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PROVINCE OF KWAZULU-NATAL



## YOUTH ENTERPRISE PARK CONCEPT

Back to Basics – It's Time for Action and Implementation

# YOUTH ENTERPRISE PARK CONCEPT

## 14 OCTOBER 2016



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## PURPOSE OF THE PROJECT

- ✓ To integrate with National and KZN goals to stimulate entrepreneurship opportunities for Youth in the Province
- ✓ KZN Government to assist local government with a possible model to encourage youth to participate in the economy through affordable business space that is quick to implement
- ✓ To provide a framework that seeks to support the development of Youth enterprises
- ✓ To assist with improving the regularisation of informal trade and to provide a more sophisticated space for businesses in this sector so that they improve from street trading



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The YEP proposal is essentially to develop a self-contained precinct that consists of 30 to 50 containers. The precinct will accommodate a range of various uses that are necessary for the YEP to provide, these can include:

- Training rooms
- Retail space
- Skate park / Other sports facilities
- IT Café
- Offices
- Ablution blocks

Site selection for a YEP should ideally be located within a central public space, with adequate access to transportation networks, municipal services and have adequate foot traffic to support businesses.



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# ENTRY LEVEL TO HIGH END PARK APPLICATIONS



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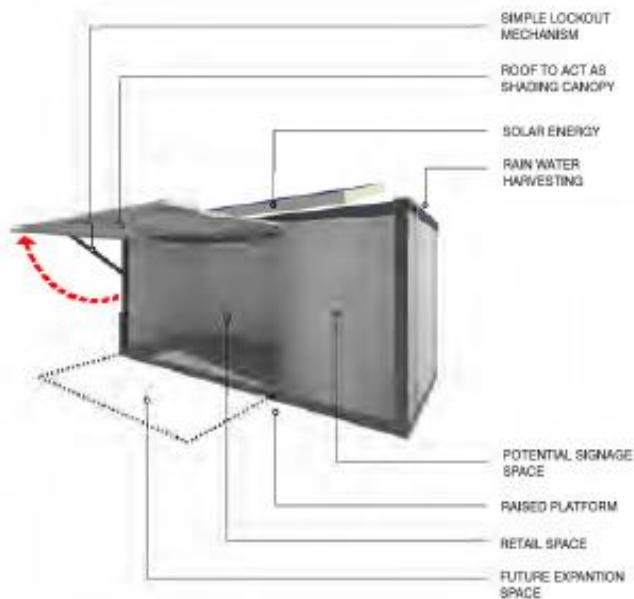
# GENERIC ENTRY-LEVEL APPLICATION OF THE CONCEPT



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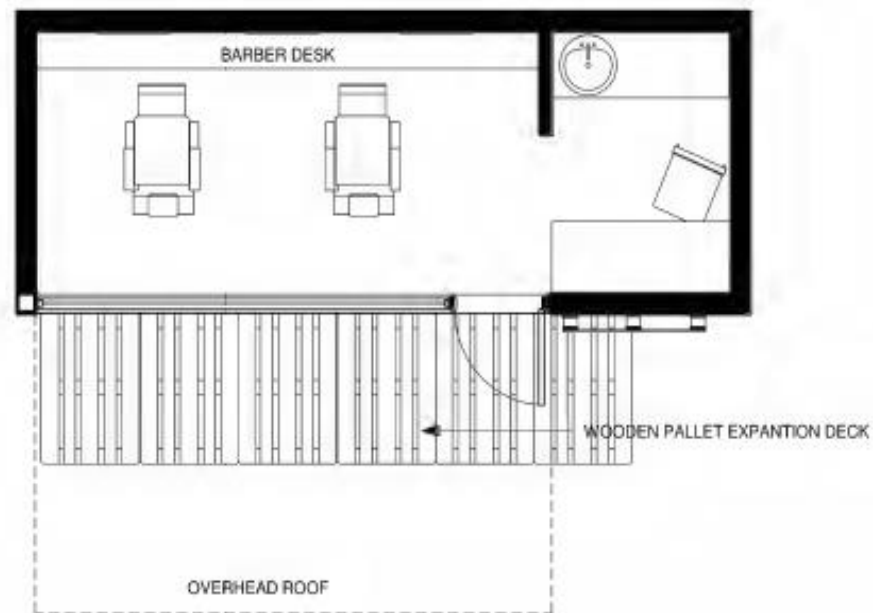
# YOUTH ENTERPRISE PARK



CLOSED CONTAINER SIZE: 12,173m<sup>2</sup>

OPEN CONTAINER SIZE: 27,485m<sup>2</sup>

EXTERNAL CIRCULATION: 35m<sup>2</sup>



BARBER CONTAINER UNIT

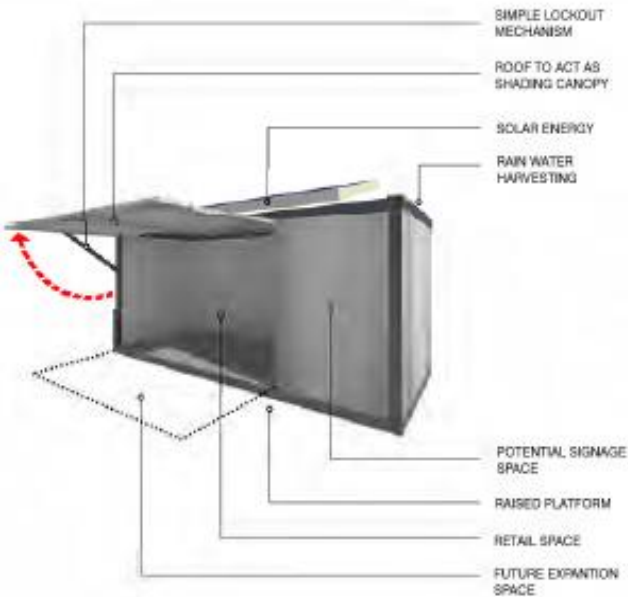
YEP



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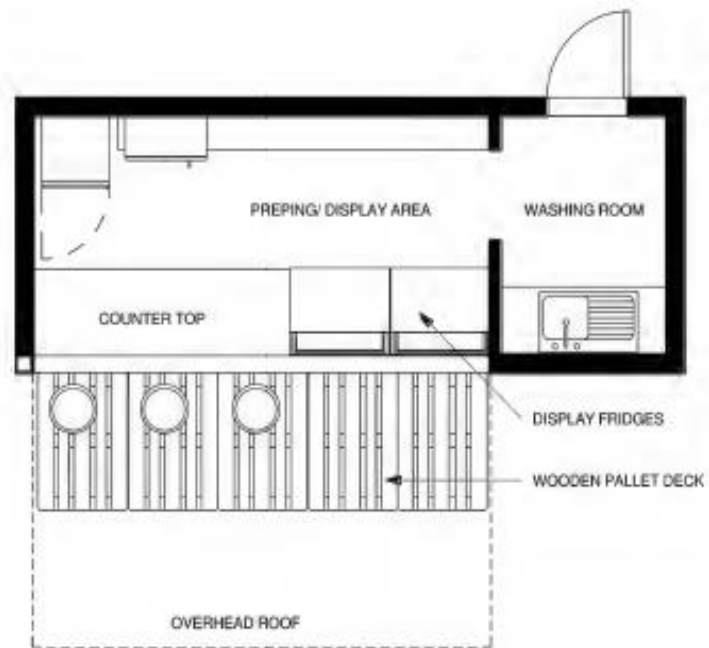
# YOUTH ENTERPRISE PARK



