



Bergstan
South Africa



Cape Flats Arts and Crafts Tour Route



August 2009



Tourism Product Development:

Cape Flats Arts and Crafts Tour Route

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Section A: Background

1. Introduction

Bergstan South Africa accepted a commission from the City of Cape Town: Tourism Department to undertake an audit of arts and crafts initiatives with a view to developing a unique arts and craft tourist route on the Cape Flats region.

1.1 Terms of reference

At a clarification meeting on 16 April 2009, it was confirmed that the investigation should ideally result in an arts and craft route that has a strong cultural and heritage flavor. Mass produced commercial crafts should be avoided and every effort should be made to introduce individuals and groupings who have not had opportunities to participate in the standard tourist products that are currently in vogue. The focus should remain on the Cape Flats area of the City of Cape Town and a cultural mix should be pursued.

1.2 Some definitions

Arts and crafts may loosely be defined as anything that is creatively made by hand. More specifically, arts and crafts comprise:

"... a whole host of activities and hobbies that are related to making things with one's own hands and skill. These can be sub-divided into handicrafts or "traditional crafts" (doing things the old way) and "the rest". Some crafts have been practised for centuries, while others are modern inventions, or popularisations of crafts which were originally practised in a very small geographic area."

http://en.wikipedia.org/wiki/Arts_and_crafts

The **Cape Flats** is the general area in the south-east sector of the City of Cape Town Metropolitan municipality which includes: Athlone, Langa, Bishop Lavis, Eersterivier, Khayelitsha, Mitchell's Plain, Steenberg, Retreat, Lansdowne etc.

"The term Cape Flats refers to a flat, sandy stretch of land which is located on the outskirts of the city of Cape Town. It has been accurately (I think) described as the "dumping ground of apartheid" and it is here that people of colour were relocated to, in terms of the infamous Group Areas Act.

It was an artificial creation, based on the sick notion that people of colour (non-whites in "old South Africa" language) should not be allowed to live in the more upmarket areas i.e. close to town and their places of work. Thus, people from widely divergent backgrounds and experiences, were uprooted from their communities and thrown together in the wasteland that has become known as the Cape Flats. Despite the way in which the Cape Flats was

created and the harsh conditions under which people have to struggle for survival, there is a vibe that is unique to the Cape Flats - a vibe that has emerged, as new communities were forged and as people learnt to "make the best of a bad situation".

For me, the single most important characteristic of the Cape Flats, is its people. Visitors to the Flats often talk about the "Cape sense of humour"- the ability of the people who live on the Flats to see the funny side of every situation. Of course, this is part of a defence mechanism- what the American activist and poet, Maya Angelou, calls "the mask". However, it is this mask that has sustained the people of the Cape Flats, despite the odds against them".

Williams, Vincent (1996-2006) Overview, <http://www.capeflats.org.za>

1.3 Current situation, vision and intent

The City of Cape Town has noted that tourism is a major contributor to the economy of the City and it therefore represents a significant opportunity for the alleviation of poverty and the creation of employment. It has become apparent that foreign and domestic visitors are attracted to arts and crafts but there is a lack of unique products which portray the culture, heritage, lifestyle and local environment. Some of the shortcomings that inhibit successful arts and crafts product visibility include:

- Accessibility
- Unique and diverse products
- Inadequate facilities
- Poor service quality

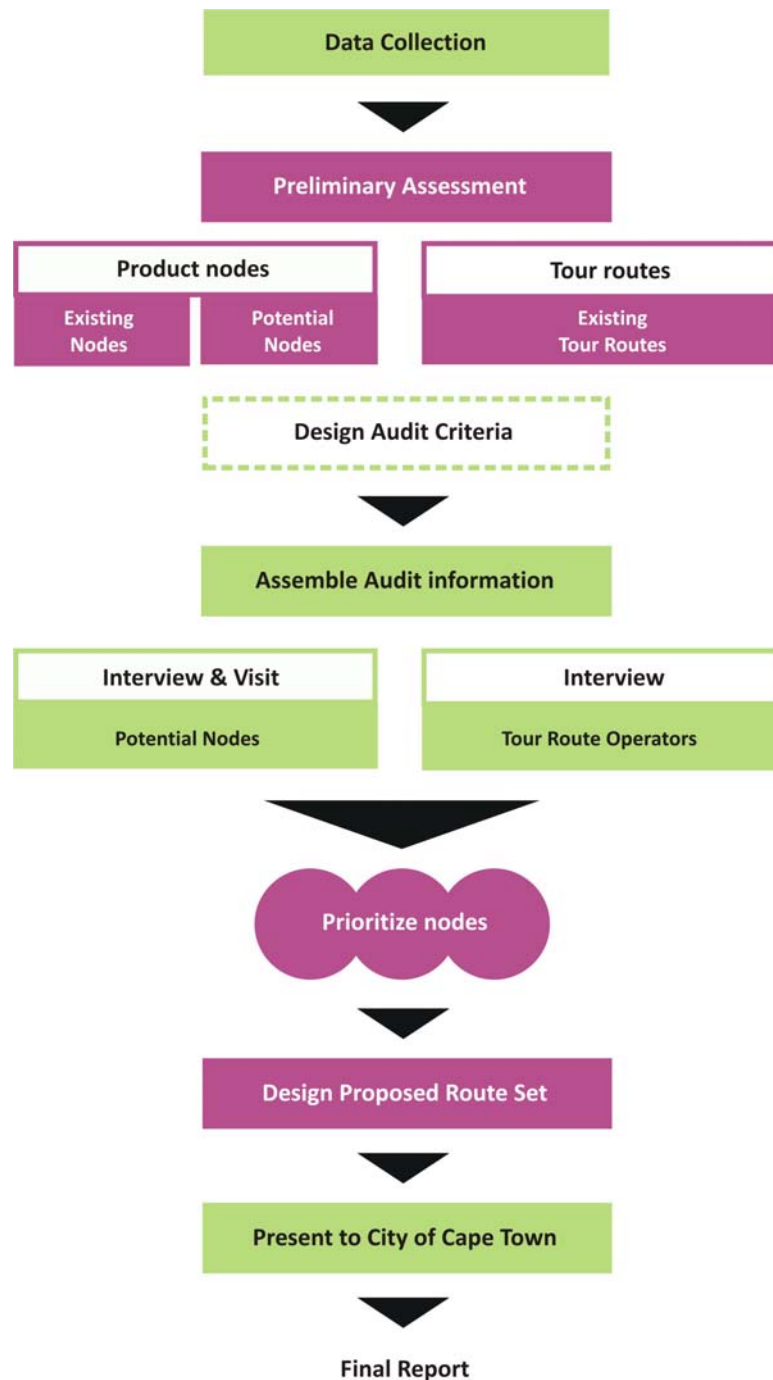
The products at the established arts and crafts nodes have become stale - largely due to repetitive goods, such as beadwork, which is generally on sale in a flea market arrangement.

The primary intent with this assignment is to uncover crafters, products and complementary route stops that would showcase the rich and diverse cultural fabric of the Cape Flats. The eventual tourist route or set of routes do not necessarily have to be completely divorced from the existing routes but should provide a renewed value experience to prospective arts and crafts visitors in support of all the many other attractions that Cape Town has to offer.

