

ImagineDurban

what do you see when you dream?

Our Approach to Strategy

LTDF (2001):

- Short, crisp & strategic document
- Outlines our City Vision & Strategic Focus Areas for a more sustainable twenty years
- Embeds a new understanding of local govt.
- The start of a **HIGHLY CONSULTATIVE PROCESS**



Imagine Durban (2007)

- A council-led, community-driven project to unlock the imagination of the people, **take an integrated, long-term look at the city**, agree on where we want to be and create a path to take us there

Imagine Durban Survey

- Phase 1: 1400 people consulted through a formal survey:
 - Covered all geographic areas of the city
 - A representative sample of all population groups were interviewed
- Phase 2: Postcards distributed throughout the city through some schools, restaurants and at events. Over 3100 postcard responses received.
- Total Responses over 4500

Imagine Plan Formulation

- Once the survey results were analysed the Imagine Durban project Identified Six Theme Areas.
- For each theme a broad public workshop was held. Small follow up workshops were held with stakeholders who volunteered to help more detailed formulation of the theme.
- The Imagine Durban project also provide forums on its website for people to comment and submit ideas.
- A “My Idea” competition was also run in Libraries and Sizakala Centers to get ideas of what actions should be included in the themes from people who could attend workshop or access the website.
- The content of each theme was then reviewed by an expert to ensure that key issues were covered.

Example: Strategies for “Ensuring a more environmentally sustainable city

- Strategy A: Incentives and disincentives to ensure sustainable practice
- Strategy B: Information and education
- Strategy C: Integrated Waste Management Systems
- Strategy D: Pollution prevention
- Strategy E: Water Conservation
- Strategy F: Energy Efficiency
- Strategy G: Alternative energy production
- Strategy H: Climate change prevention and preparedness
- Strategy I: Productive Ecosystems



