

Stellendale geospatial information

Tale Marketing Services, appointed by Visual International, conducted a special call centre study at the beginning of 2009, to determine the potential of Stellendale Park in Kuils River, in the northern suburbs of Cape Town, as a Contact Centre/BPO (BPO&O) node. This study confirmed that Stellendale is ideally located for the establishment of such a node. As a part of this study, the response to Stellendale of potential customers was tested; and they generally indicated that they are enthusiastic about supporting such a call centre node.

Important aspects which were mentioned were proximity to potential call centre employees, good road access and public transport infrastructure, availability of best practice telecommunications technology, proposed full back-up power supply and green build designs and features, the benefits of purposely designed buildings and the potential advantages of being part of a special call centre precinct.

Tale therefore proposed to the owners and developers of Stellendale to go ahead and to establish a special BPO&O node - and Stellendale Park was born.

A geo-spatial analysis with respect to support services was performed by Tale, to assess the suitability of the Stellendale site with respect to the most important BPO&O requirements relative to distances, travel time, cost of different transport modes, and the possibility of present and future residential and industrial property development. Measured by these criteria, the study indicated a sweet spot location in relation to 10, 20 and 30 kilometre radii from the proposed Stellendale BPO&O/call centre site.

The Kuils River area

The area of Kuils River which is situated east of the R300 highway and on both sides of the Stellenbosch Arterial, consists of more than 6 000 houses; and these comprise mostly of middle class, lower class and some informal residences. The Stellendale Park precinct is situated more or less in the middle of this area; and all of this falls under the jurisdiction of the City of Cape Town Municipality.

The greater Kuils River area with its suburbs has experienced significant residential growth, at $\pm 9\%$ per annum, over the past 5 years. It is expected that a further $\pm 7\ 000$ residential units will be added in the greater Kuils River area during the next ± 5 years, and another $\pm 6\ 500$ units during the ± 5 years thereafter. The City of Cape Town has and continues to receive many applications for subdivisions and for plan approvals for the erection of new residential units, which further illustrates the strong growth in the greater Kuils River area.

The newly built Zevenwacht Mall and the Airport Shopping Centre form part of this general area, and provide valuable and much needed retail facilities to those who live and work in the area. The Tale study area included the adjacent Blackheath industrial area. The City of Cape Town recently approved the development of a second industrial park in Blackheath, in order to add to the mostly manufacturing, warehousing and freight distribution facilities of this strategic industrial area.

The study determined that there are no major call centres located in or near the Stellendale and/or Kuils River areas. The following are some of the call centres identified which are located closest to Stellendale:

- A call centre \leq 50 seats in Brackenfell.
- A call centre \leq 50 seats in the vicinity of Cape Town International Airport.
- A call centre in Bellville South \leq 50 seats.
- A call Centre in Strand \geq 200 seats.