2. Methodology

2.1 Project approach

The diagram below illustrates the general approach that was followed to complete this assignment:



Section B: Audit process

3. Gathering a pool

3.1 Introduction

It was clear that the number of responding crafters would exceed the space and opportunities that would be available on the proposed route. It was important therefore to not only uncover the potential arts and crafts product developers but also to devise a set of criteria to prioritise the many possibilities into a functional form.

Typically, the eventual nodes or stopping places should provide the best quality and the most lasting experiences to tourists but should also be of viable commercial benefit to tour operators.

3.2 Preliminary assessment

As a means of setting the scene and gaining a realistic understanding of current tour routes and popular arts and craft experience points within the City of Cape Town, a range of data and contact details were gathered from:

- City of Cape Town: Community liaison forums
- City of Cape of Town Tourism
- Cape Town Routes Unlimited
- Visitor Information Centres
- Existing arts and crafts nodes
- Tour operators & their brochures
- Internet research
- Referrals, etc.

This information and contact details formed the compilation of an initial set of potential artists and crafters. This initial set was enlarged through responses to advertisements in several community newspapers across the Cape Flats.



3.3 Selection pool

Crafter / Artist	Area
1. Nabellah Holt	Athlone
2. Catherine Mathews	Athlone
3. CAFDA Stables Craft & Culture Centre	Cafda Village
4. Merle Overmeyer	Crawford
5. Ebrahiem Manuel	Grassy Park
6. Estelle Kho	Grassy Park
7. Faye Alkana	Grassy Park
8. Fiona Edwards	Grassy Park
9. Grace Paulsen	Grassy Park
10. Andile Siyo	Gugulethu
11. Fezekile 'Blacky' Temp	Gugulethu
12. Lawrence Ngoma	Gugulethu
13. Visitor Information Centre at Sivuyile Campus	Gugulethu
14. Fatima Abdol	Heideveld
15. Nadiema Phillips	Heideveld
16. Uzair Saban	Heideveld
17. Gwen Gomez	Khayelitsha
18. Khonzi Mgxekiza	Khayelitsha
19. Veronica Baleni	Khayelitsha
20. Zenzele Training Centre	Khayelitsha
21. Lookout Hill	Khayelitsha
22. Khayelitsha Craft Market	Khayelitsha
23. Eunice Danisa	Langa
24. Vuyokazi & Dizu Plaatjies	Langa
25. Craft market & traditional healer	Langa
26. Elaine Burger	Lansdowne
27. Eugene Bezuidenhout	Lansdowne
28. Karen Adams	Manenberg
29. Merle Williams	Manenberg
30. Anwar Reinhardt	Mitchell's Plain
31. Camaria Losper	Mitchell's Plain
32. Charlotte Lenting	Mitchell's Plain
33. Charmaine Malan	Mitchell's Plain
34. Derrick Holloway	Mitchell's Plain
35. Gwendoleen Baatjie	Mitchell's Plain
36. Hazel Gallow	Mitchell's Plain
37. Ismail Hoosain	Mitchell's Plain
38. Janine Grill	Mitchell's Plain
39. Johan Horn	Mitchell's Plain
40. Linda van Reenen	Mitchell's Plain
41. Marilyn Roodt	Mitchell's Plain

Crafter / Artist	Area
42. Sandra Lawrence	Mitchell's Plain
43. Suzette Mathews	Mitchell's Plain
44. Heather Voigt	Mitchell's Plain
45. Colin & Imelda Benette	Mitchell's Plain
46. Selwyn Kondowe (Tourism Forum)	Mitchell's Plain
47. Miranda Abrahams	Mitchell's Plain
48. Zolani Centre	Nyanga
49. Mawethu Naki	Philippi
50. Rachael Bosman	Retreat
51. Samuel Damon	Retreat
52. Bradley Bailey (Craft Coordinator)	Rondebosch East
53. Heather Adonis	Seawinds
54. Mymoena Scholtz	Vrygrond
55. Gregory Joshua	Wynberg

4. Audit criteria

4.1 Criteria: Location

It is unfortunately true that some crafters do not have a desirable location or suitable facilities that could function as a stopping point or node for a tour bus. Many of the crafters have humble homes and are unable to provide seating, display areas or toilet facilities. It is also important to consider access roads and time delays that could interfere with the pleasantness of the experience, particularly for foreign tourists. The general safety and security of the various locations also affected the eventual selection. There are however, several opportunities where a modest crafter could be redirected towards a display facility such as CAFDA in Grassy Park or the Khayelitsha Craft Market.

4.2 Criteria: Product

For some crafters, particularly those with long experience, the type of products on offer were based on market demand. This was entirely due to the need to generate an income by manufacturing those products that are in high demand and that may be sold reasonably quickly. Such products were generally functional (such as handbags) rather than decorative (such as cushions). The more interesting products were generally developed by crafters who were engaging in hobbies or artistic creative activities. A number of crafters were also part of unsophisticated efforts by church and welfare organizations to create job opportunities or self-help empowerment.

For this assignment, it was necessary to focus on those products that would depict a cultural story of high quality and that was clearly developed with limited machinery and technology. It was also important to consider packaging and transport of any goods that visitors may purchase. Although product price would always be a consideration, there was no evidence of overpricing or exorbitant charges.

It was always important to consider the amount of items or goods that crafters could create within a short time. This will be particularly important if a node on a route becomes popular. The quality, workmanship and general appearance of the products were an obvious assessment item.

4.3 Criteria: Node personality

Although the typical crafter on the Cape Flats would not necessarily be an accomplished public relations person, it was important to consider the general appearance, communication ability and overall personality of the crafters who would be in attendance at a particular node. Tourists would generally look for a bit of story-telling, cultural explanation and background, particularly foreign visitors. A welcoming attitude and a pleasant disposition was considered essential.

4.4 Criteria: Flexibility

It is very unlikely that a particular crafter would have a ready-made set-up that is ideally suited to the comings and goings of tourists. This requires a degree of flexibility from the craft node, particularly relating to the following:

- The ability to procure or make additional product lines
- The willingness and space to accommodate other crafters from surrounding areas
- The ease in which working-together arrangements can be made
- The financial ability to procure materials

4.5 Criteria: Opinion of tour operators

A selection of tour operators were canvassed to obtain guiding thoughts relating to:

- Preferred roads
- Start and finish points
- Length and timing of tours
- Safety and security
- General tourist expectations
- Costs
- Lessons learnt, success stories and suggestions

The following tour operators provided meaningful input:

Other Side of Cape Town Tours	:	Mr Andy Cassie
Discover Cape Town	:	Ms Yasmin Johnson
Khanizeni Travel & Tours	:	Mr Kader Hendricks
Cross Cultural Solutions	:	Ms Tahira Kassiem
Feva Tours	:	Ms Vanessa Raynard
Basil Brown (Private operator)	:	Mr Basil Brown
M&H Tours	:	Ms Madniah Hendricks
Hylton Ross	:	Mr Aubrey Solomons
Ocean Breeze Tours (<i>Emerging Tour Guide</i>)	:	Mr Randall Pietersen
Sun Tours	:	Ms Fadia Toefy
Dale Isaacs	:	Ms Dale Isaacs
Cape Rainbow Tours	:	Mr Alvin Kushner
Coffeebeans Routes	:	Mr Iain Harris
Cape Waterfall Tours	:	Ms Lyn Abrahams

Additional input was also retrieved from the following people or places that allowed perspectives to be refined or improved:

Carol Tissiman	:	Rondevlei Nature Reserve
Dalton Gibbs	:	Rondevlei Nature Reserve
Rediwaan Abrahams	:	CAFDA
Lisebo Tseane	:	City of Cape Town: Tourism Department
Sisa Ngondo	:	City of Cape Town: Tourism Department

Illse Jacobs	:	Cape Town Tourism
Ricardo Linnert	:	Cape Town Routes Unlimited
Selwyn Kondwe	:	Mitchell's Plain Tourism Forum
Khayelitsha Visitor Information Centre		
V&A Waterfront Visitor Information Centre		

5. Extracting a selection set

5.1 Applying the criteria

Every crafter in the bigger pool had strengths and weaknesses in varying degrees. Although very few respondents were entirely without value, it was necessary to extract a set of potential nodes or stopping places that would represent an ideal set on the proposed route.

