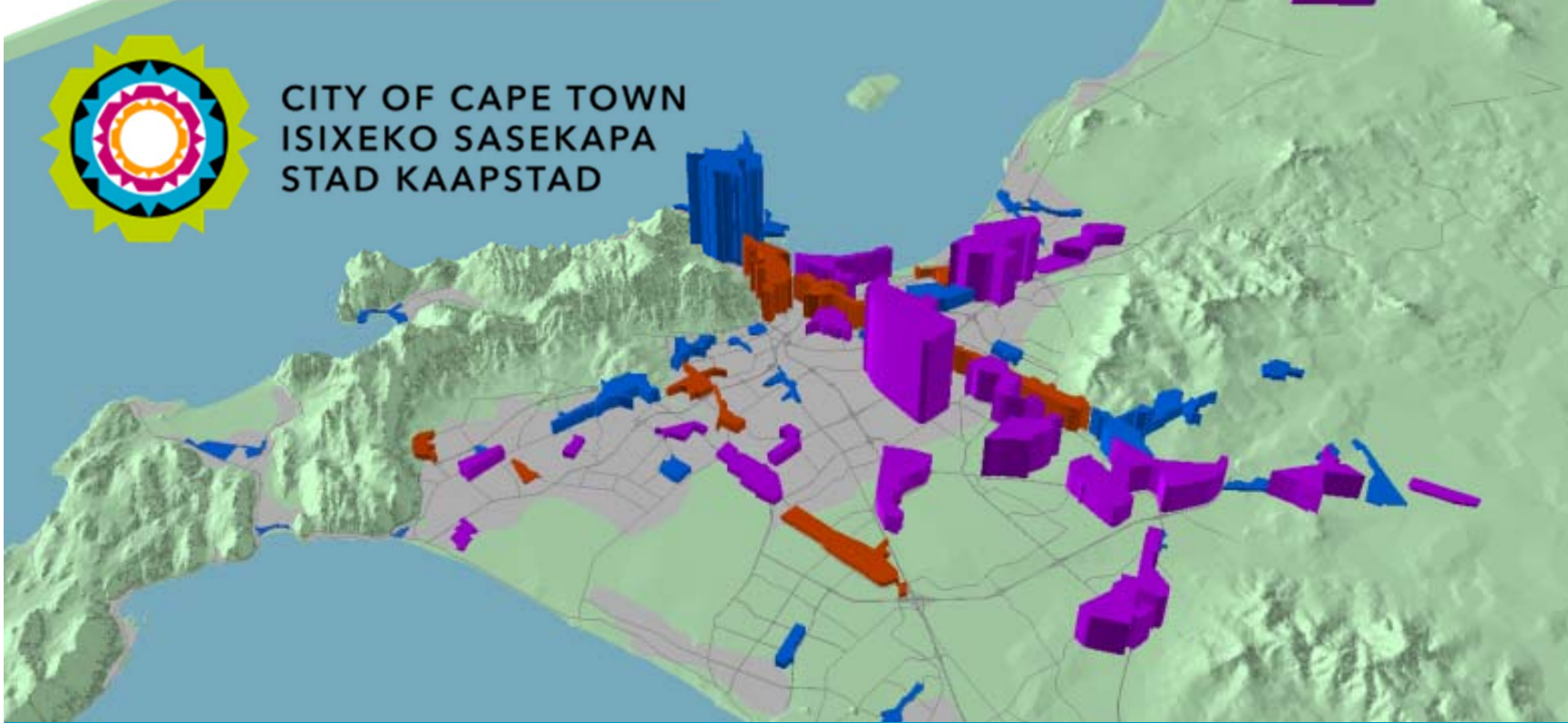




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Winner of the
2014 National
Planning Award



