

Eveline Street Research: A Preliminary Impact Assessment

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This document presents a preliminary assessment of the reach and impact of the Sustainable Livelihoods Foundation (SLF) and UrbanWorks Architecture's research project on Eveline Street, Windhoek, Namibia. Forming a component of SLF's [Unlocking Land for Micro-Enterprise Growth \(ULMEG\) project](#), the Eveline Street research sought to understand how the City of Windhoek's high street rezoning policy is changing microenterprise dynamics along Eveline Street, a high street in Windhoek's Katutura township. This case study was included in the ULMEG project as an opportunity to learn about alternative approaches to promoting growth in township economies.

The project involved a week of intensive field research in August 2016, five months of desk-based research, analysis and writing (September 2016 – February 2017), and a further field visit and interviews in April 2017. An [in-depth research report](#) and separate exhibition were produced during this process (an abridged version of the exhibition will soon be available online). This impact assessment considers the immediate reach of the Eveline Street research (Section One), and its contribution to a broader body of knowledge with longer-term impacts (Section Two).

Section One: Immediate Impact

1.1. Exhibition Series

The exhibition (consisting of 25 A1 panels of photographs, maps, graphs, architectural drawings and text) was hosted three times throughout March/April 2017: in Johannesburg (for two days), Cape Town (for one day), and Windhoek (for one day). Altogether, approximately 150 to 200 people viewed the exhibition in person across these cities. City officials from departments of planning, economic growth, transport and treasury (at provincial and municipal levels), academics, urban planners and architects, and industry representatives (including attendance from South African Breweries, Distell, and Old Mutual representatives) were well represented in each audience.¹ Primarily, these people attended as a result of personal email invites, or word of mouth.

A guestbook was kept at each exhibition, which guests were encouraged to sign, leaving comments and contact details. This facilitated building a contactable network base for future engagements and communications, and assessing the reaction to the exhibition material. While the most insightful feedback to the exhibition was gathered in conversations with guests, guests left positive comments in the guestbook too, feeling that the work presented was offering unique new learnings on township development. Below is a selection of guestbook comments:

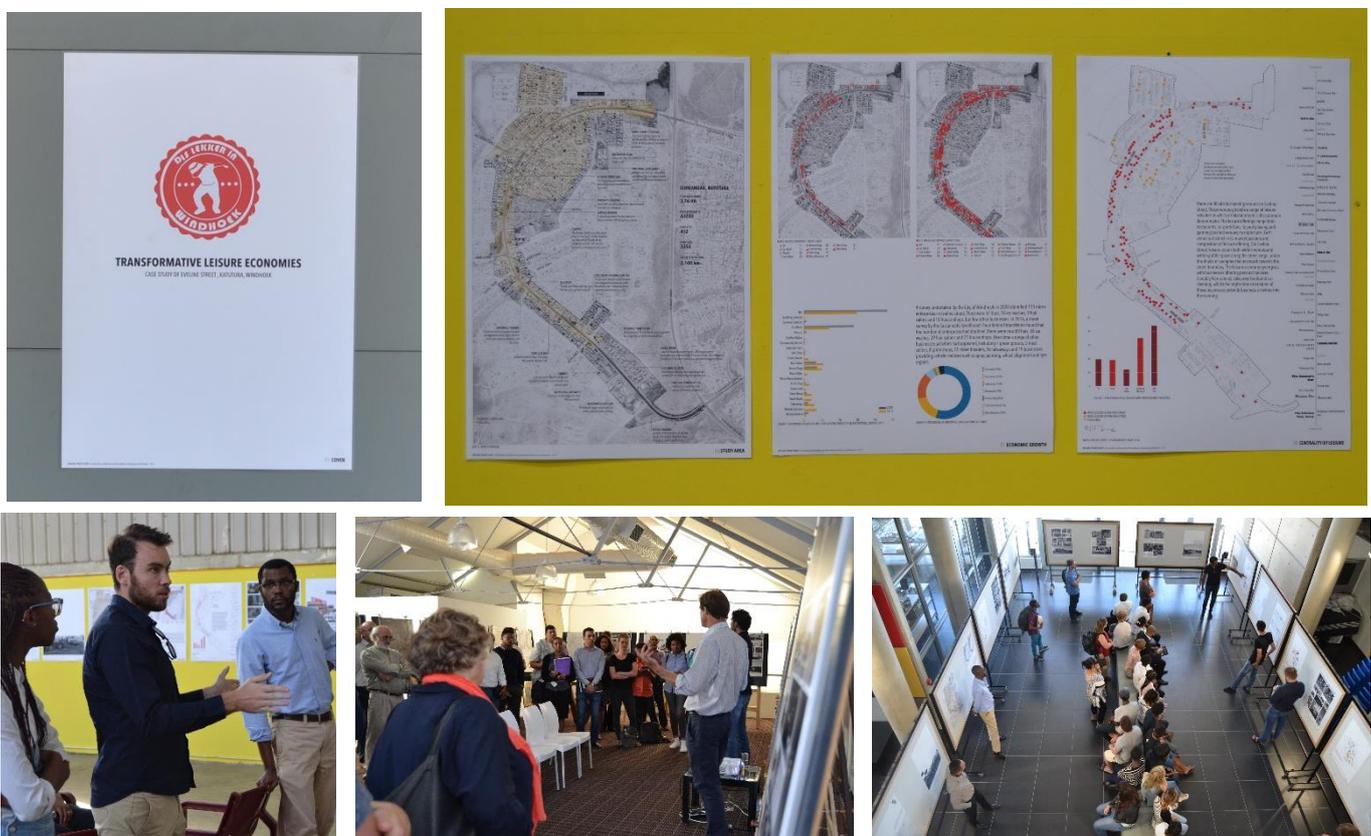
¹ Consult Annex 1 for a selection of the guest list from all three exhibitions.

