



Keep PMB Clean Association  
IT'S TIME FOR PMB

MY HEART, MY HOME, MY STREET, MY CITY, MY COUNTRY



Follow us on Instagram and Facebook  
Email secretary@keepmbclean.co.za for more information.

## KPCA: CALLING A COMMUNITY TO RISE AND SAVE HER CITY!

### Greetings Pietermaritzburg

If you haven't already noticed, KPCA has big ears, a long nosey trunk, beady eyes, tusks to nudge and a strong body. We represent the power of community to affect change, and our mandate is to call the community to keep Pietermaritzburg clean, neat and green.

Yes, we have resuscitated a sleeping giant well known in the 1990s and early 2000s for its 'Adopt a Spot' and Environmental Education Campaigns. In 2022, Dr Peter Green approached me (Lara Edmonds) to revive KPCA and, with the help of other active citizens, we formed KPCA's Acting Executive Committee. Our new NPC, the KPCA Group was officially born on the 6 December 2023.

I would like to thank Executive Committee members: Dr Peter Green, Tanis Brauteseth and Sne Mngadi for the significant role they played in reviving KPCA. We are delighted to inform you that the following directors have been appointed to the KPCA Group Board:  
Lara Edmonds (Executive Director and Campaign Manager), Jan Hankey, Faye Bronwell, Sthe Sangweni, Sanele Vilikazi and Billy Buthelezi.

This newsletter serves as an opportunity to thank all active citizens for their role in making 2023 a very successful year for KPCA. We hope you enjoy our 2023 highlights.

Best wishes

*Lara Edmonds*



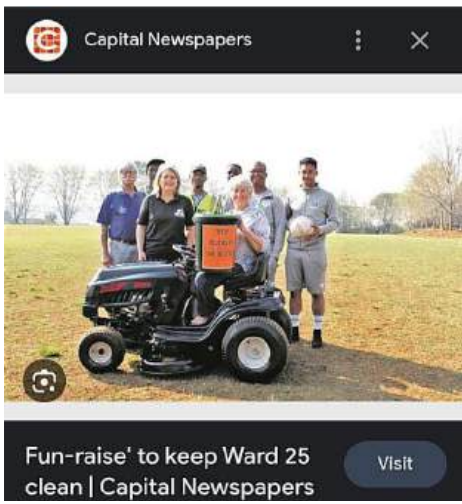
The Keep Pmb Clean Association Executive Committee was formed in 2022 to revive the organization. Pictured from Front L-R at a workshop with Guy Caws from Keep DBN Beautiful are: Sne Mngadi, Tanis Brauteseth, Jan Hankey, Guy Caws and Lara Edmonds. Top L-R Sthe Sangweni, Peter Green and Chico Nkosi.

We have stopped complaining and started doing! #rise #savepmb #reclaimpmb #LovePMB



Artist Siyabonga Musi captured the essence of our movement in this stunning painting which he donated to KPCA.





Active citizen, Jan Hankey, is a KPCA Group Director and shares wisdom and insight for our 'community ground game'. Jan and Tom's Team are an inspiration to PMB citizens as they maintain large sections of Montrose and Athlone. They are pictured here with Pillars Academy at Ward 25's Heritage Day in 2022 and receiving a brush cutter 'award' from STHL

Good leaders know that teamwork makes the dream Work! #rise #savepmb #reclaimpmb

## COMMUNITY CHANGE MAKERS:

Learning from existing organizations and leaders has been an important part of KPCA's revival. Unlike a political organization, a community-based programme seeks to work on a 'bottom-up approach'. This is where long-term sustainable change happens and so KPCA strives to identify, acknowledge, and support existing projects and leaders within the community. These active citizens are community role models and, by sharing their inspirational stories on social media and in the mainstream media, KPCA has been empowered to achieve its main mandate which is to call our community to rise to keep PMB clean, neat and green. This is such a win-win as the awareness helps these leaders honour their sponsors and inform and motivate their community to get involved. We are grateful to our friends in the media for their awesome support. We especially thank The Witness, The Maritzburg Sun and Good Things Guy for their efforts to spread our good news. We would love to connect with active citizens in your area, so do contact us with their details.