Towards an evidence-led approach to local intervention

Introducing the
Economic Areas Management Programme

--
2015

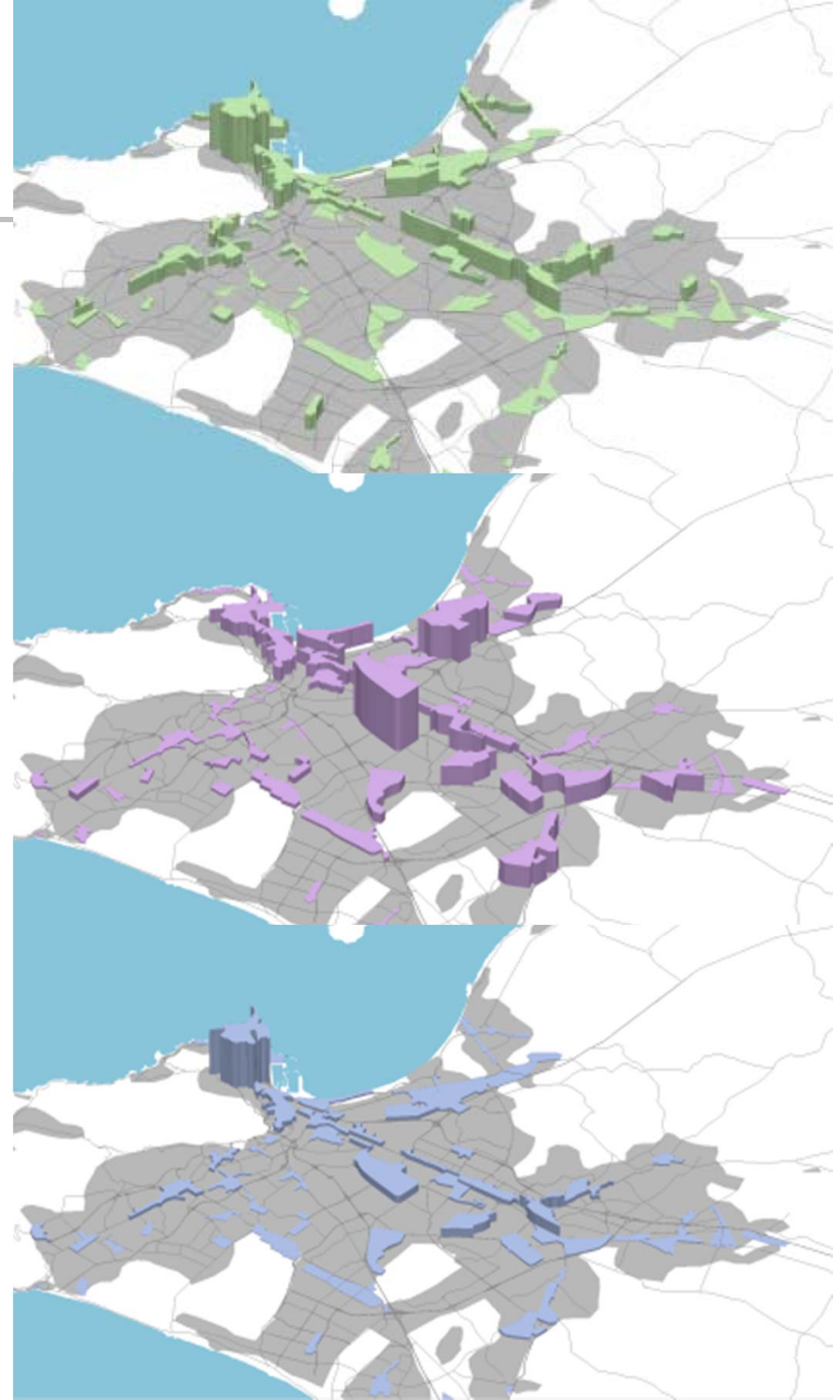
Making progress possible. **Together.**

What is ECAMP?

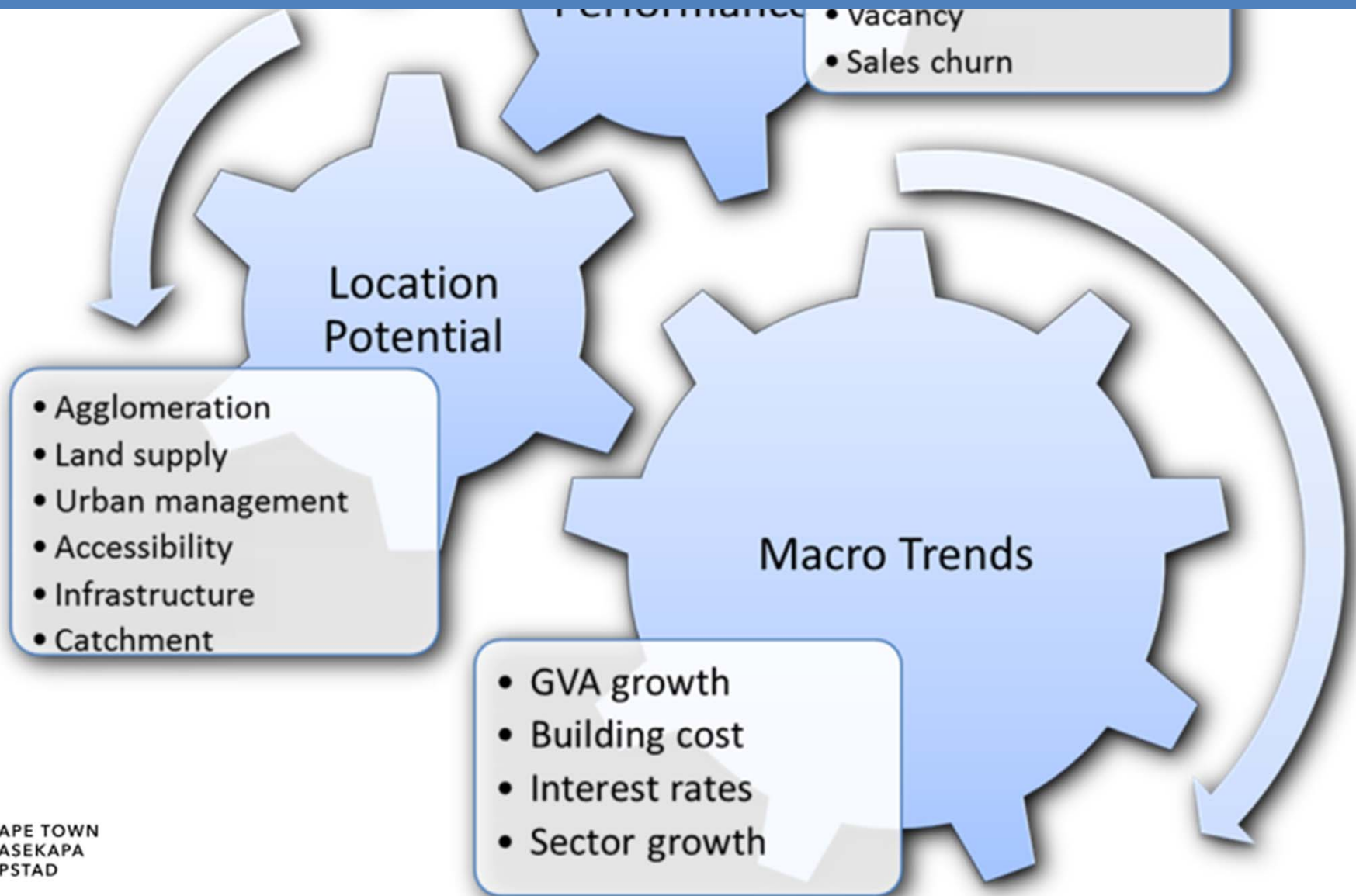
- Harnesses massive amounts of **spatial data** being generated as by-product of automated and integrated administrative processes
- Ongoing tracking of over sixty business precincts tracked across the Cape, using over seventy indicators of **market performance** and **location potential**



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70+ expert-verified indicators