CLOSED CONTAINER SIZE: 12.173m<sup>2</sup>

OPEN CONTAINER SIZE: 27.485m<sup>2</sup>

EXTERNAL CIRCULATION: 35m<sup>2</sup>



CAFE CONTAINER UNIT

YEP

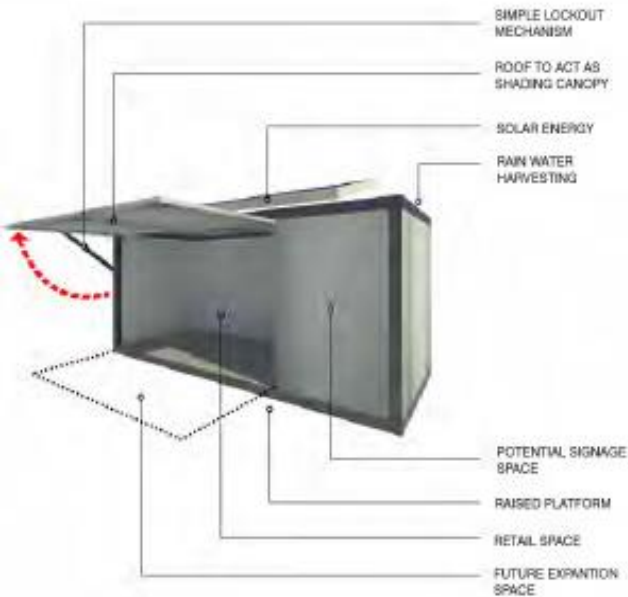




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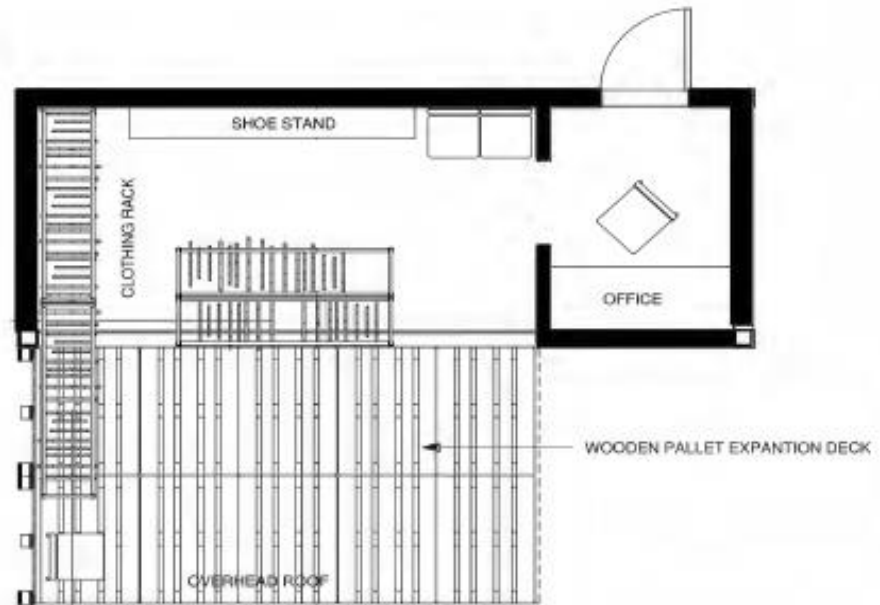
# YOUTH ENTERPRISE PARK



CLOSED CONTAINER SIZE: 12.173m<sup>2</sup>

OPEN CONTAINER SIZE: 27.485m<sup>2</sup>

EXTERNAL CIRCULATION: 35m<sup>2</sup>



CLOTHING CONTAINER UNIT

YEP

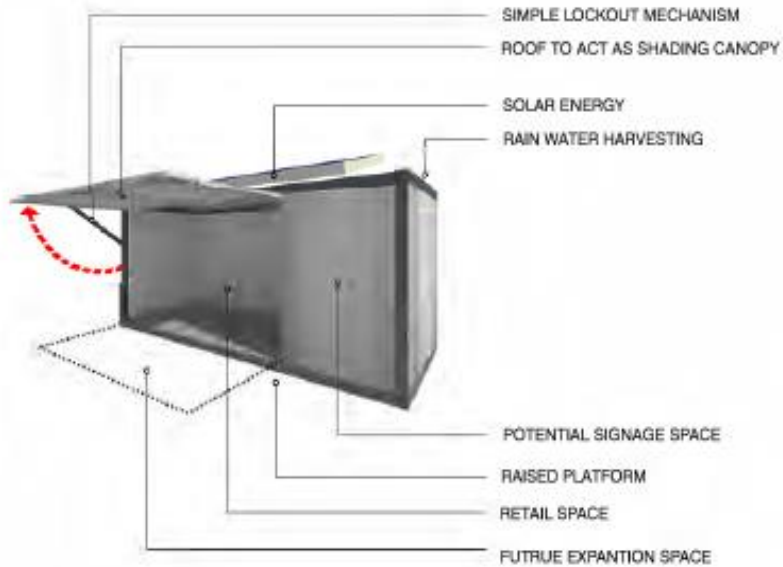




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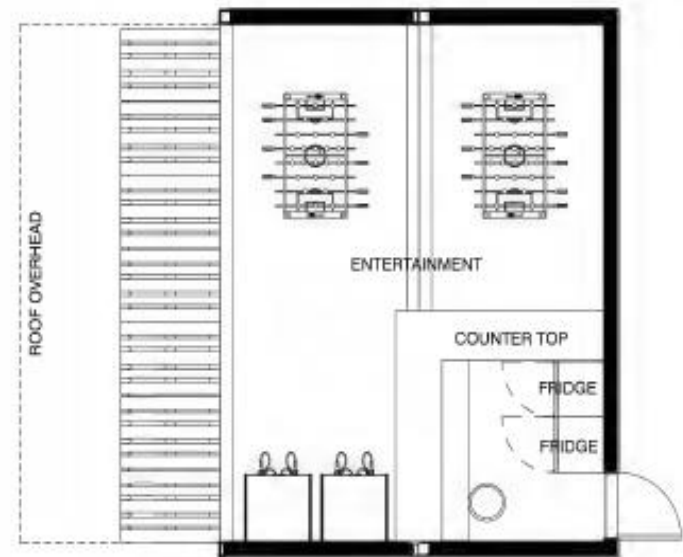
# YOUTH ENTERPRISE PARK



CLOSED CONTAINER SIZE: 24.342m<sup>2</sup>

OPEN CONTAINER SIZE: 41.326m<sup>2</sup>

EXTERNAL CIRCULATION: 50m<sup>2</sup>



ENTERTAINMENT CONTAINER UNIT

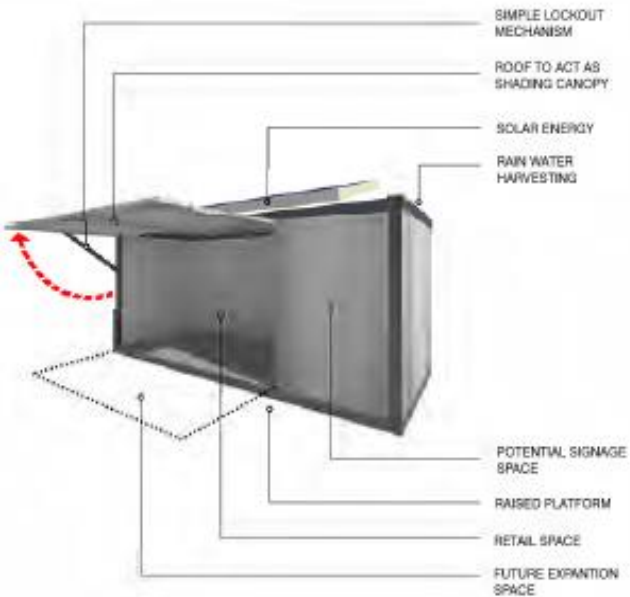
YEP



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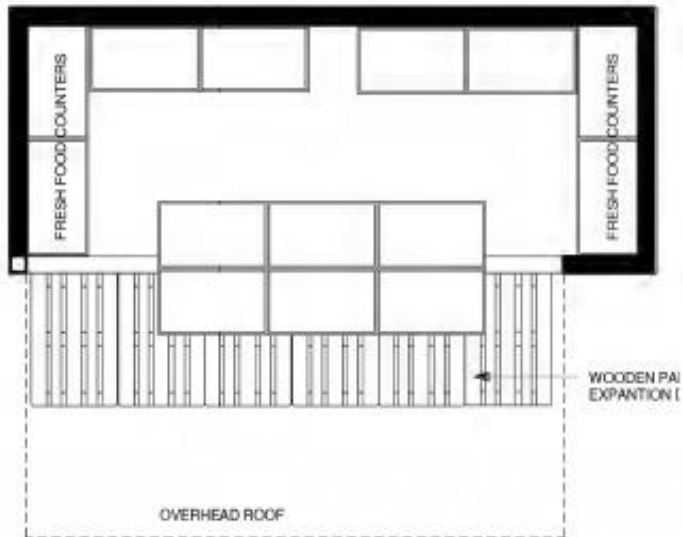
# YOUTH ENTERPRISE PARK