Pam Read and her team from Clarendon Community Association are a wonderful example of collaboration between residents and business. They are pictured at 'The Look-Out' where they have planted indigenous trees, do regular brush cutting and maintain the bins in this public area. Much of their work is sponsored by residents who make a monthly contribution to CCA.



Discovering the African Elephant in KPCA's original logo and our city's name and symbol, inspired our 2023 campaign. It is our unique identity and a wonderful symbol of unity and strength in community.

**EMBRACE YOUR PERSONAL POWER.  
BE THE CHANGE WE SEEK!**





Mz Khan of We Feed SA's Project Community on a site visit with Lara Edmonds & Glen Mc Arthur.

MY HEART, MY HOME, MY STREET, MY CITY, MY PROVINCE, MY COUNTRY.

### KPCA ACTIVATES Personal Power:

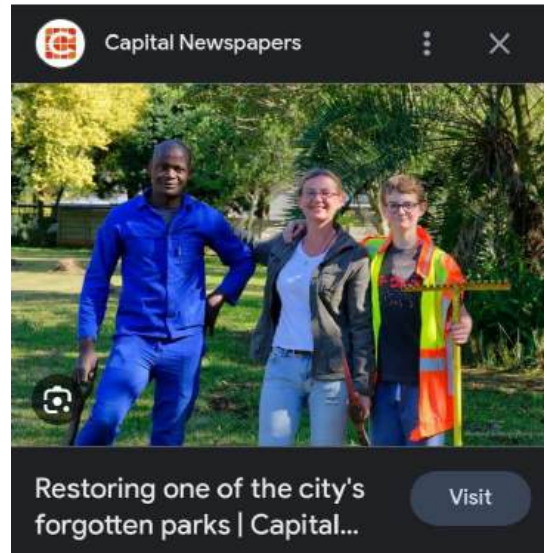
The focus of KPCA's 2023 Campaigns has been to remind citizens of their personal power, and to challenge them to use their personal skills, giftings and assets to help save our city. We work on the simple principle that if each household would maintain, clean and beautify their own garden and verge, we would have a beautiful, clean city.

### KPCA ACTIVATES Community Power:

- We encourage collaboration to conquer difficult overgrown areas and other problems. Clarendon Community Association & Athlone Action are a model to follow.
- We promote household and community recycling.
- We support Individual and community clean-ups.
- We strive to identify giftings within individuals in our community and give them an opportunity to shine.
- We foster community pride and heart and look at how WE can work together to save our city and help other communities.

### KPCA Community Site Visits and Liaison with Stakeholders:

- We do site inspections and consult with concerned residents/businesses.
- We help collate a photographic record/notes. This serves as a record of evidence and a baseline for the community to measure progress.
- We offer recommendations and assistance.
- We help to liaise with other stakeholders.
- We help communities hold authorities accountable.




Active citizen Samantha Green has reclaimed a park opposite her home in Montrose. This type of project has a huge impact on community pride, security, and property value.



Lara Edmonds on a site visit to Panorama Gardens. KPCA was invited by the Panorama Community Watch who were concerned about dumping in the area. KPCA was able to create awareness through the media and social media and present a photographic record to the ward councilor for action. There has been no response to the email and so KPCA will follow up on this matter in the new year.




# KPCA's Mandate to Business - The issues in PMB's CBD are overwhelming. For this reason, KPCA chose to focus on one important road.



**Keep PMB Clean Association**  
*On the Beat in Pmb Streets.*  
#rise #reclaimpmb #victoryonvictoria

LOOKING FOR VICTORY ON  
**VICTORIA ROAD**



Keep PMB Clean Association calls on businesses in Victoria Road to join their campaign to clean up and beautify Victoria Road.

Together we can achieve victory in this prime business area.

Follow us on facebook

Email [secretary@keepppmbclean.co.za](mailto:secretary@keepppmbclean.co.za) for more information.



KPCA's Photographic Tour in May 2023 went viral. Citizens were outraged by the state of Victoria Road. Photo Credit B Schlosser.