“Great method and presentation, inspiring and useful contribution to understanding the informal economy.” Stuart Denoon-Stevens, University of the Free State

“Interesting and beautifully presented. Would love to see the work extended to others areas. I look forward to seeing more.” Sarah Charlton, University of Witwatersrand

“This project has many features we can learn from in South Africa, and I will be advocating a serious engagement by city politicians and officials to that end.” Toby Chance, Member of Parliament

“Government need to come on board and support these new forms of transforming economies.” Sthandiwe Mkhize, Thinking Pair Incubation Design



Presentations and engagements at the Johannesburg (16 & 17 March), Cape Town (30 March) and Windhoek (4 April) exhibitions respectively.

1.2. Research Report Distribution

Key visitors to the exhibitions, such as city officials, were given print copies of the full research report – 80 copies were handed out in total. All other guests who left contact details and those contacts who were invited to the exhibition but failed to attend were emailed an electronic copy of the report (or, in certain cases, posted hardcopies of the report). In total, upwards of 200

copies of the report were sent out personally. The report is also freely available for download on SLF's website, and a further 50 hardcopies are forthcoming.

Some contacts replied with further comments in response to follow-up emails. These comments highlighted once again that people found the work engaging, and also raised some interesting questions prompted by the research (such as the social impact of the growth of the leisure economy in Eveline Street).

“...I really enjoyed the exhibition and found the work so thought-provoking. It gave me a deeper understanding of some of the issues around enterprise development initiatives in informal economies, and in particular the leisure economy...I guess the question is how best to integrate development of the leisure economy and social issues at the same time?” Louise Jones, Old Mutual Foundation

1.3. Social Media

The Eveline Street research was also shared on various social media platforms. The exhibitions were advertised on Facebook (with a total of 171 responses) and on NGO Pulse, with a further eight Facebook posts and 12 Tweets promoting the work. On Facebook, the total reach of the ads and posts was 15 900 Facebook users, although with a low level of engagement from these users (only 225 people took action of some sort after seeing the ads/posts). On Twitter, three key individuals (Barbara Maregele, a journalist; Beverley Schäfer and Janet Semple, both members of parliament) requested to be notified of future SLF events. The Eveline Street research has also been promoted in SLF's summer 2016 and autumn 2017 quarterly newsletters (sent to 200 subscribers, shared on Facebook and Twitter, and available on our website).

1.4. Summary

In the immediate term, SLF is pleased that the Eveline Street research has reached a wide and diverse audience. Through social media channels, SLF's website, the exhibitions, emails and in-person conversations, SLF has in a short space of time promoted the Eveline Street work to city and provincial offices from Cape Town, Johannesburg, Windhoek, Western Cape and Gauteng, to urban planners, to academics and students, and to industry representatives. This exposure and the availability of the material online positions the work well for a longer-term, perhaps in some ways unforeseen, impact.

A possible area of improvement is the use of social media to reach audiences. Despite being viewed by a huge audience, the Facebook posts promoted relatively little engagement (in the form of liking, sharing and commenting). Eliciting engagement on social media may be an area to work on in future.

Section Two: Broader Impact

2.1. Knowledge Contribution

The Eveline Street research also has value as a contribution to a broader body of knowledge. For the past seven years, SLF has specialised in understanding South African township economies (in our [FIME project](#)). During this time, SLF has consistently argued that the impact of urban land use management systems and regulatory frameworks (including liquor regulation) on township microenterprises is poorly researched and poorly understood (hence our FIME project) – yet, that it is South Africa’s inflexible land use management system which presents the greatest obstacle to township enterprise growth and formalisation (hence our ULMEG project).

