



Keep PMB Clean Association

Email: secretary@keeppmbclean.co.za

Cell phone: 0845870880

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MEDIA BRIEF FOR KPCA'S TEAM UP TO CLEAN UP EVENT

Mandela Day, the 18th of July (Tuesday).

Hall's Retail, 173 Victoria Road, 10am -3:30pm.

KPCA – Keep PMB Clean Association is a group of volunteers who love Pietermaritzburg. Our mandate is to call the community to keep PMB Clean, neat and green.

Our city is at such a tipping point, the filth, broken infrastructure, and dysfunction of our municipality have left citizens angry and disillusioned. However, it is also Pietermaritzburg's 185th Anniversary and the perfect time to call on our community to #savepmb #reclaimpmb #LovePMB.

We have 3 main mandates/focus areas:

- 1) **KPCA Community:** Inspire the community to clean and beautify their verges/suburbs/ parks and open space. It is a worthwhile investment as it impacts on security in the suburb, property value and community pride.
- 2) **KPCA Business:** Inspire business to 'adopt' the space around their business premises. It creates a good first impression for customers and clients, a safe place to do business and is good for the image/brand of the business and its value.
- 3) **KPCA Education:** Inspire scholars to care for their environment, to not litter, to recycle and beautify the areas around their schools. To foster a love and appreciation for nature.

Important Symbols for our vision/narrative:

- The elephant is on KPCA's logo, but symbolises our city Umgungundlovu, which is Pietermaritzburg in isiZulu, and means 'the place of the elephants', more than that, it symbolises our community, we are a force to be reckoned with and we are taking our PMB back!
- The City Hall – our community hall and the community sculptures.
- Victoria Road – NB but NOT Queen Victoria! Our focus is on victory for community and business!

[#rise #NelsonMandelaDay #savepmb #reclaimpmb #Lovepmb](#)

Background: the ugly truth and then the new vision for Pietermaritzburg:

While we need to change the narrative of our capital city, Pietermaritzburg, which has sadly moved from 'City of Choice' to 'City of Filth' status, we must be honest about where we are right now, and the problems we face. In that sense, KPCA has become a "Watch Dog Group" monitoring, surveying, and recording the state of our city. We are **KPCA, ON THE BEAT IN PMB STREETS**. KPCA's photographic tour of Victoria Road in March 2023 gives one an accurate picture of the state of most of our city. Please view the photographs on:

https://m.facebook.com/story.php?story_fbid=pfbid0339FDStnefkPcAfnM5StYvVWxXN3S8MKpHAMvxvEC9DMHsRi37nMk75D&J35vtJdjl&id=100083051033016&sfnsn=scwspwa&mibextid=RUBZ1f



Article: Victoria Road March 2023:

Can we work together for victory in Victoria Road? Will businesses RISE to RECLAIM this important commercial space in Pietermaritzburg?

It's 11am, Tuesday the 28th March 2023, when we embark on our [Keep PMB Clean Association - KPCA](#) Tour of Victoria Road.

"How do I begin to tell this story?" I ask myself, overwhelmed by the state of the road. Thankfully, Burkhard Schlosser, a local award-winning photographer is with us, and his photographs not only tell the story, but they also stand as an important record of the state of this significant PMB Road. It is a story of stark contrasts - of hope and complete neglect: one iconic Pietermaritzburg business is stuck behind a large pile of rubble and a blocked drain bubbles opposite a stunning Rhino statue outside a building housing an innovative workspace concept. I desperately try to look for the 'message in the mess'. Yes, visitors may be greeted by a beautiful flower island on the Mayor's Walk side of Victoria Road, but they are met with three overflowing bins on the main corner of Victoria and Chief Albert Luthuli Roads -they have stood like tatty sentries to our capital city for over a month now.

While the filth on Victoria Road could be cleaned up relatively quickly, it is the danger to the public and the liability to the city that is also of grave concern to us. A business owner shows us the site of an electrical repair - he has done his best to cover the high voltage wires with plastic, a wooden crate and hazard tape. While this is now a terrible eye sore, I appreciate his efforts to protect members of the public. He tells me that it has been reported numerous times. The streets are swept in some areas, but it appears that the rubbish is simply swept into the gutters. Clearly education of cleaners is required as the drains quickly become blocked and will result in serious flooding after another heavy rain. Another business owner comments on a fire that started behind the electrical sub-station on the corner of Victoria and West Street. It has become a dumpsite where a pumpkin patch thrives alongside the notorious Bug Weed. The stench of the burn is fresh, and the fire threat to the substation is obviously very alarming.

What can businesses and [Msunduzi Municipality - City of Choice](#) do to redeem Victoria Road? We would welcome all suggestions. Here are some principles and practical tips that we believe will be helpful:

1) Businesses know how important first impressions are to customers and so it is a win to invest in improving the areas in front or adjacent or even opposite their premises. This is where your customers park and as the photos so aptly reveal, it is the 'frame' around your business.

2) Businesses have two seemingly opposite but powerful forces they can work with to achieve victory over the chaos of Victoria Road. Firstly, the power of one and secondly, the power of collaboration. If each business rose to the challenge of cleaning the area near or opposite their premises, one by one, we would have victory in Victoria Road.

3) Yes, it requires leadership to rise above the service issues in Victoria Road, but it is worth it! Collaboratively, business should work with the Municipality to ensure that issues in Victoria Road are dealt with.