CLOSED CONTAINER SIZE: 12.173m<sup>2</sup>

OPEN CONTAINER SIZE: 27.485m<sup>2</sup>

EXTERNAL CIRCULATION: 35m<sup>2</sup>



SPLIT CONTAINER UNIT



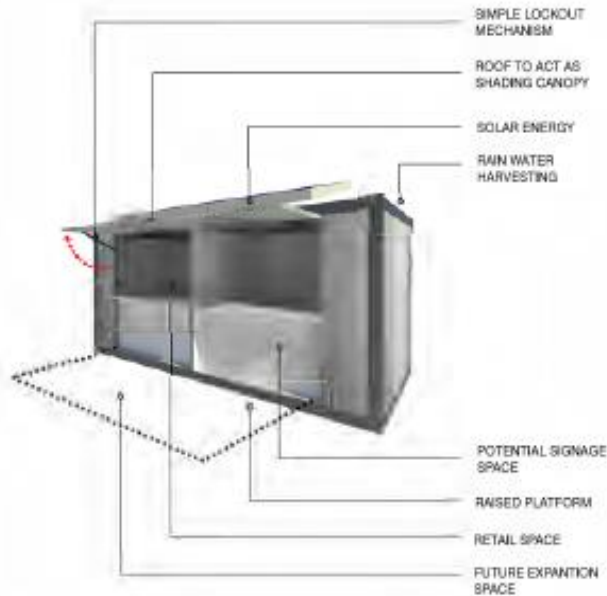
YEP



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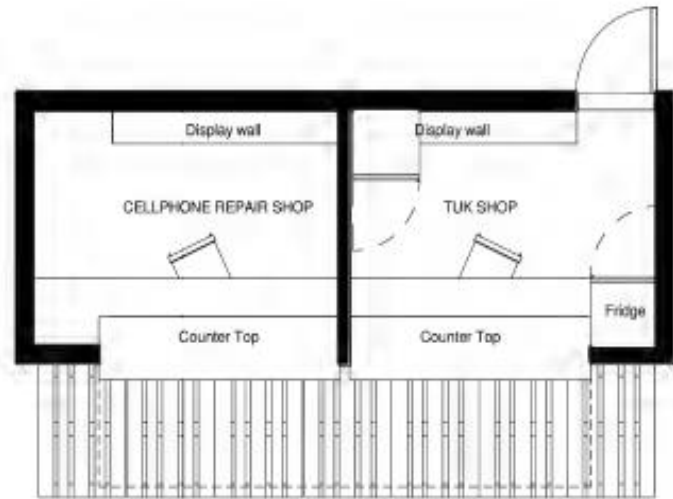
# YOUTH ENTERPRISE PARK



CLOSED CONTAINER SIZE: 6.085m<sup>2</sup> (PER SIDE)

OPEN CONTAINER SIZE: 11.037m<sup>2</sup> (PER SIDE)

EXTERNAL CIRCULATION: 27m<sup>2</sup>



SPLIT CONTAINER UNIT

YEP

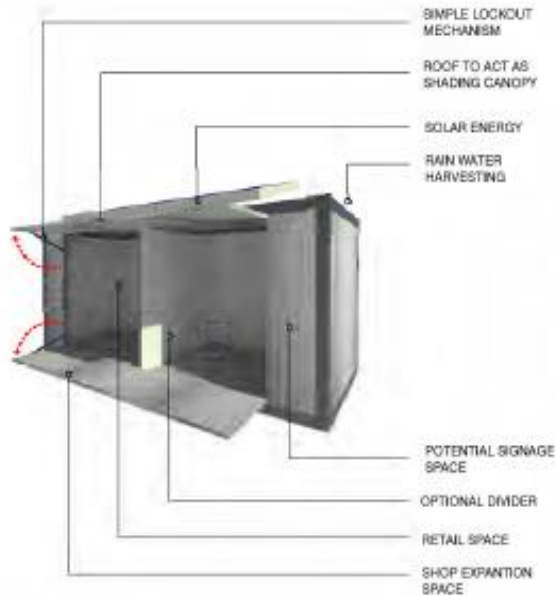




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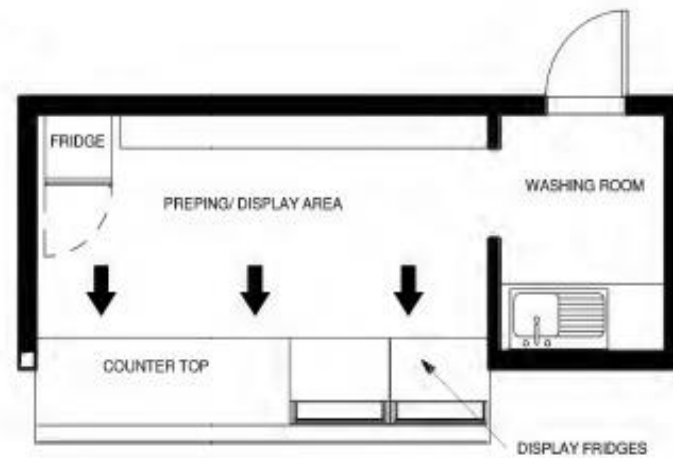
# YOUTH ENTERPRISE PARK



CLOSED CONTAINER SIZE: 12.173m<sup>2</sup>

OPEN CONTAINER SIZE: 21.285m<sup>2</sup>

EXTERNAL CIRCULATION: 25m<sup>2</sup>



FLEXIBLE FOOD CONTAINER UNIT

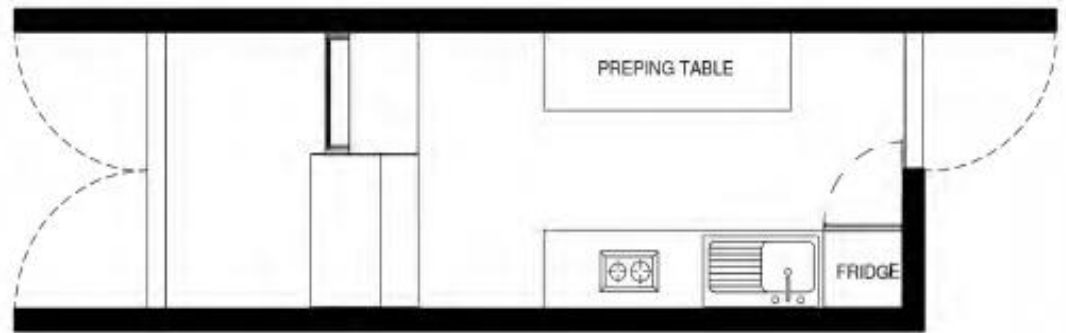
YEP



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# YOUTH ENTERPRISE PARK



CLOSED CONTAINER SIZE: 12.173m<sup>2</sup>

OPEN CONTAINER SIZE: 17.485m<sup>2</sup>

EXTERNAL CIRCULATION: 30m<sup>2</sup>



LONG CAFE CONTAINER UNIT

YEP

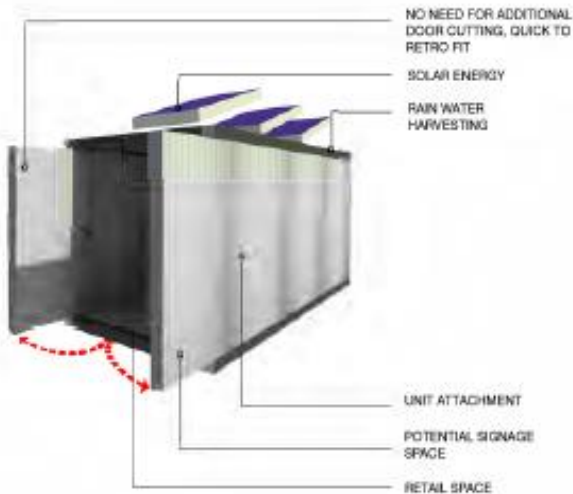
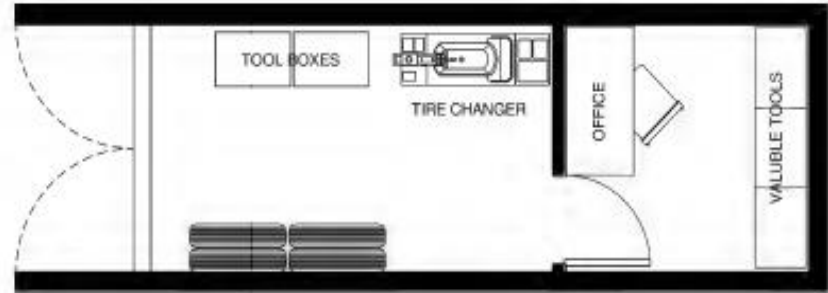