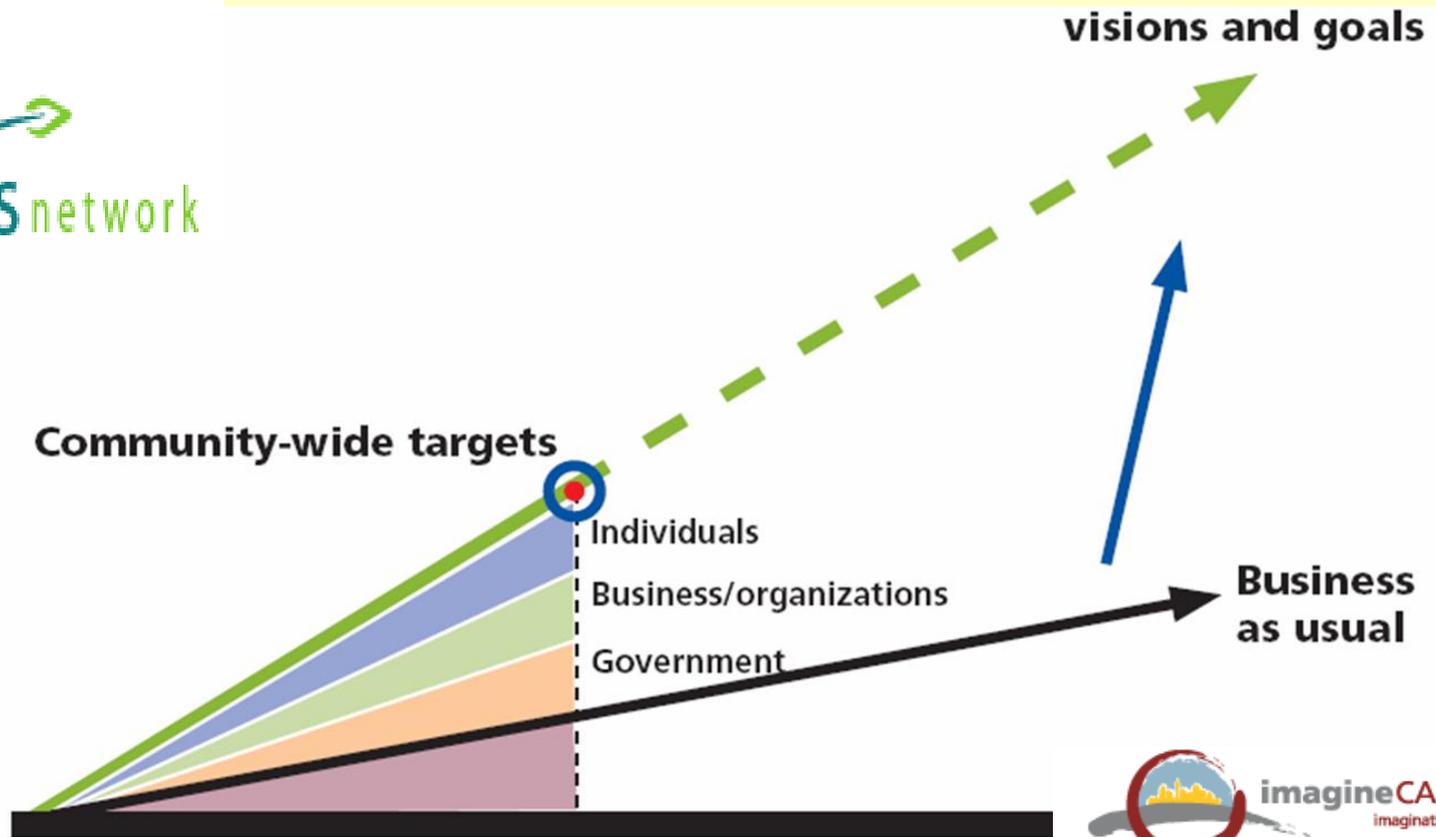
An Example of Action Content

Action List	Individuals	Civil Society	Business	Local government	Provincial & National Government
Strategy A: Neighbourliness and Community Forums					
Know your neighbours	Get to know your neighbours.		Get to know your neighbours.		
Be alert to threats	Be alert to possible threats to your neighbourhood and contact authorities when necessary.		Be alert to possible threats to your neighbourhood and contact authorities when necessary.	Have communication channels through which threats can be reported and addressed.	Have communication channels through which threats can be reported and addressed.
Join and support community forums	Join a community forum (e.g. community police forum, street committee) in your neighbourhood. If no forum exists, create one.	Provide support, guidance and expertise to community forums.	Join a community forum (e.g. community police forum, street committee) in your neighbourhood. If no forum exists, create one.	Develop resources for community forums and host a database of safety stakeholders contact information.	Develop resources for use by community forums.
Strategy B: Planning for Safety and Promoting Ownership of Public Spaces					
Understand crime risk points	Understand crime risk points in your area and request help from authorities if necessary to reduce risk factors (e.g. lack of street lighting in a key crime zone).	Understand crime risk points in your area and request help from authorities if necessary to reduce risk factors (e.g. lack of street lighting in a key crime zone).	Understand crime risk points in your area and request help from authorities if necessary to reduce risk factors (e.g. lack of street lighting in a key crime zone).	Source and develop resources on Crime Prevention Through Environmental Design (CPTED) principles.	Source and develop resources on CPTED principles and make these available to the public.
Design spaces for safety		Implement Crime Prevention Through Environmental Design (CPTED) principles in future development.	Implement Crime Prevention Through Environmental Design (CPTED) principles in future development.	Implement Crime Prevention Through Environmental Design (CPTED) principles in future development.	Implement Crime Prevention Through Environmental Design (CPTED) principles in future development.

B. TEN LESSONS LEARNED

1. Don't go at it alone. Instead, **PARTNER!**

It is amazing the difference that a partnership with a nongovernmental organisation can make.



2. Focus on the here and now... not the long term!

As crazy as this may sound, success in securing citizens' long-term future must focus on the short and medium term.



**THE VALUE OF
DEMONSTRATION PROJECTS**

3. Make sure that your process is fully supported.

Lots of hard work may be required up front to gain the support of all... especially political leadership!



5. Be BOLD. Don't be afraid to experiment.

As one of our Imagine Durban Council Ambassadors put it, “it is often easier to apologise than to get permission!”



7. Follow through!

Don't under-estimate the power of keeping your word. Just doing what you say you would, can help bring credibility to your process.



8. Communicate, communicate, communicate!

Although this has become such a cliché recently, having the right set of tools for effective communication cannot be emphasized enough; it can make or break the project.

Sept. 21, 2007 Daily News

Imagine Durban's future

Residents' suggestions to take city to tomorrow, today

ARTHI SANPATH

CLEAN up the city centre, introduce pavement cafes, encourage recycling and train homeless youth.

These are some of the ideas residents sent in on what they feel needs to be done to create a better Durban.

To date, more than two thousand people have "imagined what Durban can be in a few years' time".

This is according to Margaret McKenzie, project officer of the Imagine Durban project, who said, "We have conducted research across the city involving as many people as possible, canvassing their suggestions as to what they feel would make Durban better."

The Imagine Durban campaign started at the beginning of the year and was touted as "a process to generate discussions and ideas for tomorrow and to generate strategies, plans and projects to start taking us there today".

The Imagine Durban team conducted research throughout the eThekweni Municipality and gathered responses from school pupils, home owners, businesses and non-governmental organisations.

"We have received many positive suggestions from people, and as many responses with residents' concerns," she said.

McKenzie added that people are concerned with creating sustainable ways to address problems in their neighbourhoods.

One of the main themes

encourage recycling waste.

"Once we have received all the suggestions, we will consolidate them into themes.

Our special working groups will look at implementing the suggestions put forward," said McKenzie.

Durban residents said: "Clean up the city centre. Make it safe day and night. Take down the steel doors and

gates and light up the buildings and parks. Introduce pavement cafes, buskers. Make the city the place to be seen in at night or day."

Municipal officials, say residents, needed to implement recycling programmes in Durban.

One resident wrote in saying: "We need to encourage recycling in Durban. There is only one place I know of in Durban where you can take all forms or recyclable waste including plastic (Bellair Road).

"Do I just not know where to take my stuff or is this the only place? You used to be able to take paper, cans and bottles to Wild Life and Environment Society of SA in Glenwood, but then it closed because its success had created a problem.

"Too many people were using the facility and it was a problem to manage.

"Surely this shows that there is a demand for recycling centres in more locations around Durban.

"It could be a source of income for the city to start a bigger recycling programme, never mind the fact that our dumps would take longer to fill up."

Another resident asked for busker-friendly areas: "We need to create busker-friendly areas in Durban where creative people can make a living from entertaining others without fear of police harassment."

Residents have until the end of September to send in suggestions by visiting www.imagineurban.com or e-mailing imagine@urban.gov.za



TAKING A look at some of the 2 000 postcards from Durban residents with their suggestions on improving the city, are (from left) Shameshni Govender, Zamaswazi Ndlovu and Sindira Chetty

Picture: Puni Dewani

10. Trust in the process.

Sometimes as leaders we doubt ourselves and second guess our processes. We need to learn to

TRUST MORE and have **FAITH** in
our plans!

In Summary:

- **The Imagine Durban process has entrenched a new long-term sustainability ethos in our municipality**
- **It was inspired by cities from global North and is inspiring cities from the global South**
- **The process is still currently underway and being implemented**