70+ business districts



0 2.5 5 10 15 20 Kilometers

Business precincts

Dominant use



Track market performance



0 2.5 5 10 15 20 Kilometers

Market performance

PERFORMANCE



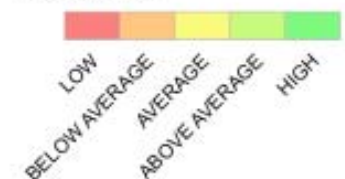
Identify long-term potential



0 2.5 5 10 15 20 Kilometers

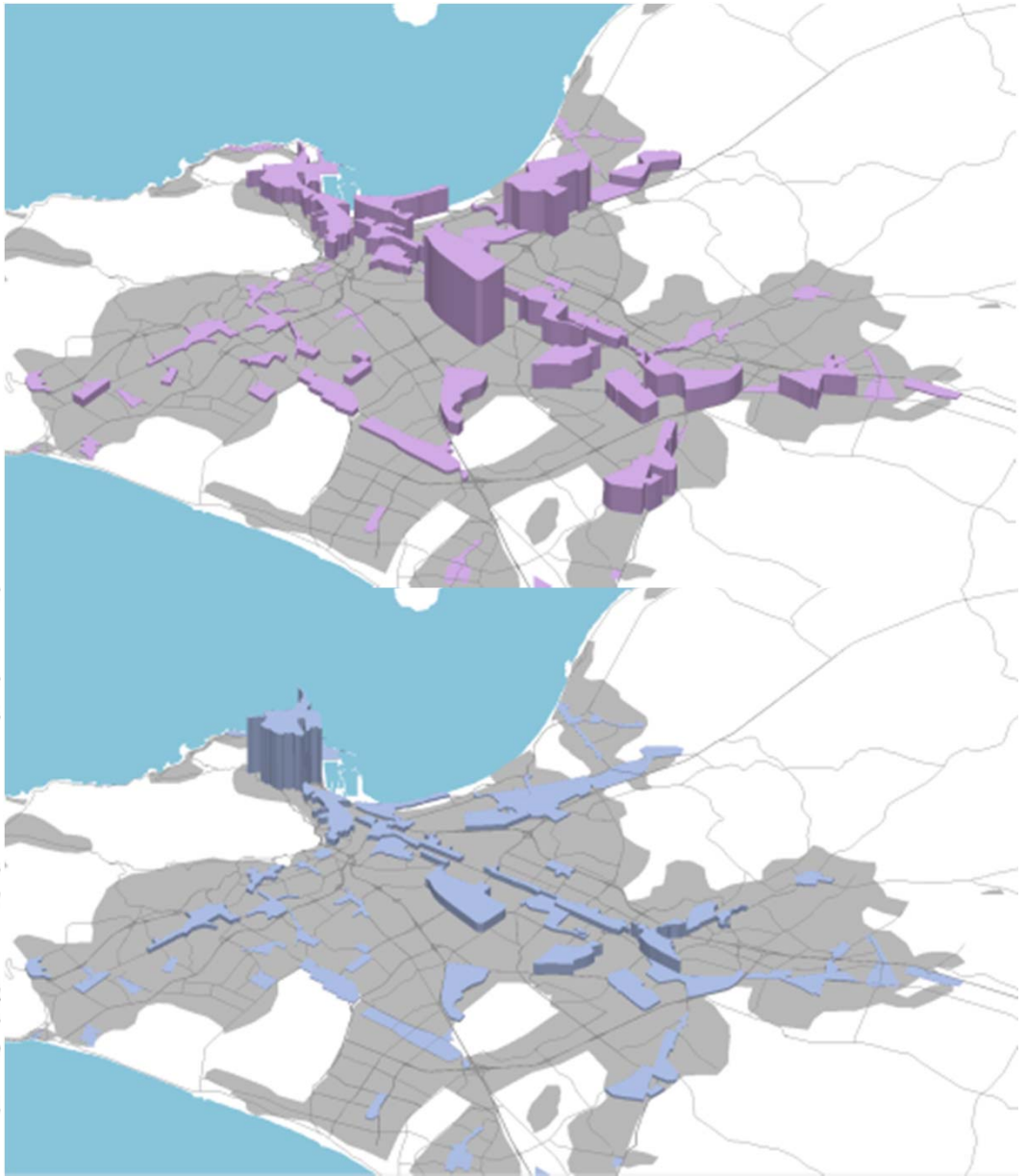
Location potential

POTENTIAL



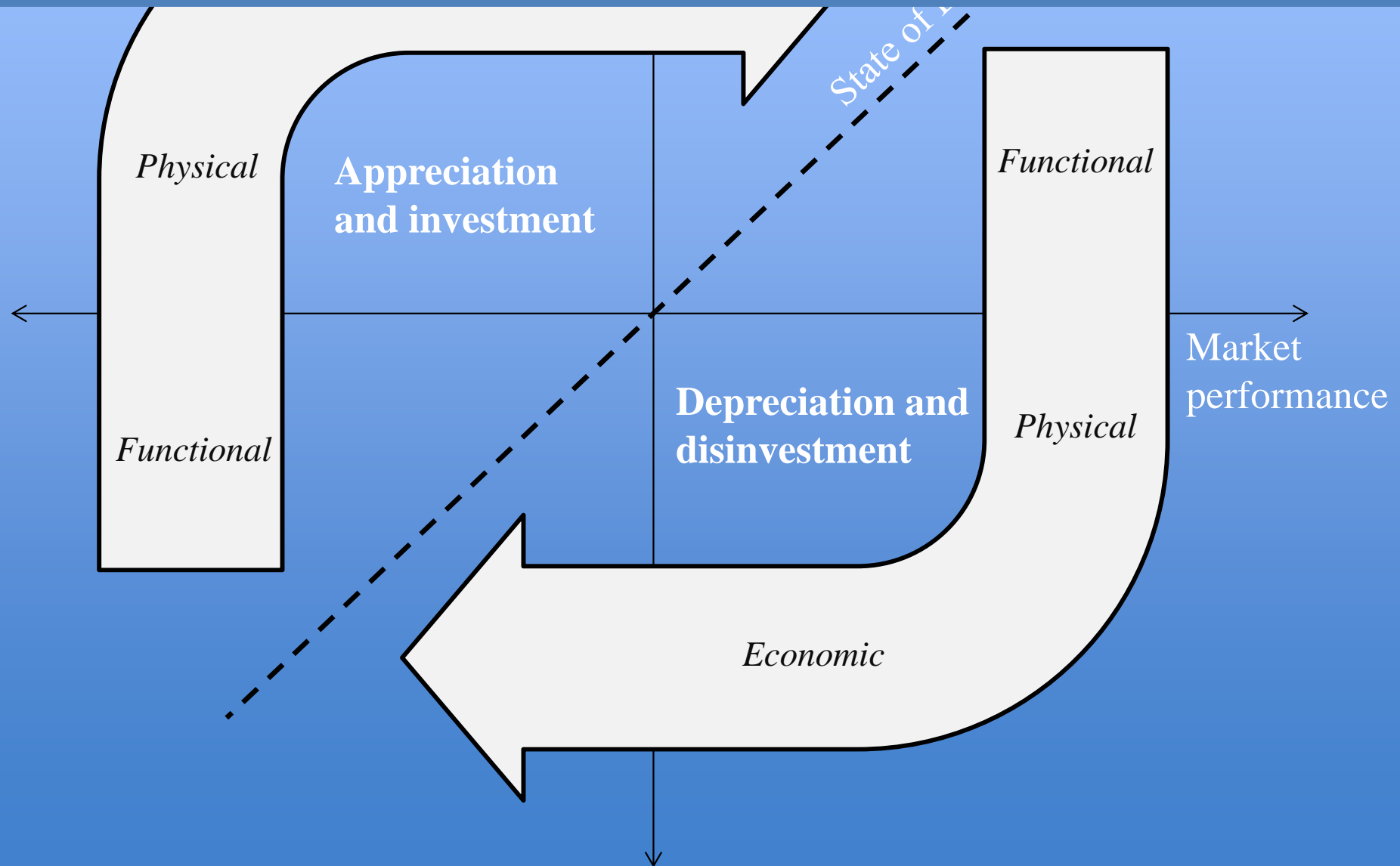
ECAMP as decision-making support tool

- Enables evidence-led **spatial targeting and monitoring** of local interventions by local government