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# YOUTH ENTERPRISE PARK



CLOSED CONTAINER SIZE: 12,173m<sup>2</sup>

OPEN CONTAINER SIZE: 17,485m<sup>2</sup>

EXTERNAL CIRCULATION: 20m<sup>2</sup>



MECHANIC CONTAINER UNIT

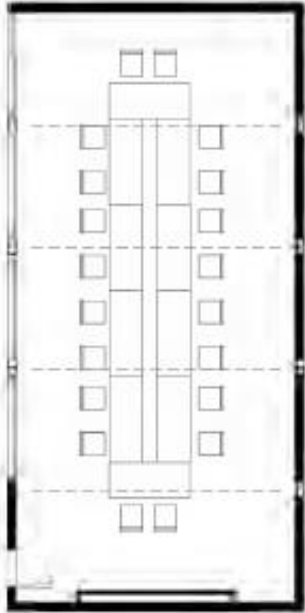
YEP



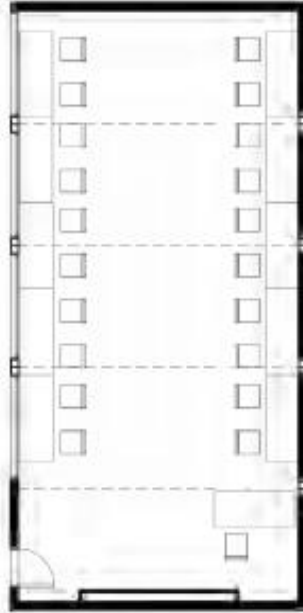
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# YOUTH ENTERPRISE PARK



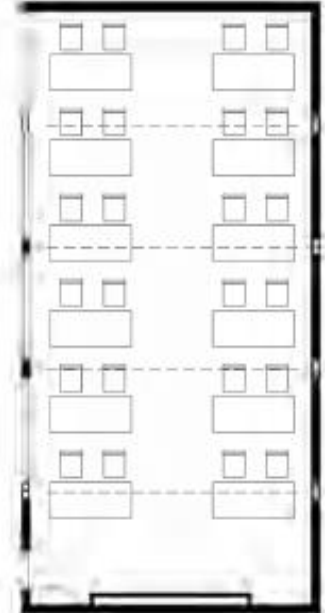
MULTI-USE - MEETING ROOM



MULTI-USE - COMPUTER LAB



MULTI-USE - GROUP WORK

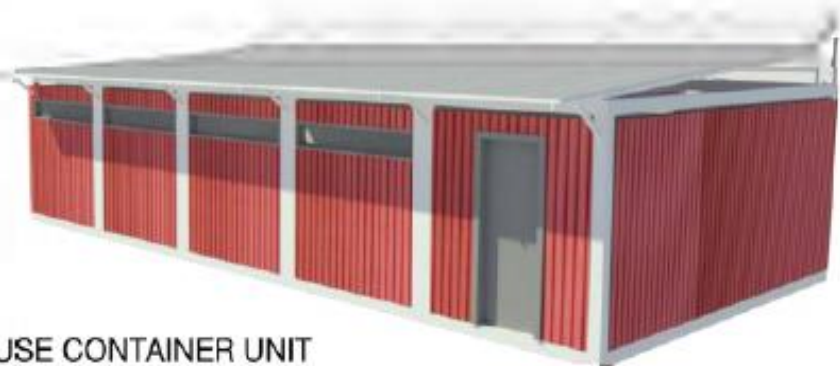


MULTI-USE - CLASSROOM

CLOSED CONTAINER SIZE:

OPEN CONTAINER SIZE:

EXTERNAL CIRCULATION:



MULTI-USE CONTAINER UNIT



YEP

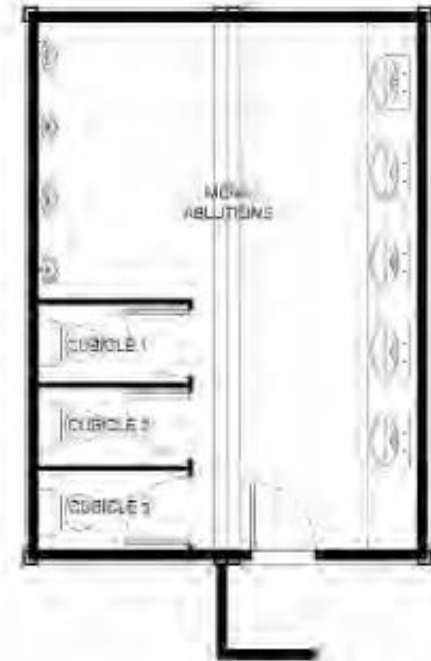
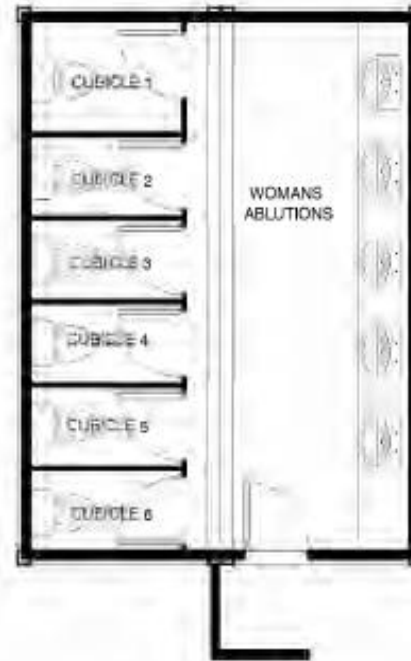
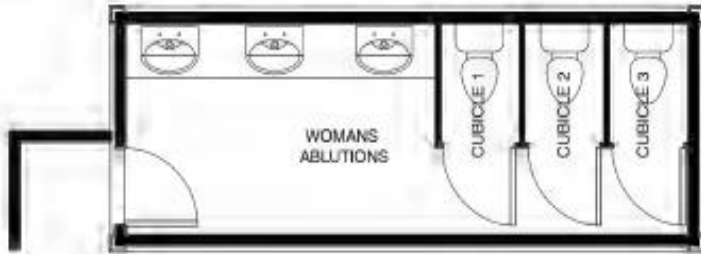
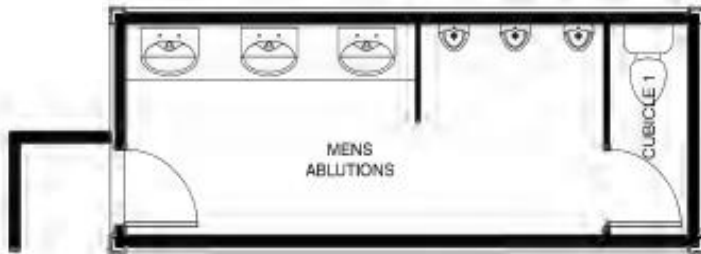




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## YOUTH ENTERPRISE PARK



### SMALLER ABLUTIONS

CLOSED CONTAINER SIZE:

OPEN CONTAINER SIZE:

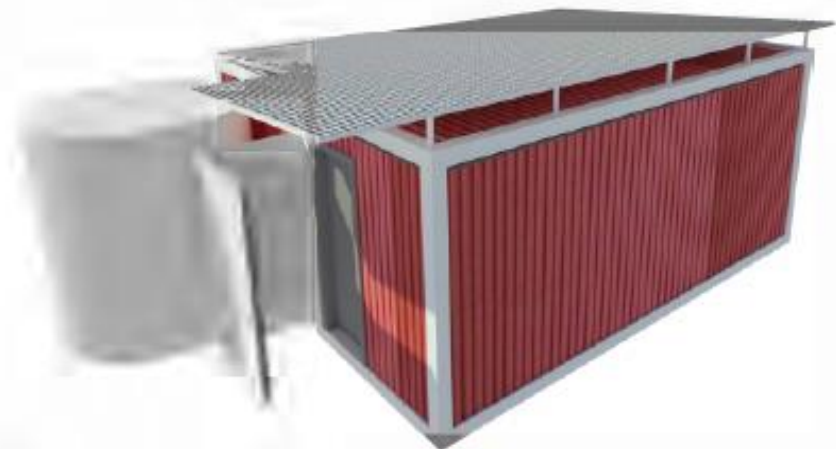
EXTERNAL CIRCULATION:

### BIGGER ABLUTIONS

CLOSED CONTAINER SIZE:

