

## OLEDA

### Overstrand Local Economic Development Agency (Pty) Ltd

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#### BOARD OF DIRECTORS

Rev. E. Arrison, Prof. D. Brink, Mr. M. Nomkhila, Prof. A. Nieuwoudt, Mr. R. Pieters,  
Ms. N. Pike, Mr. D. Smith (Chairman of the Board)

Chief Executive Officer: Dr. M. Venter

#### BACKGROUND

The Overstrand Local Economic Development Agency (Pty) Ltd (Oleda) is a private company owned by the Overstrand Municipality. The main purpose of Oleda is to be the implementation arm of the Overstrand Municipality in terms of economic, social and environmental projects.

All approved projects / precincts are incorporated in the Integrated Development Plan (IDP) of the Overstrand Municipality and are aligned with Local Economic Development strategies as strategic thrusts for local economic development in the area.

## PHASES OF THE AGENCY

The process of establishing the Development Agency evolved since 2003 from a vision of the Municipal Council to the formation of the legal entity and appointment of the board of directors as part of the **Pre-establishment phase**.

This phase further involved the compilation of project potential analysis on all projects and the compilation of pre-feasibility studies on identified primary key projects.

The position of Chief Executive Officer was advertised and the Board of Directors resolved to appoint Dr Marius Venter from 1 November 2008.

Oleda are moving on to Phase Two, the **Establishment phase** in which phase other personnel will be recruited and appointed, necessary detailed feasibility and other studies will be conducted, bankable projects will be packaged and agency systems and working procedures will be implemented.

The third phase of Oleda, the **Operational phase**, will commence with the implementation of feasible projects, identification of new projects, testing feasibility etc. in order to reach self-sustainability at the end of the IDC funding period.

## PROJECTS

High potential projects have been identified to serve as the **primary or key projects** of the agency. These projects are:

- **Palmiet Caravan Park** – currently operated as a municipal caravan park and holiday resort and situated on the beach and on the Palmiet River lagoon outside Kleinmond. The facility is totally under utilized and has very high potential to be developed as a tourist destination to the wider public.
- **Hawston Gateway** – currently a vacant portion of land situated next to the R 43 and next to one of the main roads going into Hawston, one of the first suburbs of Hermanus from the Cape Town and N2 direction. As a result of the location of this sight it is possible to create a “gateway” to Hermanus. There is an urgent need from the local (Hawston) community to own and operate their own businesses; this project would include the development of a tourist attraction/ destination with various small businesses.

- **Hemel & Aarde Masivune** – consisting of 3 farms, overgrown with alien vegetation, owned by the Overstrand Municipality, approximately 5 km outside Hermanus, in the Hemel & Aarde Valley, known for its production of world renowned wines, olives, salads, apples, pears, a variety of berries and free range chickens. The project could include an eco- village using construction methods using the existing blue gum trees.
- **Kleinmond harbour** – The redevelopment of the Kleinmond harbour into a waterfront with a mixed land use has been approved. The Overstrand Municipality has requested OLEDA to assist by facilitating a new community entity, to redesign the harbour precinct area and to investigate possible funding to develop the parking area.
- **Kleinmond Blue Flag Beach** – One of the Overstrand’s proposed Blue Flag Beaches, without international standard facilities. The Development Agency’s involvement would be the facilitation of the development of the required additional facilities at the picnic area close to the beach and lagoon.
- **Kleinbaai Erf 109** – currently the head quarters of the shark cage diving industry of the Western Cape, attracting large numbers of not only local, but also international tourists and scientists.
- **Overstrand Sport, Arts and Culture Centre:**  
The old ambulance site is situated opposite the Hermanus primary school. The potential exists for this site to be developed into a remedial centre for children having difficulties with science and mathematics, etc. The facility will serve as a stimulus for child sport tourism, a landmark for performing arts and in terms of the history of Hermanus. It is anticipated that a facility could be developed in partnership that will serve school children and be a tourist attraction.  
  
Project scoping was undertaken to identify *high potential* projects to serve as primary or key projects of the agency.

## PROJECTS

- A pedi-cab service, with park and ride facilities, from where for instance bicycle taxis can operate.  
Environmental projects that include the harvesting of wild flowers and medicinal plants like buchu on all municipal owned nature reserves and other municipal land.
- Cactus pear production in the Overstrand area.
- The Hermanus sport complex: OLEDA will assist in facilitating the development of this complex.
- Tender clinics.
- Possible income generating projects: bin and sign cleaning, high powered team to assist with the facilitation of assessments and upgrading proposals for

infrastructure with specific reference to water and sewage, carbon credits, trademark linked to destination marketing.

*Mr. Desmond Smith, Chairman of Oleda's Board of Directors and Mr. Arthur George independent driver/operator of one of the three pedicabs.*

For bookings call:

Arthur 071 396 8644



## **SOCIO ECONOMIC IMPACT**

As the communities of the Overstrand grow, Oleda and community members will be constantly challenged by the need to balance income, economic and environmental goals. The types of developments to be decided upon would be based on how much and what type needed without compromising the day to day quality of life for residents. This process then becomes key to assisting both Oleda and communities in making decisions that promote long-term sustainability, economic prosperity, a healthy community and social well-being.

Through proposed developments and projects, the Socio-Economic Impact expected can only be gauged by how the lives of current and future residents of a community can be changed. The following indicators to measure the socio-economic impact form a critical basis;

- changes in community demographics;
- results of retail/service and housing market analyses;
- demand for public services including goods and services;
- changes in employment and income levels; and
- changes in the quality of life of the community.

The factors mentioned above should provide quantitative aspects of process including the perceptions of the people with regard to the extent to which their lives will be affected. In reality these factors including community's perceptions should contribute immensely to decisions on whether the projects move ahead or not.

Any development directly influences changes in employment and income opportunities in communities. Many of these changes can be viewed or seen in a different light, namely construction projects and jobs that are seasonal in nature or once a project brings long-term job opportunities for communities, which in turn bring permanent changes in the employment and income profile of the community. These will be projects such as establishing light industrial, manufacturing or commercial establishments – growth in employment can place additional demands on community services and resources. Oleda will have to be circumspect of projects that have a potential of lowering the standard of living by drawing lower wages and stagnating the living conditions of communities affected by the development.