The criteria, listed in Section 4 above, were used to refine the selected pool but specific regard was given to the views that were expressed by current tour operators who are active within the greater Cape Town region. The dominant opinions of tour operators were:

Market / demand

- There are many unknown people in the Cape Flats region who do wonderful crafts without the benefit of a tourist market
- Grassy Park has much to offer to visitors but the attractions are unknown to potential visitors
- A Cape Flats Arts & Crafts Tour Route has definite potential but will take a while to get off the ground
- The current economic downturn has reduced the number of tourists
- Very few foreign visitors purchase local crafts as foreigners' budgets are often reserved for more expensive African jewellery or gifts
- The Cape Flats is a vast area to cover which does not leave much time for visitors to enjoy on a typical half day tour. Stopping points should focus on the more interesting nodes.
- The popularity of township tours seem to vary from operator to operator
- The established routes in Cape Town (Boulders, Cape Point etc) work well but there is a sense that repeat visitors are getting bored with them. A new tour route would be refreshing.
- There is a perception that people in Black Townships would generally put forward poverty situations as a way to compel visitors to buy their products. This is meeting with resistance from both tour operators and visitors.
- Any new route would have to compete with established township nodes such as: Lookout Hill, Guga S'Thebe, Khayelitsha Craft Market and others
- Tour guiding in Cape Town generally has a reduced activity during the winter season
- Foreign tourists are generally frugal and budget conscious and will not necessarily spend liberally to buy expensive arts and crafts

Interest in being part of the route

The following tour operators expressed an enthusiastic and keen interest in participating in a potential arts and crafts route:

Khanizeni Travel & Tours	:	Mr Kader Hendricks
Cross Cultural Solutions	:	Ms Tahira Kassiem
Feva Tours	:	Ms Vanessa Raynard
Basil Brown (Private operator)	:	Mr Basil Brown
Cape Waterfall Tours	:	Ms Lyn Abrahams

Misconceptions

- Often visitors have a complete wrong conception of what may be expected within the living areas of ordinary people. Much of this is due to exaggerated advertising or conceptions based on uninformed rumours and opinions
- Generally, foreign visitors perceive that people in South Africa live in poverty. Visitors are very interested in seeing informal settlements and the unique rural lifestyle patterns
- Tourists are often positively surprised when they encounter living conditions in townships. They arrive with certain perceptions and often leave feeling positive about the local people and Cape Town.

Safety & security

- Some crafters could be hesitant or embarrassed to allow visitors directly into their homes
- People are generally reluctant to go into Coloured areas due to safety and security concerns
- Tour operators generally feel safer going into African townships as the community generally has an appreciation for the value of tourism and the local police also offer protection
- Tourists should feel relaxed and should not have to worry about their own safety and security whilst on a tour if the benefit of the experience is to be passed onto other potential visitors
- Some tour operators are hesitant to be part of a new Cape Flats Arts and Crafts Tour as safety and security of its tour guides, vehicles and visitors cannot be assured
- Safety issues are a priority and could be alleviated in the following ways:
 - having tour guides that know the local areas and speak the local language
 - making sure that tour guides stop in safe areas
 - the community should be made aware of the value of tourism
 - the local police should support tourism efforts and should be aware of the movement and timing of tours
- The most successful tours are those where both the visitors and the tour guide feel safe, secure and relaxed. Obvious dangerous areas should be avoided.

Marketing

- The route should be marketed to travel agents and will only work if there is extensive “buy-in”
- One could promote the route to more matured tourists and University exchange students
- Most foreign visitors are not particularly interested in visiting Coloured areas as they do not know what such areas have to offer and what they can experience
- Many tour operators would be interested in this new tour route as it is a niche market
- The route should be marketed to tour operators
- The route should be marketed as a community-based arts & craft tour route
- The route needs to be in itself a ‘good product’ and well marketed with knowledgeable local tour guides
- The route could be marketed to hotel travel / concierge desks

What will make the route successful

- A Cape Flats Tour Route should showcase a cultural mix i.e. Black townships, Coloured townships and Indian communities

- Tourists enjoy interacting directly with local community members and are captivated by personal life stories
- The tour route should include a broad spectrum of attractions i.e. not only arts and crafts – as a means of making the route interesting
- Local community members that are interesting characters should be in attendance at the main route nodes
- Visitors enjoy going to people's houses, sharing a meal and enjoy an uplifting experience e.g. story-telling, singing or praise singing
- Tourists always want to know about the 'shanties', the history of the area and are very interested in local stories
- Visitors are interested in people's success stories and the stories behind local arts and crafts
- The tour route should show visitors how local people live and deal with social ills i.e. gangsterism
- People want to see quality products and have quality experiences
- Tour guides should know the areas in deep detail
- Local community home-restaurants should be involved
- Local B&B's should also be linked to the proposed tour route
- Tour groups should not be larger than 10 people and the route should ideally be no more than half a day
- The route should run approximately 4-5 hours and could end with lunch at a local place of entertainment
- The route should have designated stop areas i.e. safe places for tourists to get off the tour bus
- Relationships should be built with local communities and crafters to ensure real empowerment
- Overseas visitors are very interested in the history, culture and particularly the food of the Cape Flats area. Many foreign visitors are also interested in HIV/ Aids and the care of abandoned babies.
- Visitors are usually collected from their places of accommodation, which is usually in the City centre or the Waterfront or from Cape Town hotels
- Tourists feel more assured if tour guides are registered with Cape Town Tourism or accredited Tourism bodies
- The nodes should be set up with a cultural flavour where visitors are not made to feel obliged to purchase craft items as a poverty relief support
- Visitors should not feel obligated to purchase craft items
- A Cape Flats Arts and Craft tour route could work if combined with a home meal (where visitors can get a chance to informally chat with a local family, share a local meal and listen to the family member's stories) and community-based projects e.g. HIV Centre where people make arts and crafts as a supplementary support effort
- Often visitors are taken to the Waterfront for lunch after a half day route
- Some operators would generally use the N2 and would start their tours at the District 6 Museum
- The nodes on the route should have a good mix of cultural interest including Blacks, Coloureds, Muslims etc.
- The drive along the route should pass through typical Cape Flats lifestyle zones that provide background understanding of everyday life phenomena such as gangsterism, shack dwelling, small business approaches etc.
- The focus should be varied and should not include only issues of poverty, apartheid residues and informal settlements