OPEN CONTAINER SIZE:

EXTERNAL CIRCULATION:



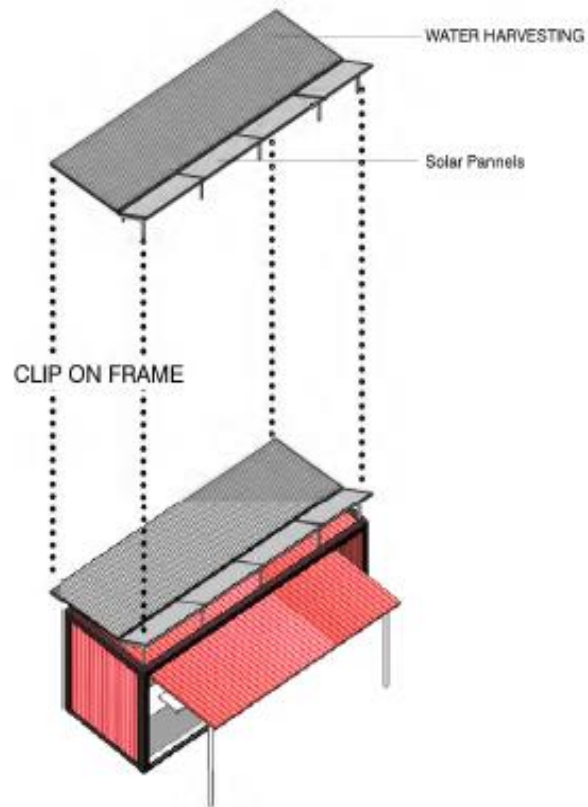
ABLUTIONS CONTAINER UNIT



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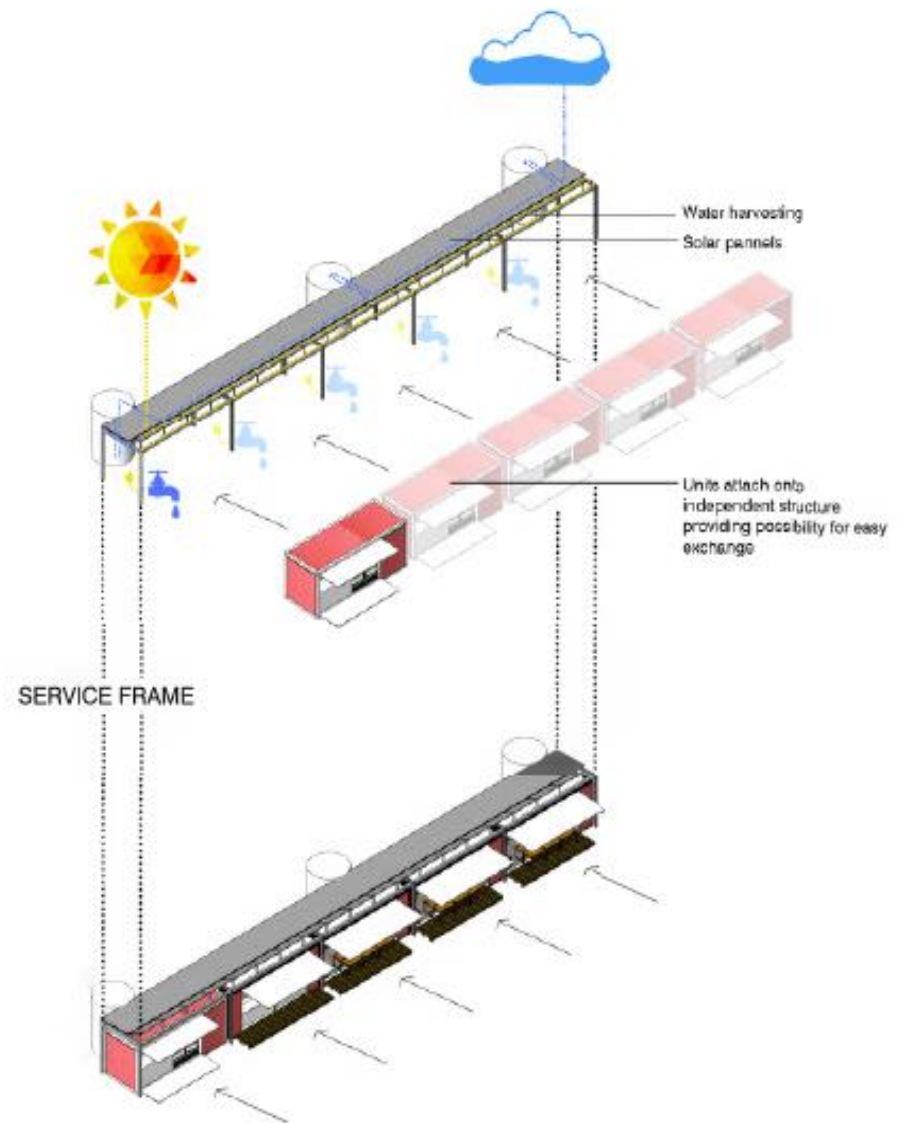
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# YOUTH ENTERPRISE PARK



## CLIP ON SYSTEM

INDIVIDUAL SOLAR AND WATER HARVESTING MECHANISMS  
CLIP ONTO CONTAINERS



## INDEPENDENT STRUCTURE

CONTAINERS SLOT INTO AN INDEPENDENT STRUCTURE THAT HOUSES ALL OF THE SERVICES

## UNIT STRUCTURAL CONFIGURATION



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## 30 Container Arrangement 1



### SPATIAL SUMMARY

City Block 30m x 90m

Container Size - 6000x2400

Area Required (containers only)

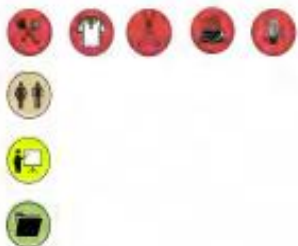
Area Required (Circulation Included)

14.4 m<sup>2</sup>

432.0 m<sup>2</sup>

1235.0 m<sup>2</sup> (Future Expansion excluded)

## 30 Container Arrangement 2



### SPATIAL SUMMARY

Container Size - 6000x2400

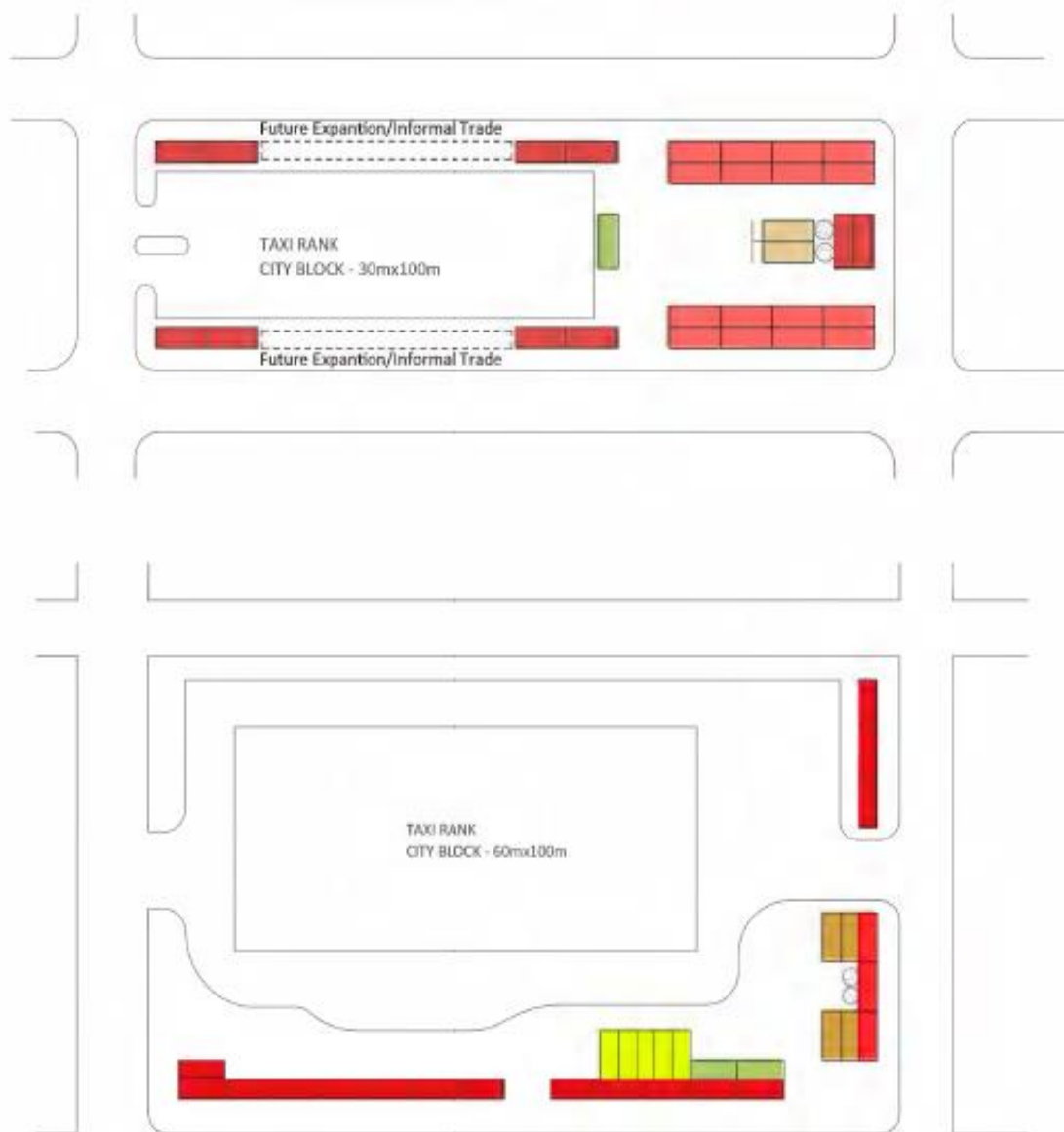
Area Required (containers only)