4) While some commendable progress has been made by the Municipality on the repaving and retarring of Victoria Road, it appears to have come to a halt. Managers are encouraged to also tour the area and plan repairs one section at a time.

5) The removal of waste and rubble will make a huge and positive impact immediately. This will restore hope and pride relatively quickly as we see genuine progress being made.

6) A new bin solution also needs to be found as the concrete bins are impractical and if not cleaned regularly, become completely full and compacted like planters. Several have been tipped over and broken.



Once WE have victory in Victoria Road, with all sites neatly repaired, the motto 'finish well' should be adopted as teams work to quickly and neatly repair any future diggings done to repair electrical or water issues. Let Victoria Road be our first model of success as we RISE to RECLAIM our beloved city.

*Written by Lara Edmonds
Acting Chairperson Keep Pietermaritzburg Clean Association.
Photo Credit: Burkhard Schlosser*

The new vision and formulating a plan to save Pietermaritzburg:

As the photographs reveal, the problems in our city are quite overwhelming. Thus, it was decided to hone in on one area and build a street model for success to inspire citizens/businesses to rise and reclaim PMB street by street. The campaign "Looking for Victory on Victoria Road" was born. The businesses and citizens who responded to our photographic tour were invited onto a WhatsApp group and to a meeting. They were involved in compiling a survey and invited to share issues they face on their street. Security issues with the homeless, and issues with Municipal service delivery were top of the

list. The conclusion – they had to do something about the desperate situation, and it was in their best interests to do so. Cleaning up, adopting bins, repairing broken paving, scraping off abortion posters, painting, planting gardens and painting murals were suggested. And while some of this has already started, and we can already see an improvement on Victoria Road, KPCA's Victory Team is going to really launch their efforts this Mandela Day.

To this end, we are calling on the Pietermaritzburg Community to rise and save our city. We believe it is a historic time - the birth of the true rainbow nation, as we work together to paint, plant, clean-up and restore our beloved city. Our approach is NOT top-down but community driven: my heart, my home, my street, my city, my country!

Isn't it time - on our 185th anniversary - to restore and rebuild our community? Speaking of which, KPCA's elephant is not just our logo, it is our identity as Umgungundlovu is Pietermaritzburg's name in isiZulu and means 'The place of the elephants'. The large elephant symbolises OUR rising - the community - a force to be reckoned with. #rise #savepmb #reclaimpmb #Love PMB #MandelaDay

1) On Mandela Day, the 18th of July 2023, KPCA has teamed up with an NGO called 'Team UP TO CLEAN UP'. We will be stationed at 173 Victoria Road from 10am -3:30pm and are calling on citizens to join our clean-up during the day. Cairly Braford, director of NGO 'Team UP TO CLEAN Up', is a dynamic young woman working with the formal pickers association. A feature on the good work they are doing would be wonderful. They are featured in our poster, and she can be contacted on the above email that starts with 'hello' she is also on 0799722467.

2) PMB's 185th Anniversary is an important part of our call to citizens to rise. The call is 'IT'S TIME FOR PMB' and it is wonderful to witness artists and activist crafters coming together with KPCA to celebrate PMB's 185th anniversary. They too are inspiring us to rise to #savepmb #reclaimpmb #Love PMB. It would be lovely to feature these artists:

- Gary Clarke - his pop art picture will be used in our education programme but is also a great adult colouring in picture. NB: This would be very special as a printed piece in the paper. <https://fb.watch/LjHMPmk9v/?mibextid=RUBZ1f>
- Dr Liz Thompson is knitting the community together with her activist knitting squad and calling on knitters to knit 185 rainbow elephants for PMB. These will be given to children in spital/clinics.



- https://m.facebook.com/story.php?story_fbid=pfbid0xzDhdbM7M9i1AbsuQYEhTsUoQBAineY47ZfXF4w3Z7fggCc1sRCYUnC8XWYeK5z2l&id=100083051033016&sfnsn=scwspwa&mibextid=RUbZ1f
- Siyabonga Musi - a well know SA artist will be doing a piece to commemorate what we believe is the beginning of a historic movement to save PMB.
- https://m.facebook.com/story.php?story_fbid=pfbid0EBeyiYiHeiGdcdJhdkxReuhxfj7WfY2UTebqxQZtBgro4Z9CxbtfgV3eQAuoktl&id=100083051033016&sfnsn=scwspwa&mibextid=RUbZ1f

3) The Victory on Victoria Road Team will be doing various activities whether it be planting gardens, scrapping off posters, cleaning or painting. We ultimately have a vision to restore our three bridges into Victoria Road - we are crossing over into a new vision of a cleaner, safer CBD.

NB: The momentum is growing as we speak with close to 20 teams committed to projects and the clean-up on Mandela Day. KPCA wants the citizens of PMB to own their own space/city! We want to endorse whatever they are doing that is positive and wonderful on their street, in their suburb etc.

I will compile a list of groups to interview and photograph/ video opportunities.

OTHER IMPORTANT NEWS:

On the 19th of JULY 2023, KPCA will be going into a meeting, under COGTA, with the Municipality. We are calling for basic repairs and services: manhole covers, repairs to shattered paving, clearing of blocked drains, better waste removal. We will also be asking permission to plant trees, paint murals on bridges and bins etc.

We are also doing site visits with MZ Khan of WE FEED SA to tackle various community projects in PMB, some of which will include clearing and restoration.

Burkhard Schlosser, the photographer, hopes to record the day for us and we can submit photographs.