Location ↑

Run diagnostic model

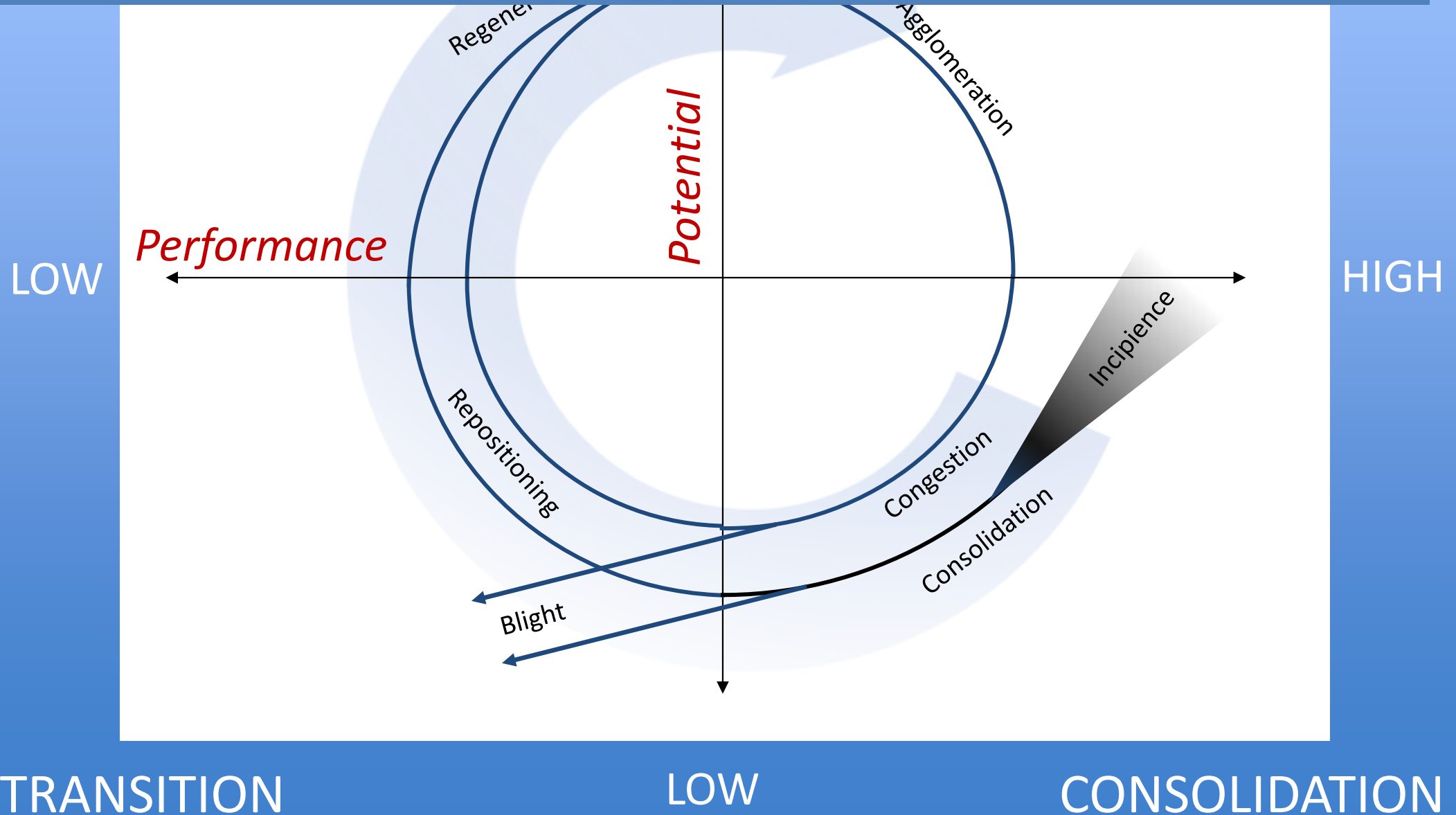


OPPORTUNITY

HIGH

GROWTH

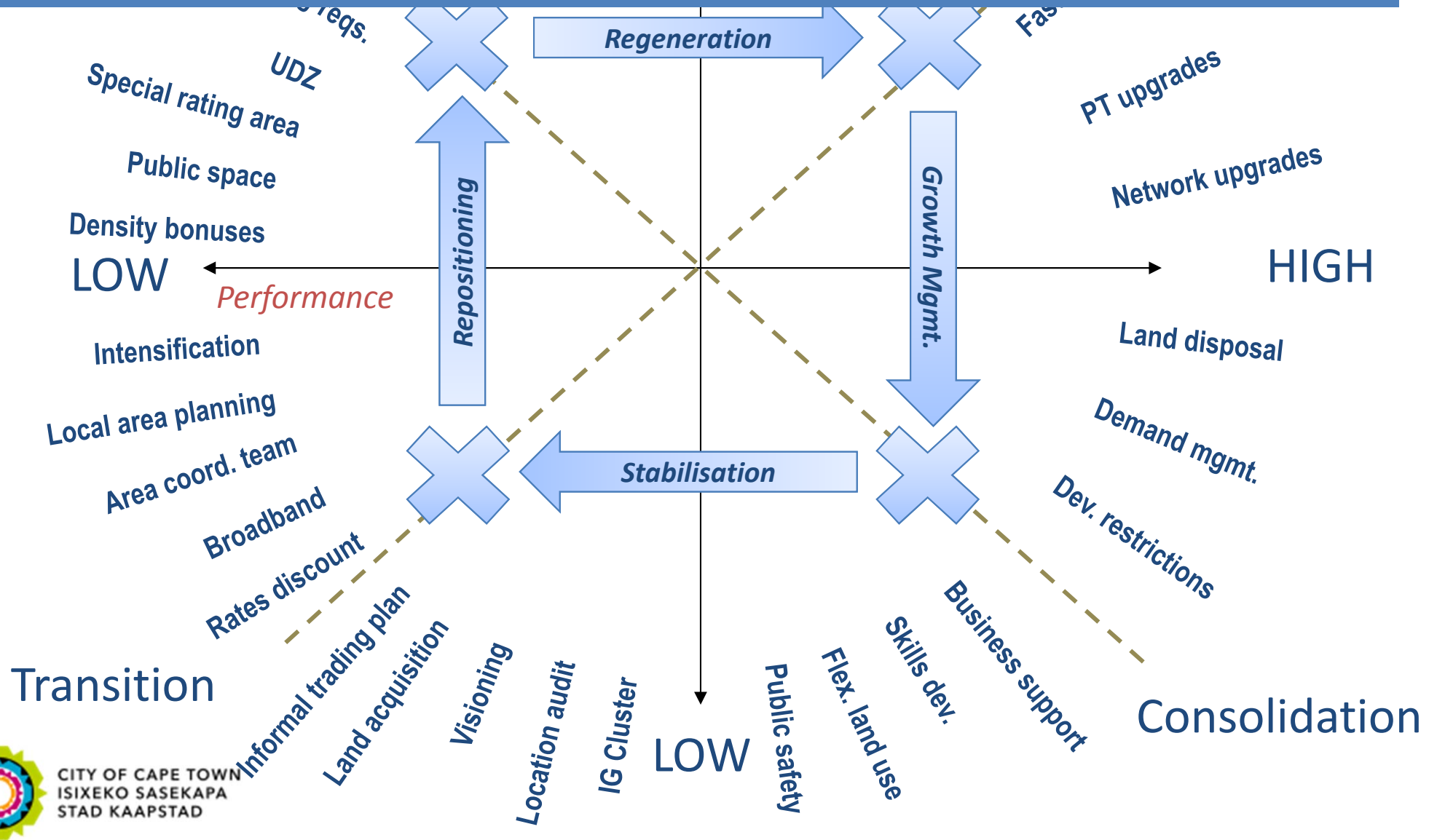
Run diagnostic model



Run diagnostic model