Area Required (Circulation Included)

14.4 m<sup>2</sup>

432.0 m<sup>2</sup>

1195.0 m<sup>2</sup>



CONTAINER LAYOUT OPTIONS

YEP



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## 50 Container Arrangement 1



### SPATIAL SUMMARY

City Block 30m x 50m

Container Size - 6056x2432mm

Area Required (containers only)

Area Required (Circulation Included)

14.8 m<sup>2</sup>

740.0 m<sup>2</sup>

9052.0 m<sup>2</sup>

## 50 Container Arrangement 2



### SPATIAL SUMMARY

Container Size - 6056 x 2438mm

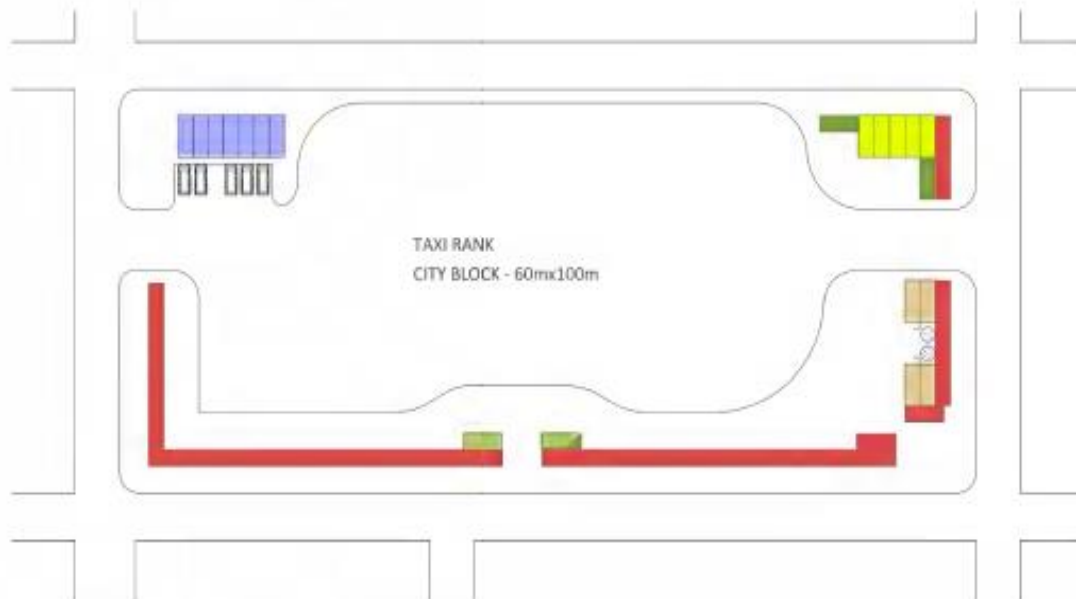
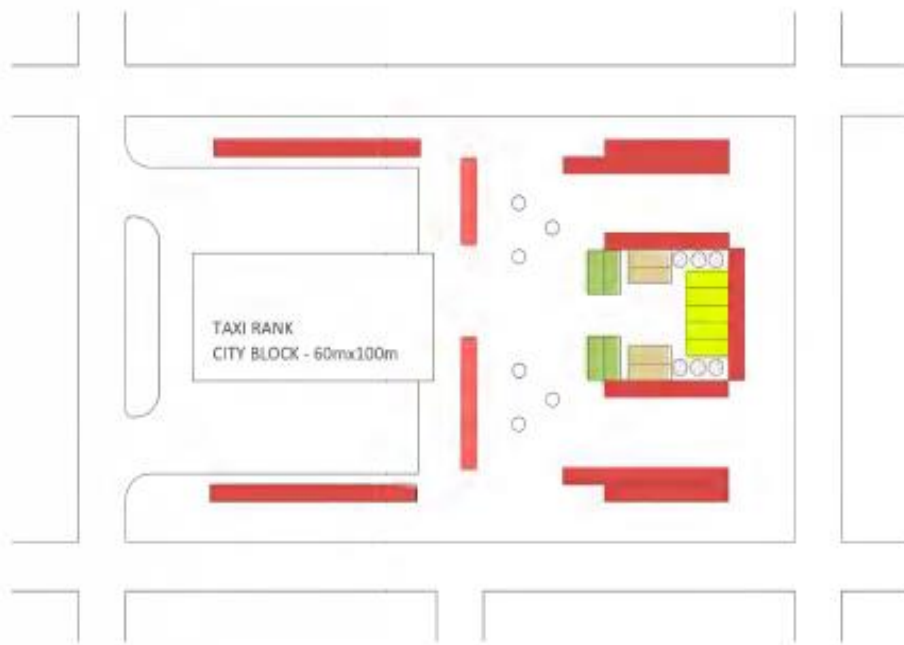
Area Required (containers only)

Area Required (Circulation Included)

14.8 m<sup>2</sup>

740.0 m<sup>2</sup>

2227.0 m<sup>2</sup>



CONTAINER LAYOUT OPTIONS

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# HIGH-END APPLICATION OF THE CONCEPT





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## Architectural concepts (Influenced by Big Box concept)

PRECEDENTS WHICH HAVE INFORM THE DESIGN



### **Big Box Concept:**

A stack of modified containers configured appropriately to create decent working space for a variety of activities.

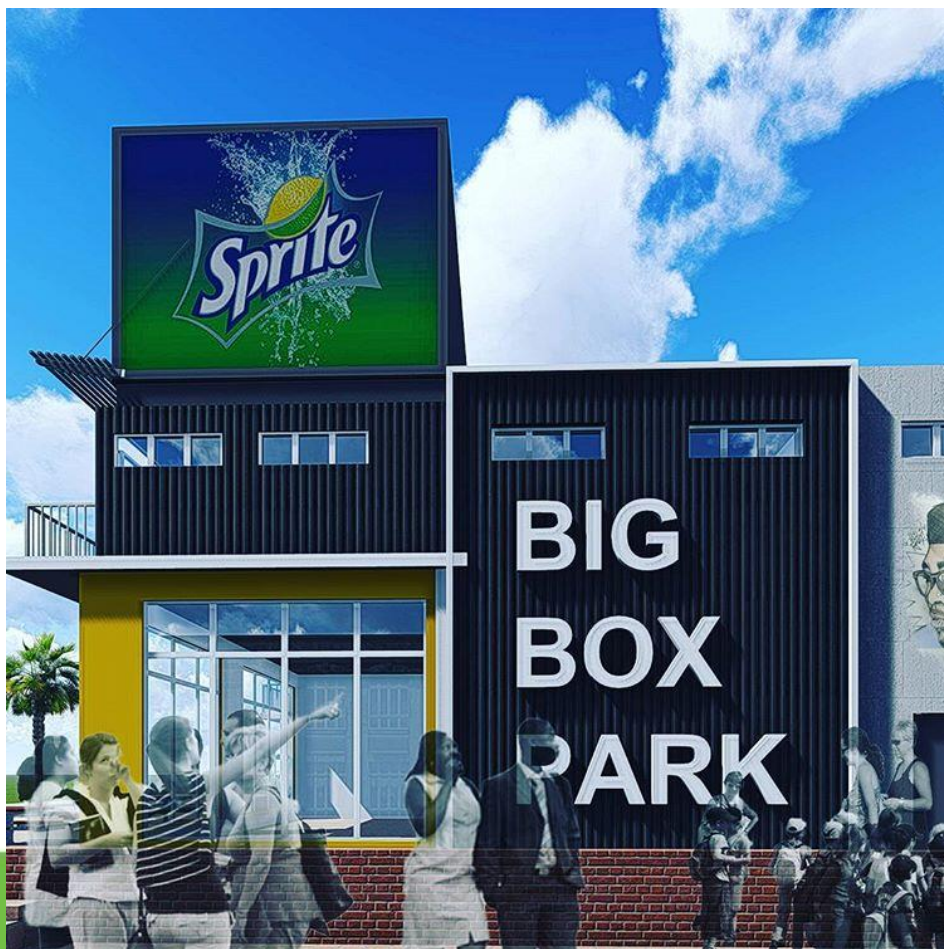
Requires operations similar to that of Business Incubation where business-related training can be offered to entrants to graduate to formal businesses