- Arts and Craft tours should ideally be confined to half day tours using tour buses with small groups (6 - 10 people)
- The general recommendation is that a tour drive should have approximately 3 stops to avoid tiredness or boredom and the tour should end with a light lunch somewhere, unless tourists are taken straight back to their accommodation places
- A typical tour costs between R 350 – R 500 per person
- Cultural tours are not necessarily easy to understand by foreign visitors and it is important to have interesting story-tellers on the route or as part of the team of the tour operator. Ideally, stories and experiences should be told first-hand by residents or the owners of the various nodes or stopping places.
- Home caterers and suppliers of domestic take-away meals are interesting additions when tourists need refreshments or snacks. It has also been suggested that tourists would be keen on enjoying a home-cooked local meal within a local house.
- It is safer to collect tourists at their accommodation places and to deliver them back to the same place
- The Cape Flats is a large area in terms of driving distances and several of the main roads and freeways have a fair amount of peak hour traffic which inhibits any fast or extended movement but allows for a more leisurely appreciation of the surroundings

Alternative ideas

- Geographically, the Cape Flats is very widespread. Visitors should have easy access to craft products. All the crafters could agree to exhibit their crafts at a central location e.g. Cape Town harbour. This could also help crafters to generate a more reliable income.
- Crafters could also contact large companies to secure orders for corporate gifts

5.2 Selected set

The following set of crafters were extracted to form the core potential nodes or stopping places for the proposed route:

The green ticks represent the ideal set of crafters who generally could comply with all the requirements. The remaining ones represent good alternatives options.

Crafter / Artist	Area	Compliance
CAFDA Stables Craft & Culture Centre	Cafda Village	✓
Estelle Kho	Grassy Park	
Faye Alkana	Grassy Park	✓
Fiona Edwards	Grassy Park	
Khonzi Mgxekaza	Khayelitsha	
Eunice Danisa	Langa	✓
Vuyokazi & Dizu Plaatjies	Langa	✓
Elaine Burger (Travelling crafter)	Lansdowne	✓
Eugene Bezuidenhout	Lansdowne	
Anwar Reinhardt (Travelling crafter)	Mitchell's Plain	✓
Charlotte Lenting	Mitchell's Plain	✓
Ismail Hoosain (Travelling crafter)	Mitchell's Plain	✓
Linda van Reenen	Mitchell's Plain	✓
Marilyn Roodt (Travelling crafter)	Mitchell's Plain	✓
Sandra Lawrence	Mitchell's Plain	✓
Suzette Mathews	Mitchell's Plain	✓
Heather Voigt (Travelling crafter)	Mitchell's Plain	✓
Selwyn Kondowe (Tourism Forum)	Mitchell's Plain	✓
Miranda Abrahams	Mitchell's Plain	✓
Mawethu Naki	Philippi	
Rachael Bosman (Travelling crafter)	Retreat	✓
Bradley Bailey (Craft Coordinator)	Rondebosch East	✓
Heather Adonis (Travelling crafter)	Seawinds	✓
Mymoena Scholtz	Vrygrond	✓
Gregory Joshua (Travelling crafter)	Wynberg	✓

5.3 Key nodes or stopping points

📍 Langa

Primary stop: ● Eunice Danisa

Alternative stop: ○ Vuyokazi & Dizu Plaatjies

📍 Mitchell's Plain

Primary stops: ● Mitchell's Plain Tourism Forum (Selwyn Kondowe)

(Note: Several crafters in the area or from adjoining areas can showcase or display their crafts at the Mitchell's Plain Tourism Forum facility).

● Sandra Lawrence

Alternative stops: ○ Suzette Matthews

○ Charlotte Lenting

○ Linda van Reenen

○ Miranda Abrahams

📍 Vrygrond

Primary stop: ● Mymoena Scholtz

📍 Grassy Park

Primary stop: ● CAFDA Stables Craft & Culture Centre

(Note: Several crafters in the area or from adjoining areas can showcase or display their crafts at CAFDA Stables Craft & Culture Centre).

Alternative stop: ○ Faye Alkana

5.4 Profiles of key nodes or stopping points



5.4.1

🎯 Langa

Introducing Eunice Danisa

Area: Langa

Crafts: Hand-sewn:
• Aprons
• Traditional dresses
Beaded jewellery:
▪ Pins
▪ Lanyards
▪ Bracelets, necklaces
▪ Cell phone holders
Bed linen
Soup kitchens
Food garden

Refreshments: Vetkoek
Cooldrinks

Address: No. 5 Mafunga Crescent,
Settlers, Langa

Contact no: Cell: 083 928 6262

Eunice Danisa's story...

Eunice Danisa is a friendly, warm-hearted lady with a caring disposition. She has formal arts and craft training certificates and has been crafting since 1968. Eunice has a pdp driver's license and communicates well in English.

She has transformed her garage into a soup kitchen and sewing area. With the support of local women, Eunice helps to feed impoverished people from a nearby settlement every day.

Her husband is actively involved in their back yard food garden.



Eunice Danisa outside her home in Langa



Introducing Vuyokazi Plaatjies

Area: Langa

Crafts: Traditional Xhosa dolls
Beading classes
Traditional instruments
Traditional music
Drumming sessions

Refreshments: African cuisine

Address: 40 Washington Street
Langa

Contact no: Tel: 021 694 3113

Vuyokazi's story...

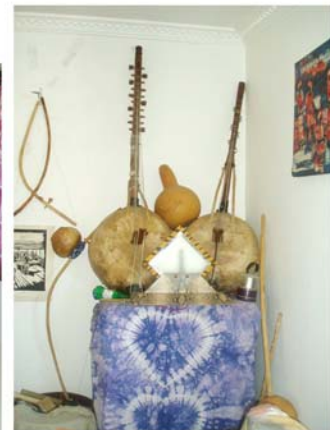
Vuyo learnt the art of bead making from her Aunt in the Eastern Cape. She did fashion design professionally, but her heart was in the value of traditional culture and she established her own arts and craft centre called 'Ibuyambo' - which means the return of culture.

Vuyo has a particular talent with the creation of Xhosa dolls and entertains many tourists and scholars by teaching them how to make traditional dolls. She proudly displays a doll that is similar to her own traditional wedding outfit. The dolls have an elegance that depict the pride of Xhosa women which indicate a nobility beyond financial modesty.

Her husband, Dizu Plaatjies entertains with African music using traditional musical instruments.



Vuyokazi passionately explaining her desire to keep traditional Xhosa arts and culture alive



Mitchell's Plain

5.4.2

🎯 Mitchell's Plain

Introducing Mitchell's Plain Tourism Forum (Selwyn Kondowe)

Area: Mitchell's Plain

Crafts: Over 40 different crafters:

- Beaded jewellery
- Cushions
- Sucker-stick bowls
- Hand-painted aprons
- Wooden clocks
- Tea cosies
- Decoupage
- Embroidery
- Coasters
- Tablecloths
- Dolls
- Covered hangers
- Beaded spoons
- Placemats
- Oven gloves
- Framed flowers

Refreshments: Meals can be provided

Address: Off Weltevreden Road
Opposite City Council Yard

Contact no's: Tel: 021 374 1972
Cell: 072 598 6095

Selwyn's story...