KPCA's mandate is to call business to rise and reclaim their street. It is a win for business as it is good for their brand, staff, customers, security, and property value. KPCA implemented the following plan of action for their 'streetwise' model:

1. Photographic tour of Victoria Road and social media awareness campaign.
2. Formation of WhatsApp Group of concerned businesses.
3. Meeting with concerned businesses and formulation of survey.
4. KPCA hit the beat to survey businesses and log issues in Victoria Road.
5. KPCA presented the devastating summary of results to interested stakeholders including business owners, the media, ward councillors and COGTA.
6. Businesses started to discuss solutions on the WhatsApp group. The first to rise was Foodpak who adopted the bins on the corner of Victoria Road.
7. KPCA made sure that business understood that while it was KPCA's duty to initiate and help facilitate a campaign or projects to get business areas in PMB clean, neat and green, it was the business owners' prerogative to own it in order to sustain it!



*This is just one small section of Victoria Road. Besides the neglect and filth, years of zero maintenance and unrepaired excavations make it look like a war zone where bombs had exploded on the pavements..*

# Looking for Victory on Victoria Road



## Time for Action -

The Victory on Victoria Team hosted and sponsored KPCA's Mandela Day Event. Team-Up-To-Clean-Up came on board to help host the waste and recycling station. We challenged schools, business & community to team up to clean up and to give 67 minutes of their time to PMB. The Victory team joined the clean-up or volunteered to tackle other projects such as:

Hall's Retail hosted our station and donated coffees to all volunteers.

Bo's Plant Hire and Isibane Industries cleaned up a dump site.

Bolt & Nut Centre and Bo's cleaned, painted & planted tree islands & bollards.

Foodpak tackled the banks on Victoria Road bridge.

Express signs painted bins, cleaned off illegal posters and inspired their street to do a massive clean-up.

KPCA also filmed it to inspire the city.



# Victory on Victoria Road Campaign Gains Traction –

Our Mandela Day video posts went viral, and the Victory Team started getting excited.

## Other Victories on Victoria Road:

A small group of active citizens and businesses have led the way in KPCA's Campaign "Looking for Victory on Victoria Road". We hope our efforts will inspire other businesses to team up to save their street. Imagine if we all did something. The following has been achieved in 2023:

- Adoption of street bins and a cleaner street.
- Removal of abortion stickers.
- Purchase and painting of new bins.
- Meetings with COGTA.
- Painting of #savepmb bridge by Siyabonga.
- KPCA arranged the clearing of the Transnet Line with the help of Glen Mc Arthur.
- We started a Victoria Crime Watch Group with security companies and SAPS.
- We painted the ex-substation yellow, a garden is to follow.
- Team members supported KPCA's Anniversary Ellie Trail.

## Collaboration is key to success:

We are delighted to report that the first 7 bins and 4 planters were delivered to active members of the Victory on Victoria Road Team in November. A huge thank you to the following people/businesses for their contributions:

- 1) Ebrahim of Save Hyper for the purchase of the concrete pipes.
- 2) Bongani of Isibane Industries and Jason of Victoria Road for the transport of the pipes.
- 3) Kyle of Bo's Plant Hire for the off-loading and cutting of the bins – a lengthy task.
- 4) Martin and Cliff of Hall's Retail for the sponsorship of the undercoat, paint and sealer.
- 5) Rose and community volunteers for the stunning painting of the bins and the Homeless Network for the workshop space.
- 6) Ashal of Ezi-Rig for the crane truck and sponsorship of the delivery of the bins to street positions.

Rose & Jim Day with the Ezi Rig Team on delivery day. Rose's stunning artwork is admired by all!



Artist Siyabonga Musi and Save Hyper are an important part of our Victory on Victoria Road Team. They are helping us cross over the bridge into a new vision for PMB.



The Victory Team dropped a 'yellow love bomb' on the ex-substation. Special thanks to Hall's Retail and Hayley of Bolt & Nut Centre for their efforts.



Glen Mc Arthur's Islands.

# WORLD CLEAN-UP & RECYCLING WEEK



KPCA teamed up with Recycle M to host two Clean-up and Recycling Stations for World Clean up Week in September. Gary Clark's pop-art poster inspired our community to rise, and we were heartened by the businesses, schools and active citizens who joined our efforts. We are most grateful to SA plastics for their Yellow Bag Sponsorship, as well as to Postnet Athlone Square, Chandelle Lombard Physiotherapy, Mill's Spar, Save Hyper and Coffee Box for making our stations so successful. We collected hundreds of bags of waste and recycling, and photographs of each team's efforts were featured on our Facebook Page.