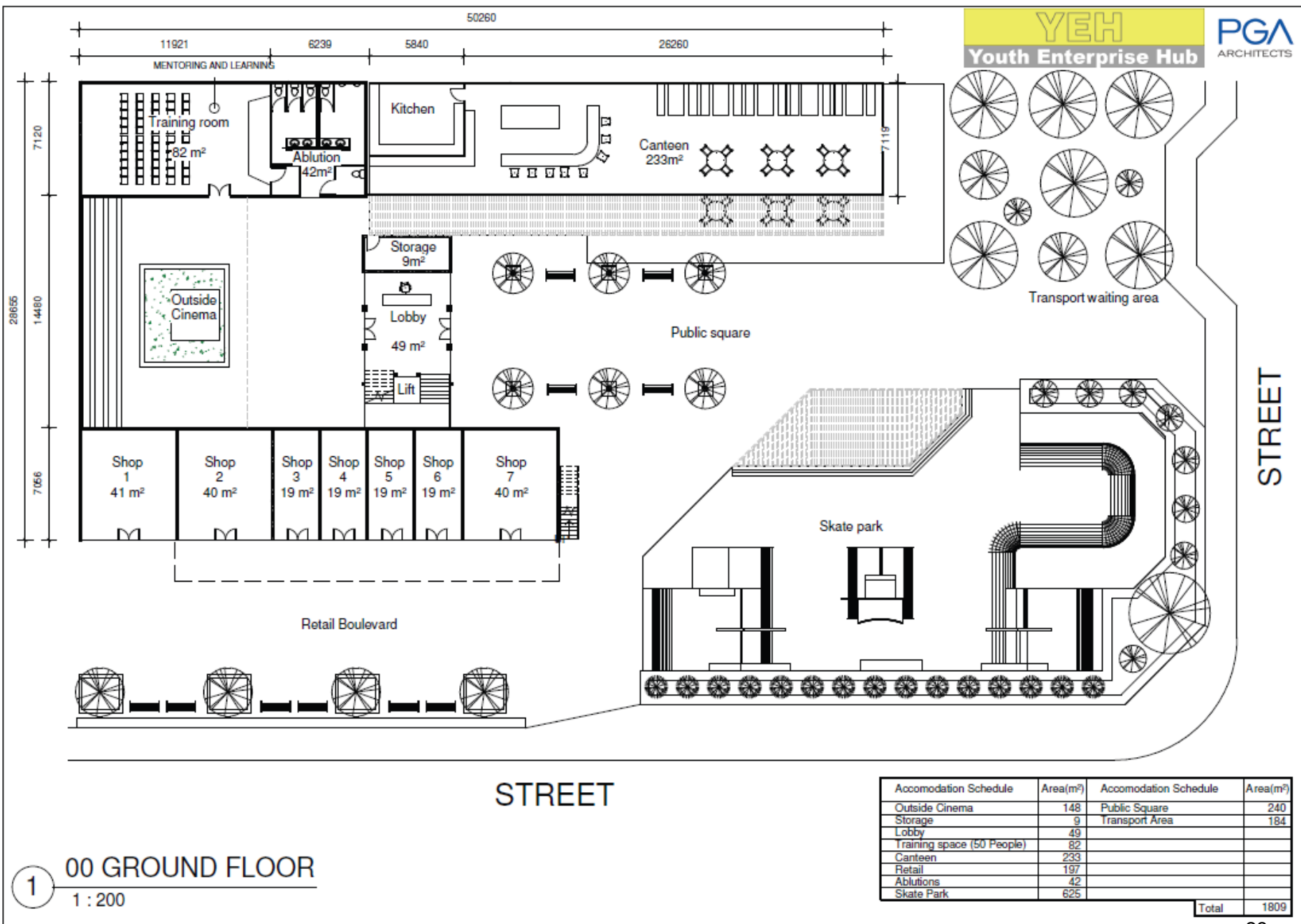
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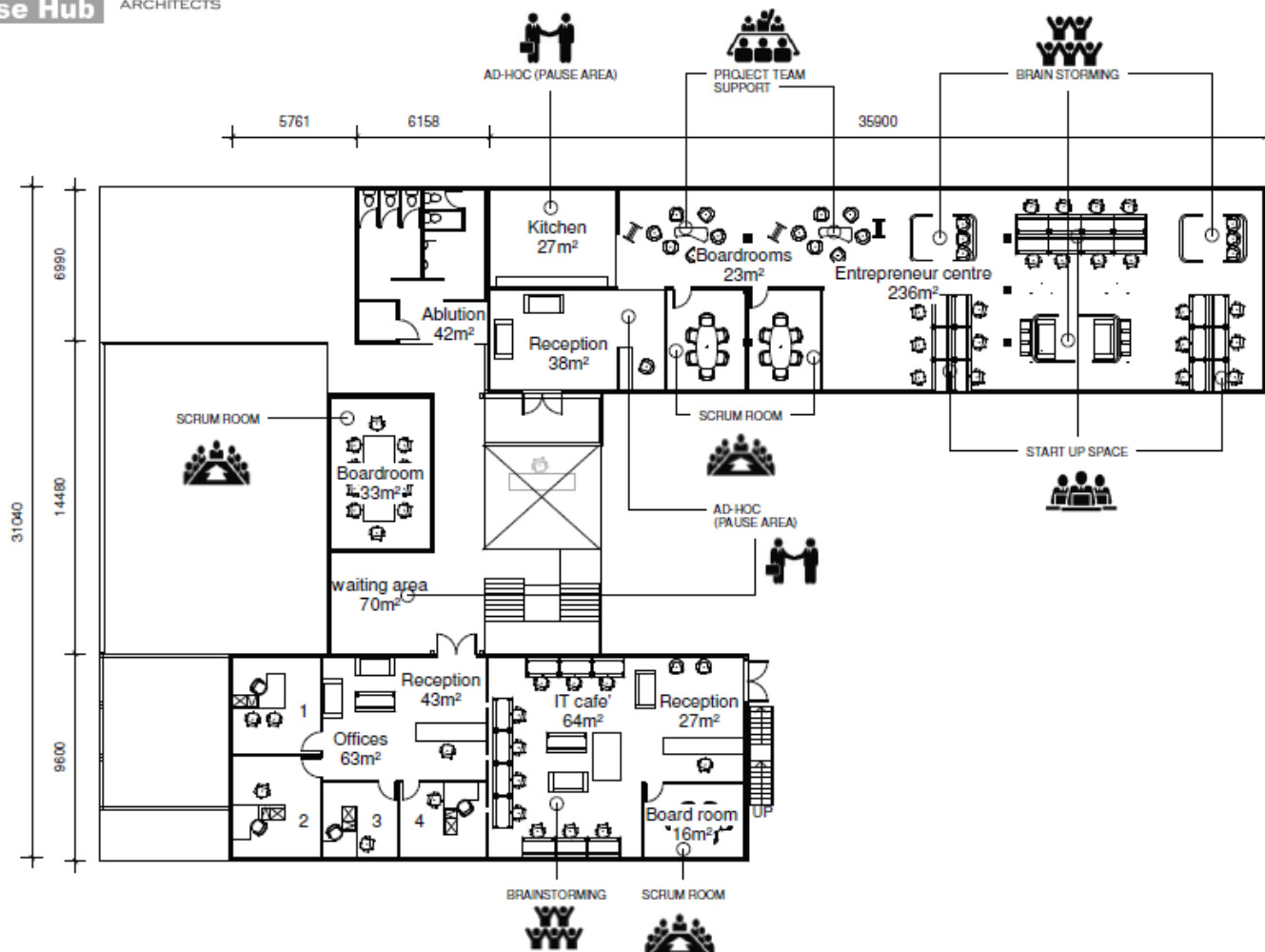
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# KwaMashu Big Box Park