Guide area-based strategy



Guide a



The Art of Precinct Management: *A Municipal Guide*

Part of the Urban Network Support Guide

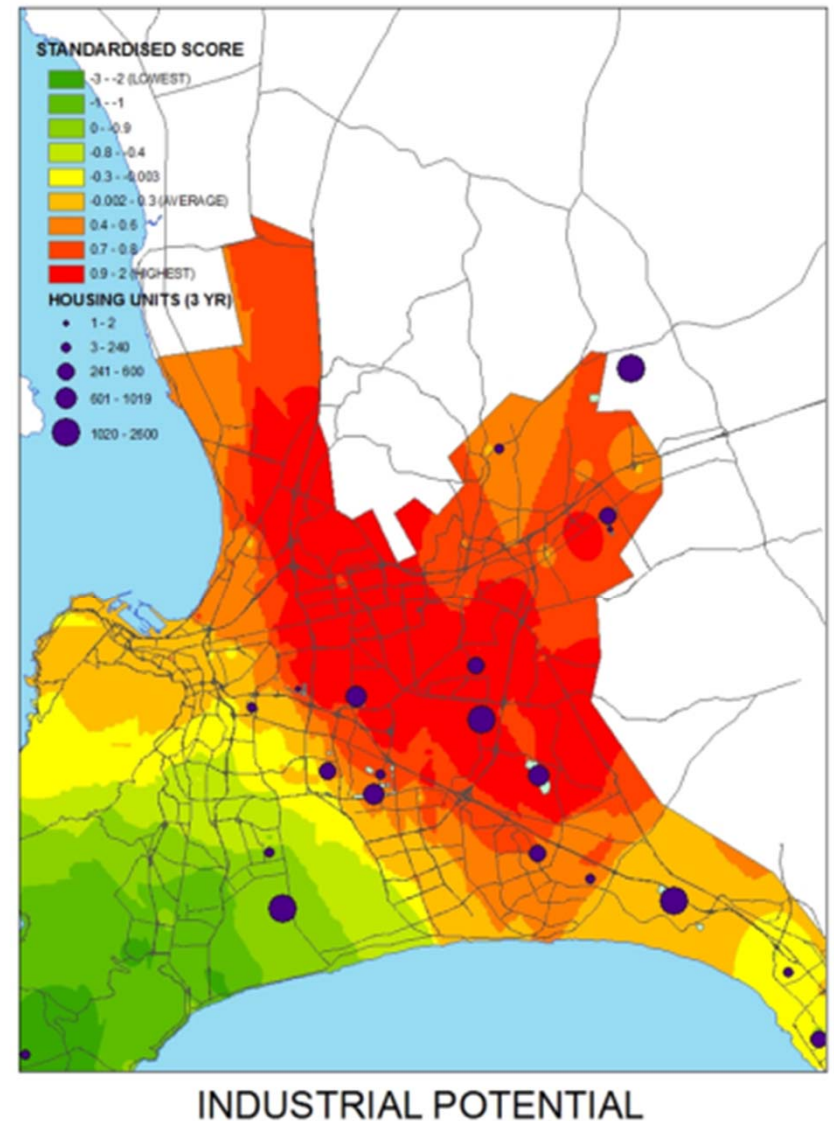
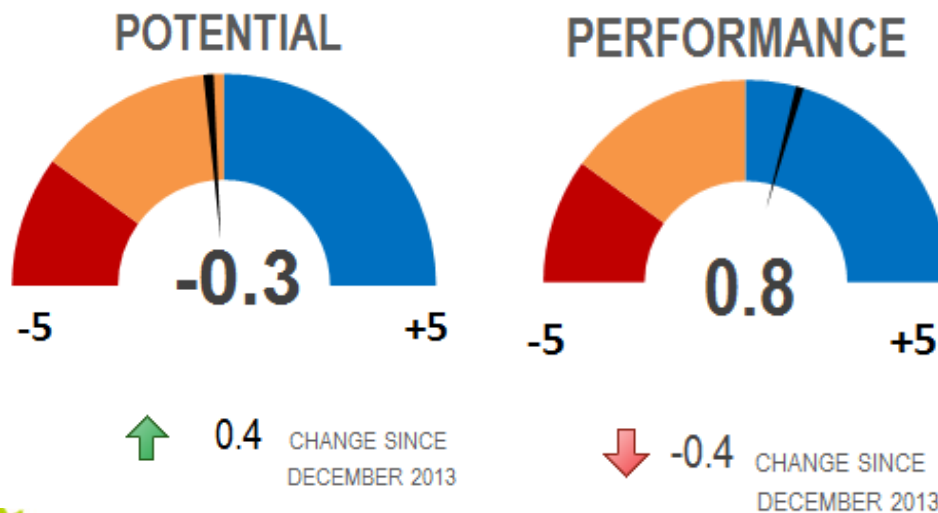


