmere and Fortesque) David Maredi 011 6489176
- **Yeoville Swimming Pool** Corner Raleigh St and Kenmere Rd Tel: 011 6489359

### Other contact numbers

- **Black Sash** Tel: 011 8348361/5 For advice and help with your rights
- **City Power** Tel: 011 4907900
- **Emergency Connect** Tel: 011 3755911
- **Emergency Management Services** Tel: 011 4076374
- **Hijacked Buildings hotline** 0860 111381 [innercityhotline@joburg.org.za](mailto:innercityhotline@joburg.org.za) William Tudikavekewa 011 3768645 083 4612996
- **Joburg Connect** Tel: 011 3755555 (always ask for reference no.) [joburgconnect@joburg.org.za](mailto:joburgconnect@joburg.org.za)
- **Toll-Free Presidential Hot-line** Tel: 17737

### Ebukhosini Solutions

Youth and Community Development  
Ancient Traditions - Modern Solutions  
47 Regent Street, Yeoville

### City of Joburg Migrant Help Desk

Mondays 9am - 12pm  
Office 17, Rockey Alley  
24 Rockey St, Yeoville Bellevue  
**Bringing Joburg services to you!**

### Yeovue News

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