



## 4<sup>th</sup> Avenue Report for PRABOA AGM 2020

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### Objective

The focus of the 4<sup>th</sup> Avenue Portfolio is to engage business owners and residents on matters relating to the operation and functioning of the Parkhurst business district, given the importance the status of the strip has for the greater suburb of Parkhurst. From a developmental perspective the Highstreet experiences frequent shifts and the past year has presented unique challenges for the businesses and eateries that give 4<sup>th</sup> Avenue its distinctive character.

Where PRABOA and other associations active within Parkhurst implement schemes and systems to help direct the operation of the strip, the 4<sup>th</sup> Avenue Portfolio will function as intermediary and facilitator between interested parties to ensure the needs of the strip are being met, and that the outcome of these processes impact the growth of 4<sup>th</sup> Avenue in line with the expectations of the community.

### Development

The appointment of Excellerate as Parkhurst precinct manager brings with it the much welcome prospect of regulation to activities along 4<sup>th</sup> Avenue, including:

#### **4<sup>th</sup> Avenue Car Guard Scheme**

The community upliftment scheme is in its second year and is showing progress, regardless of ongoing issues around vetting guards, removal of illegal guards and other issues that naturally stem from managing a collective of individuals who are not directly employed by an operational entity. Excellerate will presently manage the scheme and likewise orchestrate between the business owners, the guards and the representatives of the security concerns deployed on 4<sup>th</sup>, both as appointed by SafeParks and any other operators that service the suburb. It will fall to Excellerate to market the scheme to businesses, residents, and visitors to the suburb, where the success of the scheme ultimately rides on community participation and consumer buy-in.

#### **Security Drive**



Security is a defining issue for most businesses along 4<sup>th</sup>, which has experienced an increase of incidents post-lockdown. The knock-on effect of these incidents on the suburb is well understood and documented, the long-term sustainability of the Highstreet being an important indicator of the health of the suburb. As such, the 4<sup>th</sup> Avenue Portfolio will tie-in with the Security Portfolio to direct a security drive through Excellerate to subscribe more businesses to the SafeParks initiative, ensuring blanket participation in security initiatives and increased revenue for utilisation on current and future projects.

### **4<sup>th</sup> Avenue Traders Association**

The 4<sup>th</sup> Avenue traders, the businesses, are mobilising, in a good way. Recent developments between businesses looking to organise more effectively have led to discussions between their representatives and PRABOA members. The 4<sup>th</sup> Avenue portfolio intends to facilitate a more proactive and open relationship between this organisation, or any other association of traders which may form in the future, and PRABOA. This climate of co-operation will hopefully lead to a greater understanding of the challenges being faced by all parties working in the suburb, for the good of Parkhurst, and create opportunities of increased involvement where solutions can be sought and systems, processes, events and activities, actively supported.

### **Marketing and Events**

An outcome of the recent intent to organise more effectively has led to the appointment of a branding concern: Matchpoint Media, to handle all 4<sup>th</sup> Avenue marketing and communication, social media, paid advertising and to assist in building the 4<sup>th</sup> Avenue online presence, realigning the strip within the current climate as a safe, open air retail and entertainment destination. Matchpoint has redeveloped the dedicated 4<sup>th</sup> Avenue website, located at <https://www.4thavenueparkhurst.joburg/>. Please feel free to promote the website through your own media and channels. All future events, including the Candlelight Shopping evenings in November and Christmas in July, and the various annual charity drives and promotions will be handled by Matchpoint and marketed through this platform, which will be owned collectively by the 4<sup>th</sup> Avenue traders through their association.

In closing, the 4<sup>th</sup> Avenue Portfolio welcomes feedback on the above from residents. We aim to work closely with the community as we build towards a healthy, sustainable Highstreet that is in keeping with the spirit of Parkhurst and strongly aligned with the reputation 4<sup>th</sup> Avenue has as a premium destination retail and entertainment hub.