TYPE

   
CONSOLIDATION
GROWTH
OPPORTUNITY
TRANSITION

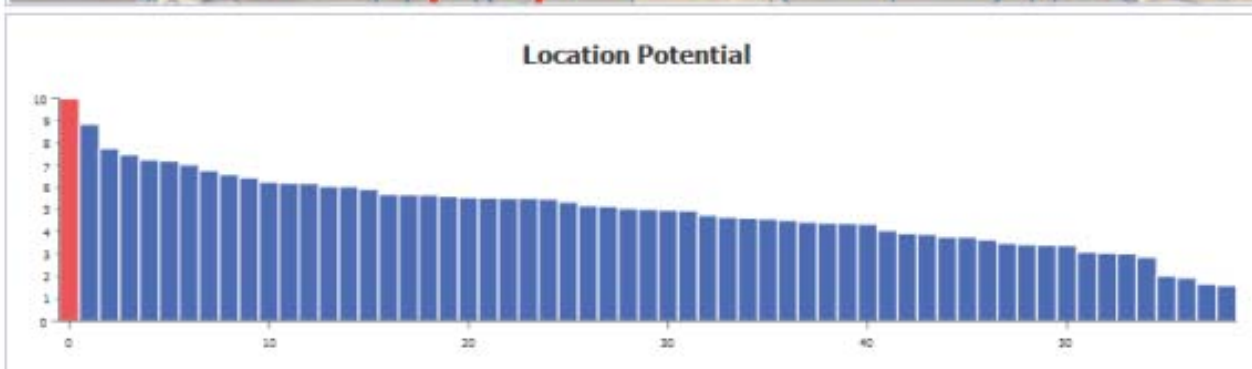
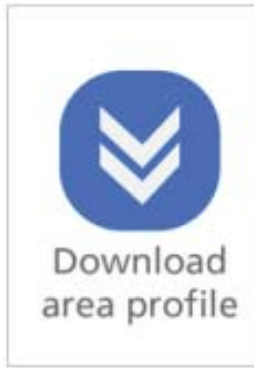
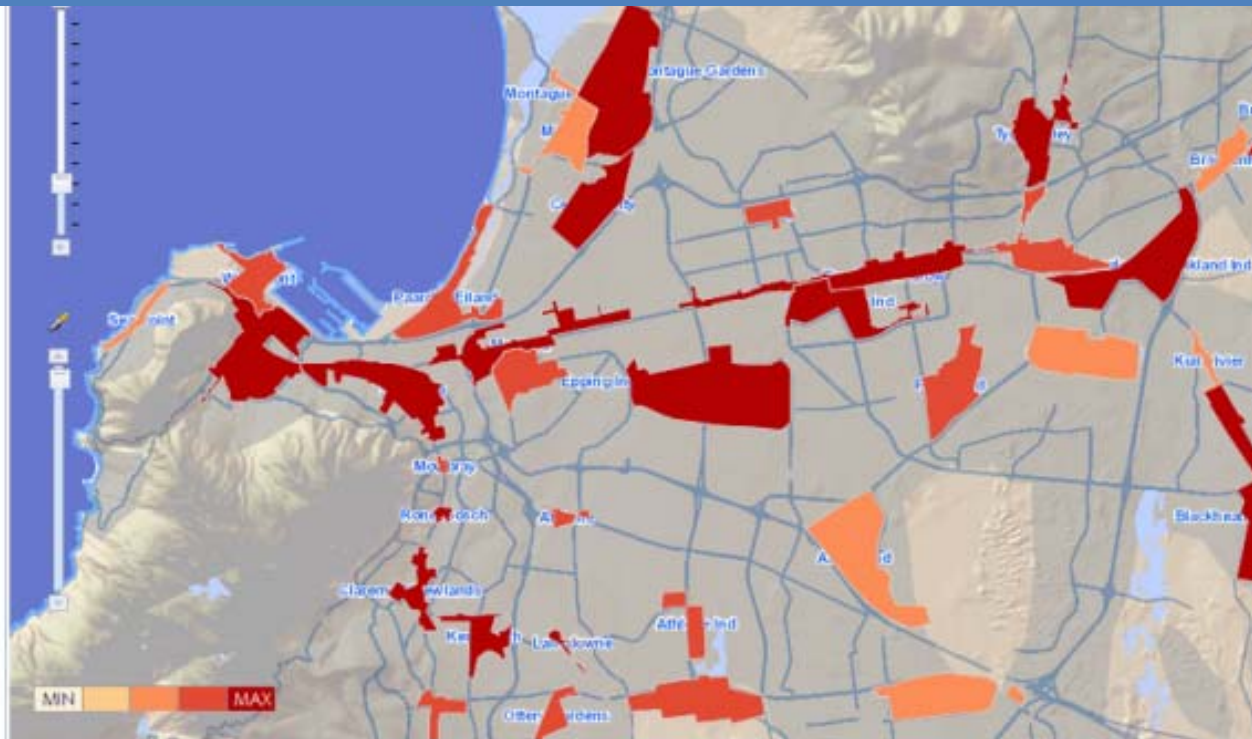
ECAMP as business intelligence platform

- Offers credible, comparative and fresh **market intelligence** to inform investment decisions



Share data and engage

- Atlantis Ind
- Belville
- Blackheath/Kulprivier
- Ind
- Brackenfell
- Brackenfell Ind
- Capricorn Park
- CBD**
- Century City
- Cloermont/Newlands
- Durbanville
- Elfindale
- Elsies River Ind
- Epping Ind
- Fish Hoek
- Goodwood/Parow
- Hout Bay
- Kenilworth
- Khayelitsha
- Killarney Gardens
- Kraaifontein
- Kraaifontein Ind
- Kulprivier
- Lansdowne
- Maitland
- Millerton
- Mitchell's Plain
- Montebello





