

2017

Nicho Ntema Unlimited

SHARPEVILLE VISION 2020

A comprehensive plan to reverse the Apartheid Spatial Planning intentions through space optimization and a new economic outlook that fuses tourism, agriculture, shopping and dining, events and manufacturing within an urban township setting

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WHAT IS IT?

The **#SharpevilleVision2020** is the ultimate townships' economic initiation, revival, development and advancement plan for Sharpeville and its immediate neighbours.

The concept is a partnership-based cooperative, collective and duplicable model for all traditionally black townships tested within Sharpeville since 1996.

WHAT DOES IT ENTAIL?

The concept fuses several aspects that make it unique, feasible, manageable and sustainable. These are its pillars:

1. **ECONOMIC STUDY AND ACADEMIC RESEARCH** done with a Subject Group: Economics at North West University Vaal Campus
2. **PROJECT PLANNING AND IMPLEMENTATION** done with a Subject Group: Economics at North West University Vaal Campus and Nicho Ntema Unlimited, Simon Kines and Friends of Sharpeville Trust.
3. **BUSINESS PLANNING FOR START-UPS AND EXPANSIONS** done with NWU B-Hive, Nicho Ntema Unlimited, Simon Kines and Friends of Sharpeville Trust.
4. **PARTNER-BASED TRAINING AND DEVELOPMENT** done with NWU B-Hive
5. **FACILITIES AND OPERATIONAL SPACES DEVELOPMENT** done with Simon Kines and Friends of Sharpeville Trust.
6. **HIGH TRAFFIC CORRIDORS DEVELOPMENT** done with Simon Kines and Friends of Sharpeville Trust.
7. **INCUBATION AND MENTORSHIP** done with Nicho Ntema Unlimited, NWU B-HIVE and other partners
8. **FINANCE LINKAGES** done with Nicho Ntema Unlimited and other partners
9. **COLLECTIVE FUNDING** done with Nicho Ntema Unlimited and other partners
10. **PROJECTS AND BUSINESS DUPLICATIONS** done with Nicho Ntema Unlimited and other partners

THE PLAN

This Plan has four major action Sub-Plans that should be tried, tested and realized by 2020, and it is the brain child of **Nicho Ntema; a Sharpeville-born development strategist and economics enthusiast**, with twenty years experience as a tourism entrepreneur and a visionary scenario planner.

Within the next three years, these four pillars should generate programs and projects along other supplementary and complementary existing initiatives that are uniquely Sharpeville based, focused or oriented.



THE SEEISO STREET AND PRECINCTS ECONOMIC STUDY is underway in partnership with the **North West University Subject Group; Economics led by Prof. Daniel Meyer**. This study will investigate the viability of economic activity within the Sharpeville's Main Seeiso Street and the Human Rights Precinct and develop plans for selected nodes and operations within those nodes for economic activity enhancement.

The development and advancement of the identified nodes shall precede the Tourism Development Plans that will be completed by the Initiation and the implementation of the Sharpeville Destination and Marketing Plan for the five years with reviews every five years thereafter.