Part of the ULMEG project is researching *exactly* how South Africa’s land use management system constrains township economies. Our intention is to produce a raft of studies which collectively form a foundational body of knowledge on this topic – this includes an overview of South Africa’s land use management system, and a study of land use constraints in Ivory Park, Johannesburg, and analysis of the relationship between enterprise activities and land use zoning in Delft South. The Eveline Street study is a crucially important contribution to this raft of knowledge. Not only is it contributing knowledge to an understudied topic, but it provides a case for comparison with the other South African studies which have been undertaken on this topic. Being able to compare township land management strategies in South Africa with an alternative approach helps us to learn more about which strategies do work in promoting township microenterprise growth, strengthening our existing research about which strategies do not work. Thus, the Eveline Street research is part of a foundational body of knowledge about what works to support growth in township economies, which can inform policy-makers in making more inclusive, developmental land use policies.

2.2. New Conversations

The Eveline Street research has also facilitated the forging of new connections for SLF. Following the exhibitions, a handful of interested parties have begun building a stronger relationship with SLF, and sought SLF out as a potential partner. Amongst these are Alain Tschudin (Good Governance Africa), and Thomas Swana (Philippi Economic Development Initiative). These parties have expressed interest in creating new knowledge with SLF, and represent new opportunities to take SLF’s work further.

2.3. Summary

The Eveline Street research has, in a short space of time, been a useful tool for SLF in forming new alliances around the production of new knowledge on township economies. Perhaps most importantly, the Eveline Street research forms a core component of a foundational body of

knowledge on growth in township economies, which will have a lasting impact on shaping further knowledge production on that topic and in informing development policy.

Annex 1

Table Showing Selection of Exhibition Guests, according to Sector	
Name:	Sector:
Sarah Charlton	Academia (Witwatersrand University)
Holger Deppe	Academia (Witwatersrand University)
Laurence Piper	Academia (University of the Western Cape)
Fabio Todeschini	Academia (University of Cape Town)
Iain Low	Academia (University of Cape Town)
Melinda Silverman	Academia (University of Cape Town)
Romie Nghitevelekwa	Academia (University of Namibia)
Ndeshi Namupala	Academia (University of Namibia)
Jens Wiedow	Academia (Namibian University of Science and Technology)
Alain Tschudin	Civil Society (Good Governance Africa)
Lindiwe Gugushe	Civil Society (South African Cities Network)
Sthandiwe Mkhize	Civil Society (Thinking Pair)
Werner De Villiers	Civil Society (88 BC Institute)
Gill Black	Civil Society (Sustainable Livelihoods Foundation)
Bernadette Brown	Civil Society (Council for Scientific and Industrial Research)
Thomas Swana	Civil Society (Philippi Economic Development Initiative)
Samed Bilbulia	Civil Society (South African Medical Research Council)
Andreas Scheba	Civil Society (Human Sciences Research Council)
Andile Sitshaluza	Government (Ekurhuleni)
Mamokete Matjomane	Government (Ekurhuleni)
Mpho Molongoana	Government (Ekurhuleni)
Jabu Khumalo	Government (Gauteng)
Aaron Masina	Government (Gauteng)
Mpho Tsekwa	Government (Ekurhuleni)
Makhukhu Mampuru	Government (Gauteng)
Thabang Sithole	Government (Johannesburg)
Toby Chance	Government (Johannesburg)
Kanyiso Waleza	Government (COGTA)
Mfundo Vike	Government (Western Cape)
Julien Rumbelow	Government (Western Cape)
Jeff Jefferson	Government (Western Cape)
Lukhanyo Qamavane	Government (Western Cape)
Alex Allie	Government (Western Cape)
Raybin Windrogel	Government (Western Cape)
Joe-Mark Arnold	Government (Western Cape)
Cindy Wilkinson	Government (Western Cape)
Benson Mchunu	Government (Western Cape)

Merlin America	Government (Western Cape)
Erwin Kamundu	Government (Windhoek)
Wilson Billawer	Government (Windhoek)
Elijah Haindongo	Government (Windhoek)
Mahne Kruger	Government (Windhoek)
Michelle Layte	Private Sector (Target Markets SA)
Des Jacobs	Private Sector (AB InBev)
Louise Jones	Private Sector (Old Mutual Foundation)
Aubrey Botha	Private Sector (Mzansi Digital)
Brandon Morgan	Private Sector (Cell C)
Andrew Le Roux	Private Sector (Andrew Le Roux Architects)
Watze Hepkema	Private Sector (Aurecon Group)
G. Shilonjo	Private Sector (Distell)
Giovanni Tripodi	Private Sector (Distell)
Monica Haufiku	Private Sector (Nina Maritz Architects)
Liz Curtis	Private Sector (Distell)
Nina Martiz	Private Sector (Nina Maritz Architects)