The MPTF is a community-based, non-profit organization which caters for community group gatherings with a crèche facility. The MPTF has a large hall (with toilet, crockery and kitchen facilities) which provides a display and meeting spot for over 40 local crafters.

Selwyn is very keen for MPTF to be a tour route node and to coordinate local crafters.



Mitchell's Plain Tourism Forum Facility



Introducing Sandra Lawrence & Suzette Mathews

Area: Mitchell's Plain

Crafts: Variety of crafts:

- Beaded toilet set
- Personalized coasters
- Hand-painted aprons
- Beaded jewellery & pins
- Handbags
- Tea cosies
- Scatter cushions
- Baby bibs & booties
- Padded photo albums
- Fabric jewellery boxes
- Padded mirrors/frames
- Christmas placemats

Other: Local plants & herbs

Address: 12 Virginia Crescent,
Colorado Park, Mitchell's Plain

Sandra: Tel: 021 374 7877
Cell: 074 335 4827

Suzette: Cell: 084 511 7265

Sandra & Suzette's story...

Sandra makes a variety of crafts. She has done a business course and would welcome exposure to a greater market so that she can get a fair price for her crafts and expand her craft business by employing more people.

Suzette inherited her grandmother's antique Singer sewing machine and has been making crafts and gifts for the local community and friends for the past 22 years.



Sandra Lawrence outside her home in Mitchell's Plain



Introducing Charlotte Lenting & Wilma Williams of 'Saamwerk'

Area: Mitchell's Plain

Crafts: Variety of crafts made out of recycled materials:

- Hand-painted bags
- 'Bottle top' pot holders
- Greeting cards
- Embroidered belts
- Newspaper woven baskets
- Magazine coasters
- Decoupage plates
- Suckerstick bowls & lamp
- Christmas decorations
- Material placemats
- Storage boxes
- Beaded jewelry & items
- Plus new crafts

Address: Methodist Church Grounds
Cornflower Road, Lentegeur
Mitchell's Plain

Contact no's: Tel: 021 374 7815
Cell: 072 523 7756

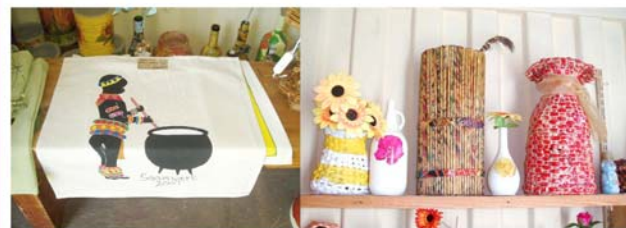
Saamwerk's story...

'Saamwerk' means 'working together'. It is an empowerment project of the Methodist Church which brings together women of various cultures to share their creative skills, their faith and friendship.

The project operates out of two containers and is run by two dedicated ladies as an empowerment and skills development initiative. Crafts are made out of recyclable materials.



Charlotte & Wilma outside one of Saamwerk's containers



Introducing Linda van Reenen

Area: Mitchell's Plain
Crafts: Afrochic beadwork
Beadshop & craft supplies
Refreshments: Bistro for 'takeaways'
Address: 'Nanzoo': Corner of
Merrydale & Wespoort
Avenues
Contact no's: Tel: 021 372 6041
Cell: 084 750 2992

Linda's story...

Linda converted the front of her home in Mitchell's Plain into 'Nanzoo' - a bead shop and take-away bistro.

Her bead shop originated out of the need to supply affordable beads and beading accessories to the local community. Linda buys beads from a supplier and then packages the beads into smaller, more affordable parcels. This gives crafters an opportunity to buy a larger variety of beads, with less wastage. Linda holds beading classes at her shop and locally made hand-bags are on sale too.

Her bistro provides a wide selection of tasty local meals - to be eaten 'on the go'. These include: hot chips, chip rolls, gatsbys, salomies, pies, sandwichies, heat and eat dinners (curries, breyani, lasagna), pizza as well as crisps, sweets, cold drinks and airtime.



Linda inside her bead shop



Introducing Miranda Abrahams

Area: Mitchell's Plain

Crafts:

- Décor sewing:
 - Coaster
 - Placemats
 - Champagne bottle jackets
 - Picnic baskets
- Painting & decoupage:
 - Plates
 - Clocks
 - Champagne glasses
- Recycled items:
 - Door stoppers
 - Jewellery boxes
 - Baskets
- Beaded jewellery
- Fabric hiring

Address: 42 Dove Crescent, Rocklands Mitchell's Plain

Contact no's: Tel: 021 392 3190
Cell: 078 494 9464

Miranda's story...

'Mirradesign' is a business which Miranda established after a spiritual inspiration which suggested to her that God should be remembered in business and that there is value in caring for one's neighbours.

Miranda makes a variety of crafts and employs 6 ladies. Her crafts are sold both locally and internationally. She is successful, self-motivated and has explored her business options with Red Door.



Miranda with a few of her craft items: A decoupage plate clock, placemats, coasters, napkins and champagne bottle jacket (see below)





5.4.3

🎯 Vrygrond

Introducing Mymoena Scholtz

Area: Vrygrond

Crafts: Hand-made cards
Beaded animals
Hand-sewn traditional wear
Bags
Crocheted hats & shawls
Singing & dance groups

Refreshments: Meals can be provided

Address: Painted container in
Vrygrond Avenue
(next to Vrygrond library)

Contact no: Cell: 073 261 8864

Mymoena's story...

Mymoena is the Director of "Where Rainbows Meet", a non-profit training and development foundation in Vrygrond that focuses on the development of youth, women and groups that offer services to uplift the impoverished Vrygrond community.

Several community initiatives are driven by the foundation operating out of a container:

*Arts and crafts
Dance groups for children & teenagers
Sewing project
Beading*

Arts and craft items are also displayed at Vrygrond library (next to the container).



Mymoena Scholtz of 'Where Rainbows Meet'



Grassy Park

5.4.4

Grassy Park

Introducing CAFDA Stables Craft & Culture Centre

Area:	Mitchell's Plain
Crafts:	Beading Candle-making Sewing Malaysian cane weaving Indigenous nursery Space for other crafters
Refreshments:	Hall, kitchen & tea room
Address:	Corner of Eighth Avenue & Prince George Drive Grassy Park
Contact no:	Tel: 021 706 2050

CAFDA's story...

The Stables Craft & Culture Centre is a community driven project that offers a range of support and skills training to local unemployed community members. It is situated on the western boundary of the Rondevlei Nature Reserve and also has welfare support systems, overnight accommodation, an indigenous nursery and a tea room. The buildings' name is derived from its original use – stables on a farm.

The Centre offers space to community members who wish to manufacture and sell their locally made art and crafts.



Outside CAFDA Stables Craft & Culture Centre



Introducing Faye Alkana

Area:	Grassy Park
Crafts:	None
Refreshments:	Catering Café meals Cape Malay Cuisine Cape Malay food tasting Food demonstrations Home meals with live jazz
Other:	Home stays Stories & cultural chat Guided tour of Rondevlei
Address:	71 Rooikrans Avenue Grassy Park
Contact no's:	Tel: 021 705 4007 Cell: 083 436 9974

Faye's story...