IMPLEMENTATION PHASES

Phase 1. ECONOMIC STUDY	Phase 2. NODES DEVELOPMENT	Phase 3. TOURISM DEVELOPMENT	Phase 4. MARKETING
OVERALL STRATEGIC PLAN	THE DLOMO DAM NODE	Political Heritage, Avitourism, Leisure and Kasi Experience, Events Hosting	Seiso and Human Rights Precinct Interim Marketing Plan and Signage Strategy
MAIN STREET PRECINCT DEVELOPMENT PLAN			
TOURISM AND MARKETING DEVELOPMENT PLAN.	THE SHEBEEN AND TAVERN NODE	Re-alignment of the National Heritage Sites	Destinations, Attractions Marketing Packages
LOCAL CRAFTS AND ARTS DEVELOPMENT PLAN	SHARPEVILLE MEMORIAL PRECINCT NODE	Tourism Routes Extensions	Sharpeville Publicity Efforts
DLOMO DAM DEVELOPMENT PLAN		Truth Tours Schools Packages & Routes Linkages Project	Indaba, Gateway and other Tourism Marketing Shows and Expos
SERVICE DELIVERY AND COMMUNITY FACILITY DEVELOPMENT PLAN	THE RETAIL NODE	The Home Stays and BnB's Project	Tourism Expo
URBAN AGRIC DEVELOPMENT PLAN		Enterprise Development, River Taxi and Bays Linkages with River Establishments	
SMALL BUSINESS AND JOB CREATION PLAN	SPECIAL PROJECTS	SHARPEVILLE DESTINATION MARKETING & PUBLICITY	
INDUSTRIAL DEVELOPMENT PLAN	INDUSTRIAL PARK AND URBAN FARM		
	STREET VENDORS AND INFORMAL MARKETS DEVELOPMENT AND SUPPORT		
	THE CRAFT MARKET AND INTIMATE EVENTS SPOT		
	SKATE PARK		
	NEW EVENTS		
In conjunction with Subject Group Economics [Honours Students] NWU Vaal	Jazz Sessions and Quarterly Outdoor Festivals , The Annual Memorial Lectures Black Girls Rising Sharpeville Car & Bike Show, Boot Camps, Exhibitions, Sharpeville Marathon, Sharpeville Cycling Events, Meetings, Workshops and Seminars		

PHASE 1- SHARPEVILLE ECONOMIC STUDY UNPACKED

CITY OF SHARPEVILLE 20/20 DEVELOPMENT PLAN

The **Vaal LED Warriors**, in partnership with the **local community of the City of Sharpeville** and the **Subject Group: Economics at the NWU Vaal-Triangle campus** are in the process of formulating a development plan for Sharpeville. Sharpeville has been selected as a pilot project focus area due to its iconic international cultural/historical status, its strategic and integrated locality in the Vaal as well as its dynamic and vibrant socio-economic environment.

The formulation of the development plan will be finalized by the Honours students in Economics and other students of the NWU Vaal-Triangle campus, with support from lecturers in the Economics group, community leaders and other role players in the region such as the various business chambers.

The overall vision of the development plan is the revitalize the City with a focus on socio-economic upliftment and development. Sharpeville is an internationally recognized City and has a marketable brand. The objectives are to change the city into a place of work, play, live, relax, training and culture. The overall development plan consists of 8 sub-plans/strategies as outlined in the Implementation Phases above.

PHASE 1. TIMELINES

ACTIVITY	STATUS
1. Concept Consolidation and Projects Identification and Adoption	Completed
2. Economics Study by the NWU Students and Lecturers on consolidated ideas and adopted projects	Currently Underway
3. Presentations at the City of Sharpeville 20/20 Development Plan Workshop	Planned for 26th of July
4. Report Compilation and Sharpeville Economic Charter compilation	August 2017
5. Recommendations and findings applications and implementations	August 2017
6. Sharpeville Economic Summit and Tourism Expo Launch	September 2017

PHASE 1. WORKSHOP

The **CITY OF SHARPEVILLE 20/20 DEVELOPMENT PLAN** will be presented to all stakeholders including government, business organization and local communities at a workshop planned for:

Date: Wednesday the 26th of July 2017

Venue: TBC in Sharpeville

Times: TBC

Details will be made available and the public is welcome to be part of this project.

SET GOALS 2018-2020

PHASE 2- NODES DEVELOPMENT 2018

We intend completing of have commenced the development of the main 5 Nodes within this process by the end of 2018. These nodes involve 22 Projects and Establishments.

PHASE 3- TOURISM DEVELOPMENT 2019

By the end of 2019, Sharpeville will have a functional and integrated Tourism Plan that will create a triangle linkage with two major Vaal River destinations and attractions. This will focus on the Political Heritage, Avitourism, Leisure and Kasi Experience and Events Hosting as well as promoting Sharpeville's two 2016 Declared National Heritage Sites

PHASE 4- DESTINATION MARKETING 2020

2020 will mark the completion of Destinations and Marketing Plan that would see the establishment and launch of the Sharpeville Destination and Marketing Organization/Company to manage all marketing processes ranging from basic publicity to Sharpeville's representation at Tourism Expos, International Fairs and the Indaba.

The organization will also host its own events as part of these publicity and marketing efforts.

A FULL PRESENTATION CAN BE MADE ON REQUEST

For more detail please contact

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THANK YOU