



Website, Email, Car Guards and Precinct Manager Report for PRABOA AGM 2020

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Email: technical@parkhurstvillage.com 25 October 2020

1. Website and email

The PRABOA website (<http://www.parkhurstvillage.com>) receives between 200 and 400 (2019: 350) unique visitors per month. The Parkhurst Village newsletter is delivered to approximately 2,700 addresses (2019: 2,300), 29% (2019: 40%) of which are opened (this is higher than the industry average of 25%). The website and newsletter are managed by Ultimate Data at a cost of R500 per month, and the hosting costs are approximately R158 per month, the SSL certificate costs R219 per year and we renew our domains at a cost of approximately R1,000 per year.

2. Car guards

Parkhurst has more than 40 car guards vetted by the SAPS, with photo IDs. We are grateful to Ukheshe for sponsoring the blue bibs. Several complaints have been received about approved car guards, one of which resulted in a case being opened with SAPS, and the car guard concerned has been removed from the scheme. We are hopeful that working with Excellerate, our new precinct managers, we will be able to improve the scheme. Please support our registered car guards, rather than giving money to other unvetted car guards. Further details, including the scheme rules and application form are available here: <https://parkhurstvillage.com/projects/car-guard-initiative/>.

3. Excellerate precinct management

PRABOA issued a request for quotations earlier this year for a precinct manager. We received three proposals, and selected Excellerate precinct management on a 6-month trial basis (recently extended by 2 months, to accommodate the December / January period), at a cost of R10,000 per month (excluding VAT). The key performance indicators are as follows:



1. Marketing towards new sign-ups/contributors for PRABOA/4th Avenue/SafeParks.
2. Oversight of Car Guard Programme.
3. Administration of Building Plans Process
4. Logging/Tracking and Escalation of COJ Infrastructure Issues
5. Engagement towards fundraising and community activities
6. Reporting and Meetings

Please contact Eugene Nyetsane in relation to any of the above: Tell: (011)911-8351

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