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Character

Phase

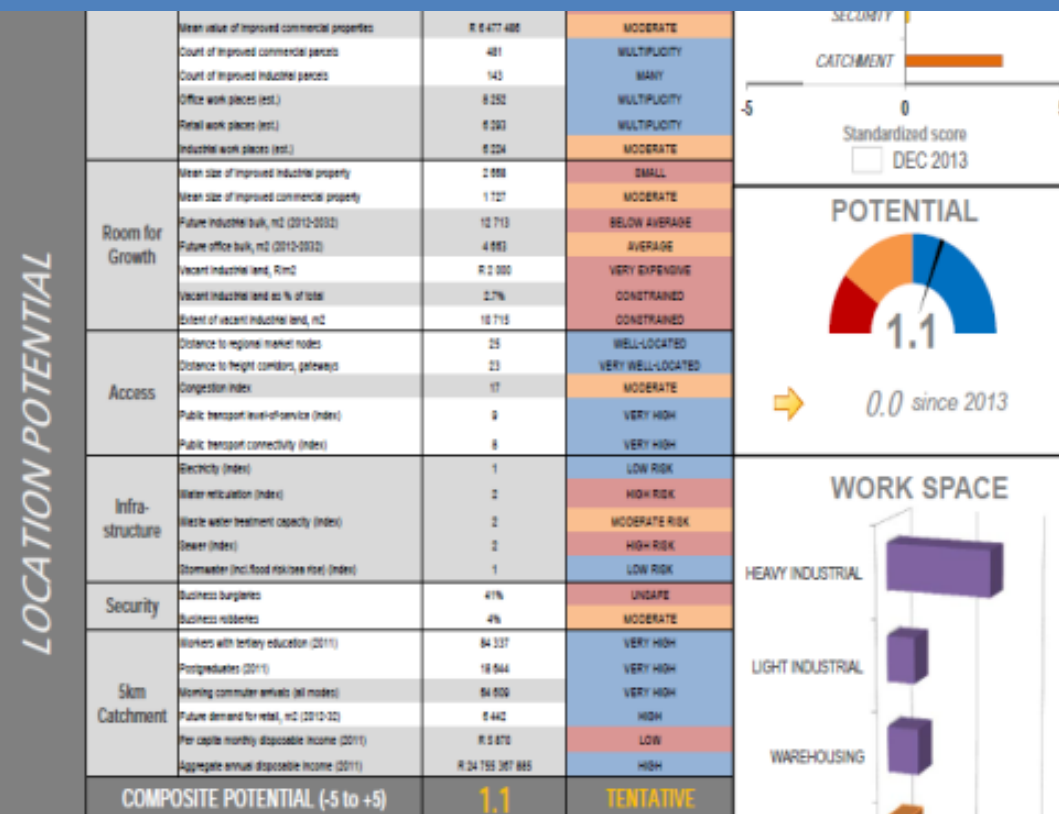
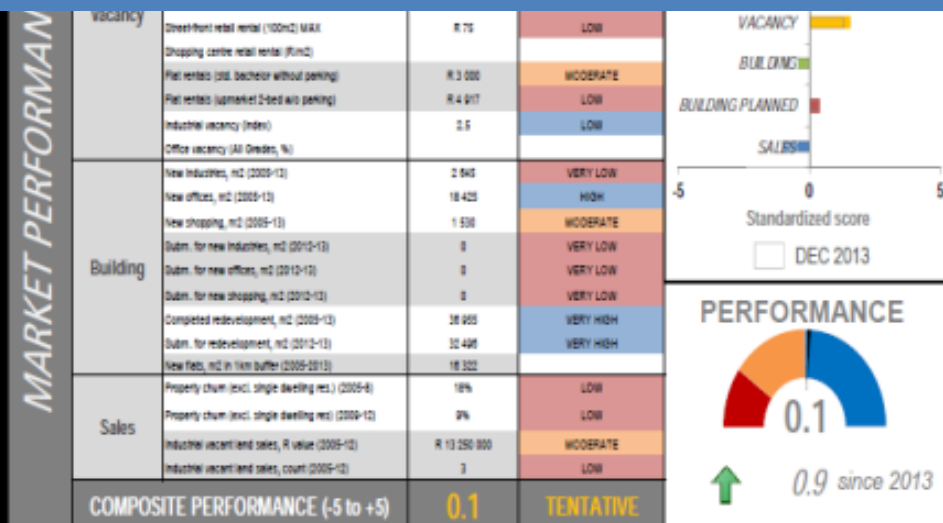