**1 01 FIRST FLOOR**  
1 : 200

Accommodation Schedule	Area(m²)
IT cafe	64
Offices	63
Waiting area	70
Board rooms	72
Ablutions	42
Entrepreneur Centre	236
Kitchen	27
Receptions	108
<b>Total</b>	<b>684</b>







**YEH**  
Youth Enterprise Hub

PGA





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## KEY REQUIREMENTS FOR LOCAL GOVERNMENT

- Municipal informal traders policy or by-law in place
  - If not in place a pilot process to be installed (guidelines for this to be circulated)
- Informal traders rental policy or by-law
  - If not in place (as above)
- ***Youth enterprise database to be developed through stakeholder consultations / registration***
- ***Basic services in place (water connection; sanitation (ablutions); and land)***



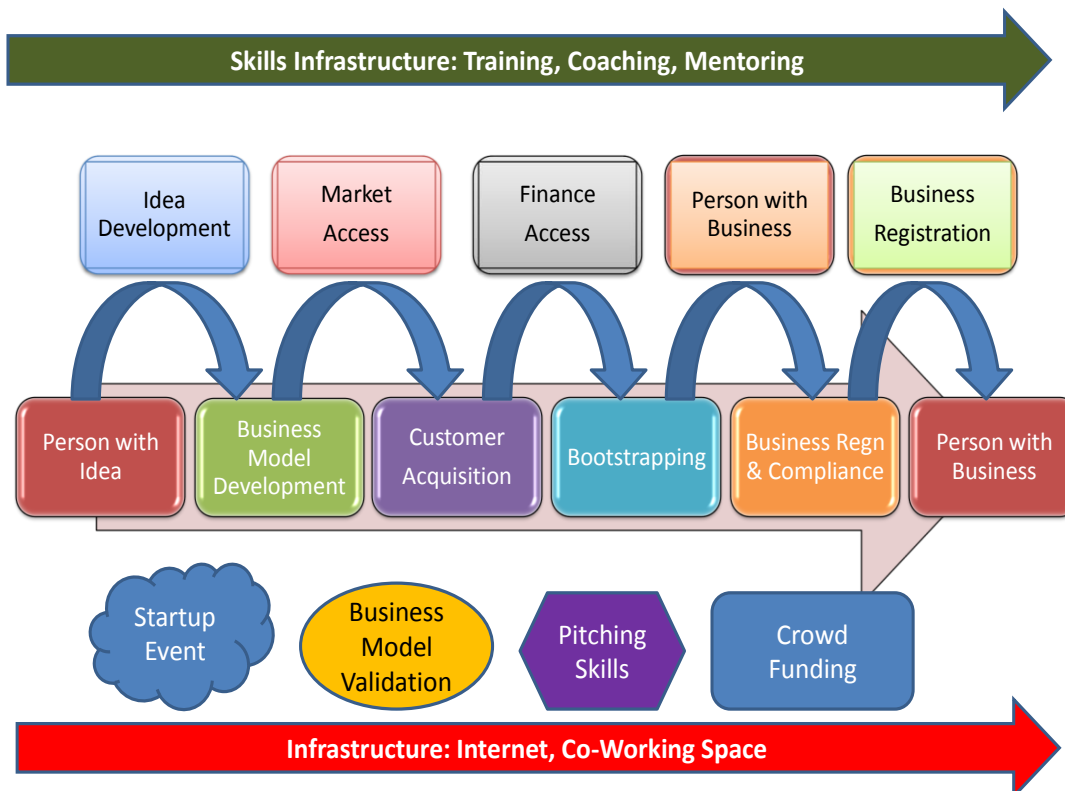


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## RECRUITMENT

### Youth Entrepreneur Support Road Map



### Recruitment model

- Mass Engagement through 'Start a Business' – Youth database
- Workshops and Events for Engagement
- Supply Chain Development Programmes through lease targeting for Youth

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## ROLE OF DISTRICT DEVELOPMENT AGENCIES

- Business plan preparation and funding security
  - Assist municipalities with site identification (and security of land) and infrastructure
  - Engage with larger businesses to provide seed funding / sponsorship in terms of Corporate Social Investment (CSI)
  - Engage with Province; Other funders; and National funding structures
- Implementation agency support to municipalities
  - Site development (construction)
  - Recruitment database
  - Rental policy and collection
  - Security support where applicable (from rentals)
  - Training and mentorship support programme leverage
- Monitoring and evaluation
  - Lease / rental management and enforcement



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**Functions:** DISTRICT DEVELOPMENT AGENCIES will fulfil the following functions in relation to the management of the YEP programme and the establishment of local YEPs:

- Leveraging of funds for programme implementation from the public and private sectors;
- Negotiation of partnerships with municipalities, shipping companies, private sector, foreign donors, franchisor companies, government organisations, business support organisations, etc.;
- The identification, design and implementation of the pilot YEPs;
- Monitoring and evaluation of the YEP pilots;
- The refining of the programme parameters and processes in response to pilot YEPs;
- The roll-out of the YEP programme across the province;
- Developing business plans for pilot YEPs in the first phase, and subsequently, developing business plans for each new YEP;
- Undertaking the economic research necessary to identify business opportunities within the local area for each new YEP;
- Manage a knowledge network across YEPS to generate and share good practise;
- Promotion of innovation and technology diffusion within the YEP network;
- Develop common business support products across the YEP network; and
- Develop mechanisms to encourage local communities to shop at the YEP e.g. the use of local currencies or loyalty programmes.



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## Partnership framework in Concept Document

Partners	Contributions
COGTA, with contributions from other government departments	Grant funding in partnership with other stakeholders i.e. local; provincial and national
Municipality	Land that is serviced to the required standard; Recurrent operational and maintenance costs after the first year.
Shipping Companies	Provision of retired-from-use shipping containers at zero or low cost.
Identified private sector franchisor companies	'Mini-franchise' versions of outlets for poorer rural and 'township' areas; Work together with YEP in identifying potential entrepreneurs and establishing mini outlets.
Private sector companies, at a national, provincial and local level	Corporate Social Investment funding contributions; Supply chain opportunities for small businesses.
Public sector departments, youth empowerment organisations and business support organisations at provincial and national level, including DSBD, the dti, EDD, NYDA, the NEF, the Jobs Fund, SEDA, EDTEA, DOA, DSR	Funding; Integrated business support and youth services.
Private and public sector on-line service providers, e.g. Awetu for the provision of on-line finance	On-line services to the entrepreneur.
Foreign donor organisations	Funding for the programme.
Public sector organisations at all levels, including parastatals	Integration of small businesses into supply chains of government organisations.



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## Business Support programme concept document



**BACK TO BASICS:** SERVING OUR COMMUNITIES BETTER

**B4B**



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## TOWN PLANNING APPROACH

Three options with Two cases proposed for “Swift response” and “ease of implementation”

### Three options

- **Option 1** - Proposal for a New Land Reservation for the YEP – applies to vacant land
- **Option 2** - Rezone to New Land reservation (existing site)
- **Option 3** – implement on Limited commercial zone (all LMs have this zone)

### Two cases:

- (1) Chapter 2 of PDA application (urban areas)
- (2) Chapter 4 of PDA application – Outside of Scheme (rural areas)



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## Municipal role

- **Municipalities will be invited to apply for a YEP** by the District Development Agency
  - In order to qualify municipalities will have **to provide an appropriate site**,
  - agree to put YEP **operational and maintenance** costs on their **budgets**,
  - **provide appropriate personnel** for operational training, / service provider onboard
  - **agree to maintain** service standards,
  - **provide bulk infrastructure** to the site,
  - **Ownership of the YEP would vest in the municipality**, which will undertake planning for the long term growth and upgrading of YEP facilities, if rendered necessary by the demand from the local community.



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**THANK YOU**