Faye is a qualified caterer who runs her catering business from her home in Grassy Park. She has converted the bedrooms of her home into rooms for exchange students and visitors to 'home stay'. She is a qualified tour guide of Rondevlei Nature Reserve (which is within walking distance from her home) and she has a pdp licence.

Faye is experienced in dealing with people and international visitors. She would love to welcome visitors into her home for a chat, or some tea and homemade biscuits - or even a full course meal or night-over.



Faye Alkana – a highly enthusiastic, positive and passionate person



5.5 Travelling crafters

Cultural crafters and artists are generally talented people who practice their talents within modest confinements. Although there are many individuals who are able to produce excellent products, they do not necessarily have the facilities to display their products to full advantage. In addition, crafters are often full-time workers who create their products on weekends, after hours or within their spare time. Most artists and crafters also work from homes which are not always of a size and level of comfort to receive tourists and visitors. It is conceivable also that tour buses would not bring enough visitors to make it viable for all crafters to consider doing crafting for gain on a full-time basis.

Although the above constraints are significant, there are viable opportunities for crafters to exhibit their products at larger display facilities such as community centres or at places where several crafters could gather in a collaborative fashion. Although the main nodes have been identified in Section 5.3, a set of travelling crafters have been identified who could easily display their crafts at the main nodes. This gives the modest crafter excellent exposure and also adds good content to the general value at the main nodes.

The diagram on the next page illustrates the potential arrangement:

⊙ Langa

Primary stop: ● Eunice Danisa

Alternative stop: ○ Vuyokazi & Dizu Plaatjies

Travelling crafter: ● Khonzi Mgxekeza

⊙ Mitchell's Plain

Primary stops: ● Mitchell's Plain Tourism Forum (Selwyn Kondowe)

(Note: Several crafters in the area or from adjoining areas can showcase or display their crafts at the Mitchell's Plain Tourism Forum facility).

● Sandra Lawrence

Alternative stops: ○ Suzette Matthews

○ Charlotte Lenting

○ Linda van Reenen

○ Miranda Abrahams

Travelling crafters: ● Anwar Reinhardt
 ● Ismail Hoosain
 ● Marilyn Roodt
 ● Heather Voigt
 ● Derick Holloway

⊙ Vrygrond

Primary stop: ● Mymoena Scholtz

Travelling crafter: ● Heather Adonis

⊙ Grassy Park

Primary stop: ● CAFDA Stables Craft & Culture Centre

(Note: Several crafters in the area or from adjoining areas can showcase or display their crafts at CAFDA Stables Craft & Culture Centre).

Alternative stop: ○ Faye Alkana

Travelling crafters: ● Rachael Bosman
 ● Elaine Burger
 ● Bradley Bailey
 ● Estelle Kho
 ● Fiona Edwards
 ● Gregory Joshua
 ● Eugene Bezuidenhout
 ● Ebrahiem Manuel

Introducing Khonzi Mgxekeza

Area: Khayelitsha

Crafts: Hand-painted & printed
fabric textiles:

- Bags
- Cushion covers
- Table runners
- Napkins
- Wall hangings
- Conference folders
- Chair bags
- T shirts

Address: Hive No. 4
Khayelitsha Training Centre
Corner of Spine & Bunga Ave.

Contact no: Cell: 083 562 2008

Khonzi's story...

Khonzi has a diploma in fashion design and has done an arts and design course funded by the British Consulate. Khonzi started her own sewing business from home with minimal family support. She specializes in original textile designs and textile painting.

Khonzi has a studio in the Khayelitsha Training Centre and trains local community members in Eersterivier and Athlone in the use of natural paints, textile painting and helps them to find market opportunities. A student visitor from California developed an admiration for Khonzi's work and regularly orders items to be exported to the USA.



Khonzi with her original textile design on hand-painted natural cotton fabric



Introducing Anwar Reinhardt

Area:	Mitchell's Plain
Crafts:	Wood carving: <ul style="list-style-type: none">▪ African clocks with carved animals▪ Jewellery boxes▪ Trays▪ Grandfather clocks
Refreshments:	Tea
Address:	28 Wimbledon Street Beacon Valley Mitchell's Plain
Contact no:	Tel: 021 376 0237

Anwar's story...

Anwar is a very skilled wood carver. He carves clocks, trays, jewellery boxes, pictures and grandfather clocks out of imbuia, oak, pine and yellow wood.

He is a perfectionist, giving the minutest of attention to detail, shape and form. For example, on the African clock - every numeral is individually carved out of wood. Anwar is also able to create clocks with different themes.

Anwar's jewellery boxes are artistically crafted and customized. They are lined with a velvet interior and the box has a key-less 'secret' wooden locking mechanism.



Introducing Ismail Hoosain

Area: Mitchell's Plain

Crafts: Decorative wooden trays, wall hangings & key holders

Address: 4 Bowsprit Close
Strandfontein
Mitchell's Plain

Contact no's: Tel: 021 851 1691
Cell: 072 616 8698

Ismail's story...

Ismail makes decorative wooden trays, wall hangings and key holders part time as a serious hobby.

He glues pictures from wrapping paper, serviettes, calendars onto wooden trays or block wood. He paints stylish features and then applies a thick layer of clear varnish – to give a luxurious look.

Ismail is struggling to market and sell his crafts and would be keen to expand his crafting on a full time basis.



Ismail Hoosain with one of his decorative trays



Introducing Marilyn Roodt

Area: Mitchell's Plain

Crafts: Crocheted:
▪ Table clothes
▪ Doilies
Framed cross-stitching

Address: 39 Sharron Street
Tafelsig
Mitchell's Plain

Contact no: Cell: 084 047 6836



Marilyn with a couple of her crocheted doilies



Marilyn's story...

Marilyn is an enthusiastic crafter who crochets a wide variety of table clothes and doilies. She is able to customize the table clothes and doilies in any particular colour or size. She also cross-stitches which she displays in a good quality wooden frame.

Most of her crafts make excellent birthday gifts.

She is eager to participate in the proposed Tour Route.



Introducing Heather Voigt

Area: Mitchell's Plain

Crafts: Beaded:
▪ Jewellery
▪ Pens
▪ Decorations
▪ Aids ribbon pins
▪ SA flag pins
▪ Serviette holders
Placemats
Aprons

Address: 53 Jean Crescent
Mitchell's Plain

Contact no's: Tel: 021 374 1220
Cell: 073 020 9209

Heather's story...

Heather works at Red Cross Children's Hospital where she runs a beading project called Siyakhula – which means 'we are growing'. The project aims to empower mothers affected by HIV.

Siyakhula meet once a week and are able to fulfill large orders on various craft items. All their craft items are also sold once a month at the Red Cross Children's hospital market.

Heather also brings her craft work home where she teaches mothers within her community. These craft items are sold to family and friends.



Heather holding up one of her African aprons and placemats



The Friends of the
Children's Hospital
Association

 **siyakhula**
beading project



Introducing Rachael Bosman

Area:	Retreat
Crafts:	'Bottle dolls' Jewellery Crocheted bags African skirts Poetry Wedding dresses
Refreshments:	Vegetable preserves Koeksusters Traditional biscuits
Address:	74 Tambourine Street Retreat
Contact no's:	Tel: 021 715 2933 Cell: 084 5636 997

Rachael's story...