SUB-INDICATORS

VALUE

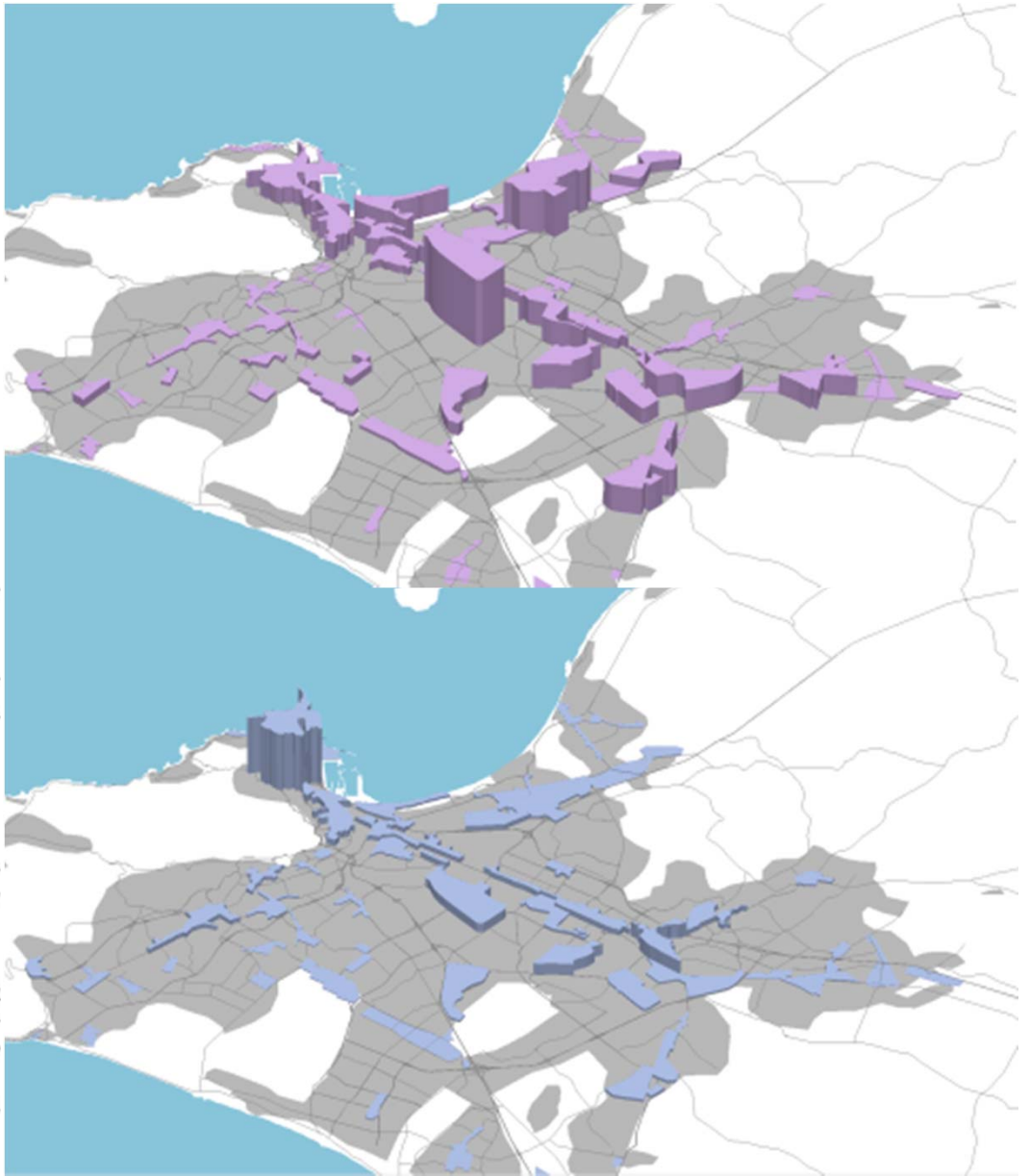
+/-

Up-to-date area profiles

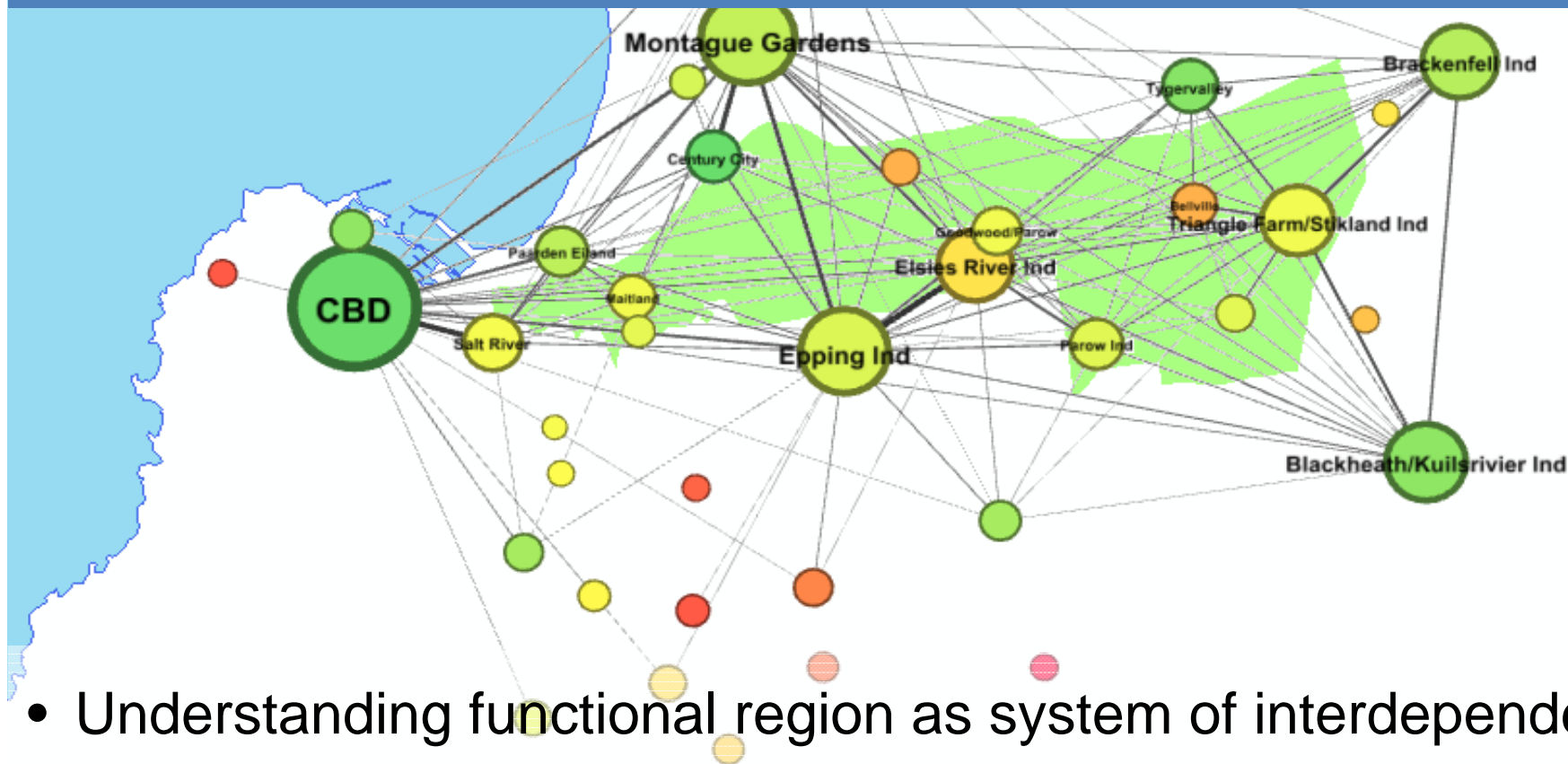


ECAMP as innovation space

- Exploratory data analysis
- Collaborative mapping
- Network analysis
- Serious gaming



Explore new frontiers!



- Understanding functional region as system of interdependent nodes
- Enhanced understanding of spatial investment behaviour
- Insight into 'deep structure'

Play the Game

space economy game

1 2 3 4 5 6 7 8

Interactive decision modelling

That's me!



	Salt River	Kenilworth	Lansdowne	Ottery	Retreat	Capricorn Park	Parow	Sack's Circle	Triangle Farm	Blackheath	Kraaibosch
Scissors	70	70	70	70	70	70	75	80	85	85	90
Hammer	1	1	3	3	3	3	1	1	1	-3	-5
Shop	5	5	3	1	1	-1	-1	-3	-3	-5	5
Truck	3	3	3	-1	-1	1	-1	-3	-3	-5	3
Ship	5	5	3	1	-1	-3	-1	-3	-3	-5	5
Plane	-3	-1	3	3	3	1	3	1	-1	-3	-5



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Some feedback from local, global players

“A game changer”

- Cape Chamber of Commerce

“At last the metro spatial economy is emerging as a basis to determine interventions.”

- Economic Development Partnership

“Remarkable objective support, based on sophisticated modelling”

- Philippi Economic Development Initiative

“At the leading edge...without precedent, globally”

- World Bank



Thank You

Making progress possible. Together.