



PERSEVERANCE BUSINESS ASSOCIATION

NEWS

EDITION 1 | JULY 2023

Welcome to the first newsletter of the Perseverance Business Association.

The PBA, also known as the Perseverance Cluster, is a voluntary collaboration of businesses in this area working together to address critical challenges that affect all of our operations. So far, the Perseverance Cluster comprises of 21 member businesses, and we invite more participation and involvement.

This newsletter shares information with the business community of Perseverance on what the Cluster is doing to improve business conditions in the area, and our future plans. We welcome your comments, feedback and suggestions.

OPERATION CLEAN-UP

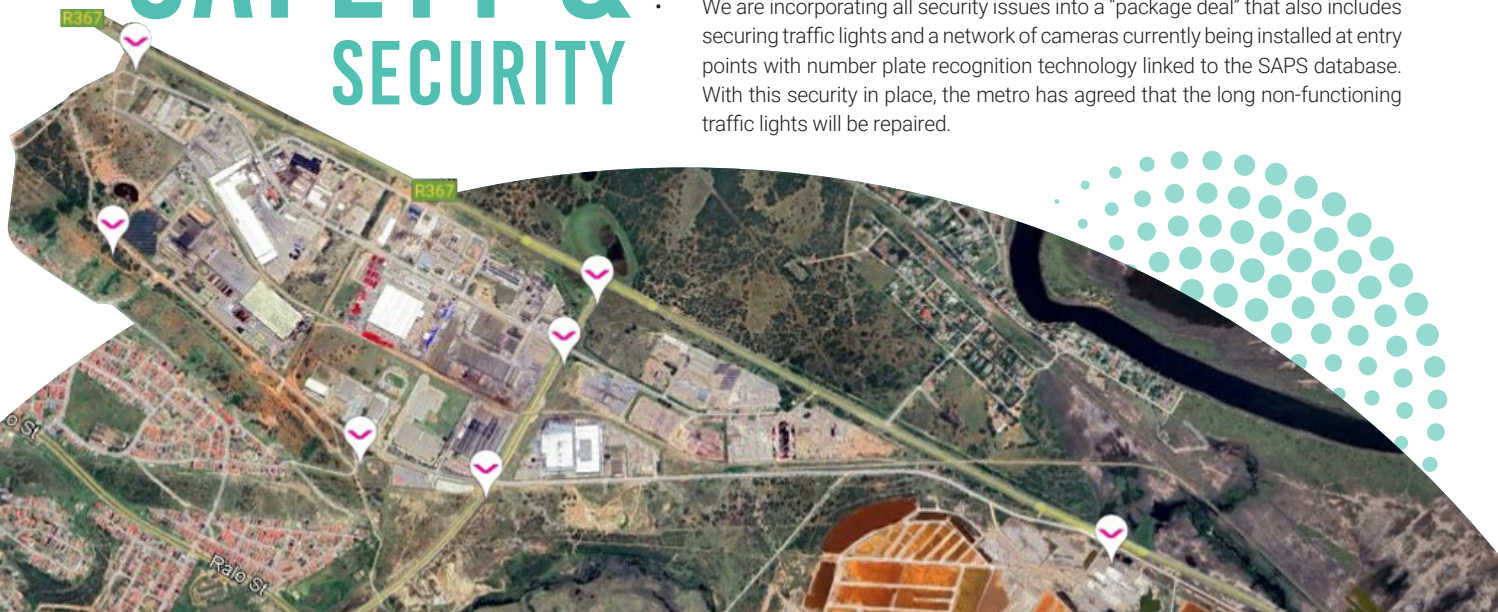
- Launched at end-March with a first weekend of cleaning up of litter and illegal dumping. This is an ongoing project funded by the Cluster while we also lobby the municipality to bring basic service delivery to this area.
- We have secured agreement from the Municipality that rubble cleared from the Perseverance area will not be charged for at the municipal tip.
- We have partnered with the Zwartkops Trust to share resources and efforts to clear dumped litter and rubble from the river and on open land. We have also linked in with the Master Builders' Association initiative to curb illegal dumping of builders' rubble.
- The Cluster has cleared rubbish and erected "No Dumping" signs.
- Operation Clean-up will continue with grass cutting, verge clearing, setting up rubbish bins and anti-litter signage, and moving on to beautification of the area into a welcoming environment for visitors and investors.
- A big "thank you" to Cape Courts & Civils for providing their loaders and trucks at no cost on Saturdays for clean-up initiatives.



Clean up around the
Perseverance electrical
substation

SAFETY & SECURITY

- The Cluster provides additional private security to guard the sub-station against vandalism and theft, reducing the risk of power outages that disrupt business and manufacturing operations.
- We are incorporating all security issues into a "package deal" that also includes securing traffic lights and a network of cameras currently being installed at entry points with number plate recognition technology linked to the SAPS database. With this security in place, the metro has agreed that the long non-functioning traffic lights will be repaired.



ORGANISING THE CLUSTER

- The PBA is registered as a legal entity. We have a bank account and are in process of registering for VAT.
- The Business Chamber provides admin support, including managing the finances contributed by participating businesses, and project management to drive and coordinate our initiatives.
- Members delegate representatives to the HR and Security sub-committees, focused on skills development in Perseverance and safety and security initiatives respectively.
- WhatsApp groups set up by the Cluster have improved communication within the Perseverance business community – proving useful and effective for sharing information on, eg, power outages, water supply problems, and security alerts.

SELF SUFFICIENT

With businesses coming on board as contributing members, the PBA has been able to stand on its own two feet since mid-2022 (i.e. no more begging!) and has been able to fund:

Security for the sub-station.

Cleaning project with the Zwartkops Trust.

Payment of admin support fees to the Business Chamber.

LOBBYING AND ENGAGING THE MUNICIPALITY

- The Cluster has made a presentation to a Mayoral delegation on the economic importance of Perseverance to the NMB metro and provided a list of priority infrastructure issues for attention – focused on potholes, drains, dumping, and electricity supply dips and spikes.
- These are followed up in regular meetings with municipal officials and the City Manager, where our voice as individual businesses is strengthened as a collective, and we provide feedback on progress to the Perseverance business community.



DID YOU KNOW?

During the national stayaway called by the EFF on 20 March, the Perseverance Cluster funded security and surveillance vehicles to cover the area for 36 hours to protect business premises, public infrastructure and workers against threatened disruptions.

Armed security riot vehicles on site in the Perseverance area during the national stayaway called by the EFF on 20 March



CONGRATULATIONS!



Siyolo Dick, Chairperson of the Perseverance Business Association, has recently been appointed as Deputy President of the Nelson Mandela Bay Business Chamber

L to R: Siyolo Dick; Loyiso Dotwana from ILISO Consulting, President of the NMBBC; Denise van Huyssteen, CEO of NMBBC

A VISION FOR PERSEVERANCE

A self-sufficient business-friendly precinct maintaining an enabling operating environment that adds value for all stakeholders.