Rachael is a nurse who is passionate about her craft and the Cape Flats culture.

She has a warm personality and is well suited to talk and share the history of the Cape Flats culture. She can offer a selection of Cape Malay cuisine to visitors at her home.

She is eager to develop her crafts into a full- time operation.



Rachael with her 'bottle dolls'.
From left: Nun, Flower-seller, African lady, Afrikaans woman & Spanish lady



Introducing Elaine Burger

Area: Lansdowne

Crafts: Greeting cards

Address: 7 Gothic Road
Penlyn Estate
Lansdowne

Contact no: Tel: 021 691 9569



Elaine's story...

Elaine makes greetings cards as a hobby and to supplement her retirement income.

She makes a wide variety of cards using a range of techniques and designs - birthday, special occasion and ethnic design. She is always adding new cards to her repertoire.

She is struggling to sell her cards at regular crafts markets and is keen to expand her opportunities.



Elaine showing one of her ethnic design cards



Introducing Bradley Bailey

Area: Rondebosch East

Crafts: Paintings & murals
Natural bark:

- Jewellery
- Platters

Kelp instruments
Placemats
Photoframes
Beaded bowls
Candles
Painted ostrich eggs
Sculptures
Metal animals

Address: 24 Denver Road
Rondebosch East

Contact no: Cell: 083 695 9495

Bradley's story...

Bradley is an artist who does paintings, interior murals and landscaping. He started Zamani Art & Design to showcase his and other artists' art work.

He coordinates an Arts Centre at Bethany Fellowship Church in Lansdowne. Proceeds from this group's artwork goes to the Churches' upliftment projects.

He also runs Arts & Culture evenings at the Kaleidoscope Church in Claremont. Artists are encouraged to share their talents and new craft items are constantly being created.



Bradley Bailey showcases some of Zamani Art & Design's artwork.
Zamani means: "one who strives"



Introducing Estelle Kho

Area: Grassy Park
Crafts: Custom-made retro denim hand / shoulder bags and jackets
Address: None
Contact no: Cell: 084 034 8353



Estelle with some of her most recent denim bag creations

Estelle's story...

Estelle has always loved sewing – even as a little girl. As a way of relaxing and keeping her hands busy, Estelle started making bags out of used denim jeans – with no pattern at all.

All her bags are stitched perfectly straight by hand and have an excellent quality inner lining, also hand-stitched. Estelle has fondly become known as the 'bag lady' because she makes her bags while travelling on public transport.

All her bags are once-off's and are custom-made with appliqué and creative stitching.



Introducing Fiona Edwards

Area: Grassy Park

Crafts: Custom-made beaded jewellery

- Necklaces
- Bracelets
- Earrings

Address: To be confirmed

Contact no: Cell: 079 056 5516



Fiona Edwards with some of her custom –made beaded jewellery

Fiona's story...

Fiona has emerged from a difficult domestic upheaval and found a comforting outlet in the making of beaded jewellery. This uncovered creativity has influenced her positively and she has expanded her craft into a lucrative little business. Much of her jewellery is customized instantly to satisfy her many customers.

Fiona belongs to SAWEN (South African Women Entrepreneurs' Network) and was selected to create jewellery pieces to represent SA at the Soccer World Cup bid in Germany.

Fiona believes that she can teach many women in distress to find new hope by applying their energies in creative crafting.



Introducing Gregory Joshua

Area: Wynberg
Crafts: African-style leather sandals
Address: Shop is opposite Wittebome Train Station near Wynberg
Contact no's: Tel: 021 797 9490 (h)
Cell: 072 331 8456

Gregory Joshua's story...

Gregory Joshua became fascinated with shoe making while working at a Green Cross shoe factory in Cape Town. Gregory together with a friend then started making shoes from home in their garage in Wynberg... and ultimately 'Joshua Footwear' was born.

Gregory has been making his African-styled leather sandals for 30 years. He uses leather off-cuts from the upholstery industry and laminates the leather together to ensure an excellent quality product.

Men's sandals are uniquely fitted with car tyre treads – which makes the sandals highly durable. Ladies sandals are fitted with much lighter treads.

Gregory pays particular attention to sewing on the South African flag. Some of the sandals carry a Pondo Art material design.



Gregory Joshua with his hand-made African-style leather sandal with treads made out of car tyres



Section C: Route proposals

6. Exploring the options

6.1 Introduction

The investigative work that was done at the locations of the various crafters resulted in the identification of a selected set of key nodes or interesting stopping points. These nodes would be the fundamental places where the tourist experience will be showcased. Although it was possible to select a wide range of possibilities, all the enthusiasm had to be tempered with the thoughts and experiences of tour operators.

The most significant criteria that the tour operators put forward were:

- Routes should be no more than half a day in duration
- Some consideration should be given to toilet facilities at the nodes
- Story-telling and cultural interaction make routes memorable
- Safety and security support is important
- The availability of local snacks and refreshments provide interesting appeal
- Most tourists are collected in the Cape Town CBD / Waterfront and would normally be returned there
- Too many stops would not be feasible or comfortable for visitors – no more than 3 to 5 stops.

6.2 General area

Map No. 1 depicts the general Cape Flats area and it should be noted that the important movement roads would be the N2, the M7 (Vanguard Drive), Baden Powell Drive, Prince George Drive and the M5. These roads provide a drive that is interesting and offers a passer-by glance into the entire Cape Flats region. It also enables the tour operator to move from node to node reasonably quickly and thus provides the opportunity for visitors to linger at the various stopping places. Another advantage is the round-trip effect, which enable visitors to start in Cape Town and return along a different route.



Map No. 1 - General area

6.3 The ideal route

Map No. 2 depicts an ideal route with the following general characteristics:

Cape Town to Langa	30 mins drive
Visiting time at Langa	30 mins
Langa to Mitchell's Plain	30 mins drive
Visiting time (2 stops)	60 mins
Mitchell's Plain to Vrygrond	45 mins drive
Visiting time at Vrygrond	30 mins
Vrygrond to CAFDA	15 mins drive
Visiting time at CAFDA	30 mins
CAFDA to Cape Town	30 mins drive

This route should provide a comprehensive experience and could be covered between 09:00 and 14:00. If the tourists elect to take lunch at the last stop (CAFDA) then the trip ends at 15:00 and may be seen as a lengthy and tight experience which is almost a full day event.

The route can become even longer if alternative stops are included or if lengthy experiences are undertaken i.e. the interesting options offered by Vuyokazi & Dizo Plaatjies in Langa. Individual tour guides may also insist on stopping at well known attractions which have given them good results in the past i.e. the popular 'Golden Flowers' in Khayelitsha.

It should also be noted that the route could be shorter in time if certain crafters are not available on a particular day based on personal circumstances, weather, transport etc. The route could also take on a modified flavour if a visitor grouping has a specific type of craft or a known crafter in mind.



Map No. 2 – Ideal route

6.4 Selected stops on the ideal route

Map No. 3 depicts short summary of the stopping places on the proposed ideal route with some suggested alternative options as indicated in Section 5.3.



6.5 Some shorter route options

The selection and time spent on a particular route is highly variable and much will depend on the requirements of visitors and operators including:

- Other commitments of touring parties
- Time constraints
- Peculiar or unusual desires and interest of visitors
- Costs
- Weather
- Tour operator packages and availability

Map No. 4 shows a shorter option where two stops are highlighted - Langa and Mitchell's Plain.

