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Background report to the North West Parks and Tourism Board

Rustenburg Visitors information centre (VIC)

1. Purpose of this report

The purpose of this report is to give some background of Visitors' Information Centre being built in Rustenburg, to the North West Parks and Tourism Board. The report will focus on the objectives of the centre with specific reference to the elements out of which the centre will comprise.

The report starts off by giving the dimensions of the building including the size, location and compartments.

2. Introduction

In light of the Soccer World cup 2010 to be held in South Africa, a revised estimate released at Indaba 2007, showed that this could be greater than R51 billion over the period 2006 – 2010. A study conducted by Grant Thornton indicates that R15,6 billion of this will be from foreign investment.

As part of the drive to service the tourism sector, which now contributes more to the GDP than Gold, an infrastructural Grant has been made to upgrade VICs. Five host cities were identified as possible recipients of support viz.: Rustenburg, Nelspruit, Polokwane, Bloemfontein and Port Elizabeth. The program, as implemented by DEAT (Department of Environmental Affairs and Tourism) through the Chief Directorate: Social Responsibility, are done according to the government EPWP guidelines of job creation and training. The Norms and Standard system developed for the social responsibility projects is also based on these guidelines.

The Information Centre projects will be done along the same guidelines of the EPWP projects currently being implemented by DEAT, but with adjustments to current

requirements. The reason for adjustments would be to provide a quality product in a relative time.

3. Site location

The site address is: Cnr Nelson Mandela Drive and Kloof/ Fatima Bhayat street. The site is perfectly located outside the CBD and on entry of the town.

The site has been identified and re zoned from “Recreational” to “Business”. The Municipality supports the initiative and have committed to ensuring that delays are kept to a minimum.

The proposed site is owned by the Municipality and is in line with the Municipality’s vision for creating a business node for the specific area. The detailed planning regarding the project contractual agreements, land use and building plan approvals are expected to be completed within nine months of the start of the project. A further nine months is then provided for construction, including IT and facilitation of a Service level agreement with the VIC operator.

4. Building dimensions

4.1.	BOARD ROOM	26 m ²
4.2.	VISITORS' LOUNGE	12 m ²
4.3.	COFFEE SHOP	25 m ²
4.4.	INFORMATION	21 m ²
4.5.	TOUR OPERATORS / BOOKINGS	11 m ²
4.6.	TRADING AREA	55 m ²
4.7.	MULTI PURPOSE SPACE	15 m ²
4.8.	INTERNET STATIONS	19 m ²
4.9.	KITCHEN	14 m ²
4.10.	SERVER ROOM	5 m ²
4.11.	MALE TOILET	6 m ²
4.12.	DISABLED TOILET	3 m ²
4.13.	FEMALE TOILET	8 m ²
4.14.	OFFICE	11 m ²
4.15.	OFFICE	11 m ²
4.16.	VISITORS' LOUNGE	16 m ²

5. Objectives of the Visitors information centre

The construction of the Visitors information centre is funded by the Department of Environmental Affairs and Tourism. Once completed the centre will become the property of the Rustenburg Local Municipality.

The objective of the Visitors Information Centre in Rustenburg is to ensure that tourism information needs are met with particular reference to the 2010 World Cup. In an effort to ensure the centre provides end-to-end service to the visitors, the centre will consist of officers, information desk, booking stations, coffee and internet café, trading area and a multi-purpose area.

6. Core elements

6.1. Core elements

6.1.1 Information/ help desk

Designed to accommodate three computer stations for tourism staff with a sales register (on one end of the counter) for trade sales. Two additional staff stations will have internet access with reference materials for trip planning in vertical files behind staff in a manner that will make them accessible to all staff members. Clear overhead signage will be provided.

6.1.2 Display area

Information stands with brochures and tourism planning materials will be provided in the information desk/bookings area as well as in the trip planning/visitors' lounge area. These will be arranged so as to be space efficient and to reduce the need to walk between areas

6.1.3 Internet stations

Four internet stations (this amount will vary from venue to venue but it is anticipated that a minimum of four will be required) will be located along the side of the coffee shop closest to the information/bookings area. The design of the stations and the area will be of a similar nature to that of the coffee shop so as not to create a disjointed effect.

6.2. Non-Core elements

Non core elements

6.2.1 Coffee shop

A coffee shop will be provided off the foyer area to provide for 30 seated patrons. The interior design of the coffee shop area will closely follow the theme design for the multi-purpose/interpretive/exhibit area. Ease of movement between the foyer, trading area and information/bookings area will be created. A dedicated sales point will be located on the foyer side of the coffee shop as this operation is likely to be outsourced.

6.2.2 Interactive display

This area will be designed for high-tech media. Ceiling mounted fixtures (lighting etc) will be visible and theme-orientated. A retractable elevated screen with digital projector will be located for optimal viewing by visitors. Electronic and other media will be closely tied to interpretive theme of the specific venue. Floor space will be used primarily for exhibitions both of a permanent and temporary nature and a helpdesk will be located at the end of the area facing the entrance. Floor space will be utilized in a manner that allows for it to be cleared easily in the event of large displays/cultural activities/seminars. Apart from high-tech visual display units, the space will also allow for high quality book, poster, painting and exhibits of other art forms. Relatively convenient linkage with the trade area is essential as items on display/exhibit may be offered for sale in the trading area. In addition the exhibit area will be continuous with entrance from the lobby and trade area flowing into the trip planning/visitors' lounge area. Interpretative concepts will vary from one venue to the next.

6.2.3 Administrative offices

There will be two private offices 11 square meters each, 3 cubicles in an open area configuration (4 square meters for each staff member) and a multi-purpose boardroom of 26 square meters. Provision will be made for storage in the office and boardroom space. The boardroom when not in use can also serve as a break room for staff use.

6.2.4 Ablution facilities

Two bathrooms will be provided (one male and one female, both allowing wheelchair access). These facilities are located off the foyer area to allow for ease of access when entering or leaving the facility.

7. Outsourcing of the various components

An advert will be placed in 2 local newspapers to afford the opportunity to all interested parties. Interested parties will then be given 2 weeks to submit their tender. The tenders will then be adjudicated by the implementer on pre approved criterion and recommendations will be presented to the adjudication committee. The adjudication committee will then make the appointment and communicate it to the Project Advisory Committee.