Map No. 5 shows a shorter option with a concentration in the south side of the Cape Flats - Mitchell's Plain, CAFDA and Vrygrond.

Map No. 6 shows a shorter option on the edge of the Cape Flats closest to the CBD using the M3 and the M5 with stopping places at CAFDA and Vrygrond and also taking in the shoe shop of Gregory Joshua in Wynberg.



Map No. 4 – Langa & Mitchell's Plain



Map No. 5 – Mitchell's Plain, CAFDA & Vrygrond



Map No. 6 – Vrygrond, CAFDA & Wynberg (Gregory Joshua)

Section D: Conclusions and recommendations

7. Concluding comments

7.1 Developmental needs

Attempts were made to determine the developmental needs and shortcomings of potential beneficiaries so that they may be redirected towards other initiatives that will result in renewed advantages or improvements.

The majority of crafters noted that financial difficulties and a lack of marketing exposure were significant constraints but a range of other issues were also uncovered as summarised in the list below:

Crafter / Artist	Area	Developmental Need
1. Nabellah Holt	Athlone	-
2. Catherine Mathews	Athlone	Financial support
3. CAFDA Stables Craft & Culture Centre	Cafda Village	Renovations, visible marketing, signage. Support for plans to develop and expand the facility.
4. Merle Overmeyer	Crawford	Income generation
5. Ebrahiem Manuel	Grassy Park	Government & Department of Education Support, marketing
6. Estelle Kho	Grassy Park	Customers and marketing
7. Faye Alkana	Grassy Park	Additional customers
8. Fiona Edwards	Grassy Park	Able to teach women, market
9. Grace Paulsen	Grassy Park	-
10. Andile Siyo	Gugulethu	Covered crafter stalls near Amy Biehl Memorial. New markets
11. Fezekile 'Blacky' Tempi	Gugulethu	Income generation and marketing
12. Lawrence Ngoma	Gugulethu	Income generation and marketing
13. Visitor Information Centre at Sivuyile Campus	Gugulethu	-
14. Fatima Abdol	Heideveld	Customers and exposure
15. Nadiema Phillips	Heideveld	Customers and exposure
16. Uzair Saban	Heideveld	Customers and exposure
17. Gwen Gomez	Khayelitsha	-
18. Khonzi Mgxekeza	Khayelitsha	Marketing advice
19. Veronica Baleni	Khayelitsha	-
20. Zenzele Training Centre	Khayelitsha	-
21. Lookout Hill	Khayelitsha	-
22. Khayelitsha Craft Market	Khayelitsha	-
23. Eunice Danisa	Langa	Financial support and marketing
24. Vuyokazi & Dizu Plaatjies	Langa	Extended marketing exposure

Crafter / Artist	Area	Developmental Need
25. Craft market & traditional healer	Langa	-
26. Elaine Burger	Lansdowne	Sales points and customers
27. Eugene Bezuidenhout	Lansdowne	Sales points and customers
28. Karen Adams	Manenberg	Sales points and customers
29. Merle Williams	Manenberg	Sales points and customers
30. Anwar Reinhardt	Mitchell's Plain	Sales points and customers
31. Camaria Losper	Mitchell's Plain	Sales points and customers
32. Charlotte Lenting	Mitchell's Plain	Equipment maintenance, renovations, finances, market
33. Charmaine Malan	Mitchell's Plain	Income generation
34. Derrick Holloway	Mitchell's Plain	Income generation
35. Gwendoleen Baatjie	Mitchell's Plain	Income generation
36. Hazel Gallow	Mitchell's Plain	Income generation
37. Ismail Hoosain	Mitchell's Plain	Sales points and customers
38. Janine Grill	Mitchell's Plain	Sales points and customers
39. Johan Horn	Mitchell's Plain	Sales points and customers
40. Linda van Reenen	Mitchell's Plain	Income generation and marketing
41. Marilyn Roodt	Mitchell's Plain	Sales points and customers
42. Sandra Lawrence	Mitchell's Plain	Staff and additional markets
43. Suzette Mathews	Mitchell's Plain	Income generation and customers
44. Heather Voigt	Mitchell's Plain	Financial support and markets
45. Colin & Imelda Benette	Mitchell's Plain	Sales points and customers
46. Selwyn Kondowe (Tourism Forum)	Mitchell's Plain	Route signage, renovations, brochure, website, tourism awareness for local community, local employment, finances
47. Miranda Abrahams	Mitchell's Plain	Sales points and customers
48. Zolani Centre	Nyanga	-
49. Mawethu Naki	Philippi	Staff, expansion finance
50. Rachael Bosman	Retreat	Income generation and marketing
51. Samuel Damon	Retreat	Market
52. Bradley Bailey (Craft Coordinator)	Rondebosch East	Empowerment, sales points and marketing
53. Heather Adonis	Seawinds	Income generation and customers
54. Mymoena Scholtz	Vrygrond	Volunteers and market
55. Gregory Joshua	Wynberg	Income generation, customers and renovations

7.2 Concluding recommendations

It is not within the scope of this assignment to define an implementation plan for the proposed route, but the following guiding recommendations are offered that may be helpful:

1. The route's value and unique selling point is its ability to showcase the unique cross cultural diversity of ordinary people within the Cape Flats region through their local arts and crafts.
2. Any new tourist route requires a considerable amount of marketing and widespread exposure before it succeeds. Marketing agencies often rely on pamphlets, brochures and websites to promote their offerings. It is unfortunately true that these offerings are often exaggerated and it is doubtful if there would be good word-of-mouth referrals by tourists. We would recommend that all marketing efforts relating to this route should be truthful and factual despite the need to be promotional.
3. There is a natural apprehension when a visitor enters a poorer area. Tour guides are generally aware of the need for safety and security but the more needy tour operator may take undue risks. It is recommended that the implementation efforts on this route should be directed towards tour operators who are experienced and who have a reasonable level of support structures in place such as spare vehicles, communication options and collaborative arrangements with other tour operators. A knowledgeable tour operator also adds significant value in terms of story-telling, cultural understanding and language interpretation.
4. Tour operators hold a wealth of experience and current know-how of the touring industry. A dialogue between tourism authorities and tour operators should be maintained as a feedback mechanism in creating sustainable and memorable experiences for visitors and tourists.
5. The stopping places have been selected for their functional suitability but also for their cultural charm. There are several more established nodes, such as Lookout Hill in Khayelitsha, but these nodes may have to be redeveloped using different themes and backdrops.
6. It would be useful to encourage more people to present themselves as crafters if some awareness could be created within the communities. Several crafters have been uncovered during this assignment that would suggest that there are many more suitable crafters who are unprepared for tourists and who are not aware of the many ways in which improvements may be made. Awareness could be created through community workshops, promotional advertising and some financial incentives.
7. The crafters that have been identified for this route should be contacted again or gathered in a workshop so that an understanding may be reached between tour operators and the owners of the proposed stopping points.

In conclusion, this report is presented as a functional audit towards a new Arts & Crafts Tour Route on the Cape Flats and it should now be examined and included into the implementation strategies of the City of Cape Town: Tourism Department.



19 August 2009