Carter High's Environmental Club has been a valuable member of KPCA's Team.



KPCA hosted a Clean-up and Recycle Station with Chandelle Lombard Physiotherapy, Recycle M & Mill's Spar.



Environmentalist Sne Mngadi and YMAD did a clean-up with the Khan Road Community.



Remax Midlands blew us away with their incredible team spirit.

# TALKING RUBBISH WITH KIDS IN PMB SCHOOLS – WHAT IS THE MESSAGE IN THE MESS?



KPCA is a proud participant of the Happy Earth Festival. Organized by Pandora Long, a long-standing member of the original KPCA, it is a highlight in the school calendar and well worth attending.



Mandy and her team from Recycle M help schools reestablish their Recycling Programmes.

## WHY DON'T YOU INVITE KPCA TO VISIT YOUR SCHOOL OR CHILDREN'S GROUP?

We are looking for 'Captains' in our schools to champion KPCA projects. KPCA opportunities for schools include:

- 1) Presentation to school: 'Talking Rubbish' and 'The Message in the Mess'
- 2) Recycling Initiative – working with Mandy of Recycle M.
- 3) 'Adopt-A-Spot' (at the moment this is done in principle.
- 4) Community Service Programme for scholars in Grade 10, 11 & 12.
- 5) Community Clean-ups – school initiative.



Lara Edmonds was impressed with this little group of preschoolers who visited our stand at the Happy Earth Festival.



Are we born litter bugs? Education is key to KPCA's success in PMB. We are developing resources to teach children to keep our city clean, neat and green.

## THE KPCA ELLIE TRAIL

KPCA has been the only PMB organization to fully embrace our city's 185<sup>th</sup> anniversary. Our vision is to remind PMB of who we are, and to reclaim our city emotionally. The campaign took off when craftivist, Dr Liz Thompson, called for 185 elephants. The idea was to knit our community together with love on our anniversary. KPCA was absolutely thrilled when 'Ellies' in all colours, shapes and sizes started to arrive from all over PMB and SA. This inspired our Ellie Trail Anniversary Wreaths and a wonderful trip to the City Hall to present a very special anniversary for what is essentially OUR community hall. The wreath was handed to the ladies who work at the City Hall with an open letter to authorities requesting the full renovation of this magnificent Heritage building.



Sponsors like Irritech Agencies celebrated PMB's Anniversary.



Foodpak hosted our delightful 'Ellie Tree' in their Christmas Shop.



Some of our 'Ellie Ladies', Rose Day, Lara Edmonds, Tanis Brauteseth, & Dr Liz Thompson.



Jim and Janine Ward gave the Ellies a cool ride to the City Hall.



The beautiful Ellie Anniversary Wreath was presented with an open letter requesting the full renovation of our City Hall.



# ARE YOU A COMMUNITY CHAMPION?

PMB, IT'S TIME TO RISE AND SHINE! WHAT TALENTS CAN YOU SHARE?



*Creatives are leading the way in PMB's colour revolution. This is the #savepmb bridge by Siyabonga Musi.*



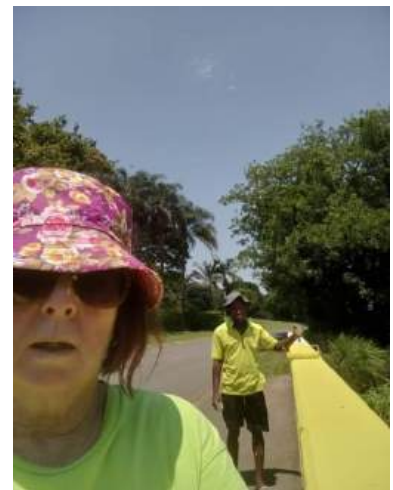
*Keen to join the Ellie Trail with a bin paint job?*



*The Principal of Hayfields Primary shows-off a recycle handbag.*



*Seniors decide to launch a recycling programme at their Retirement Home.*



*Carev's Sunshine Bridee in Montrose.*



*Rose Day ran a KPCA workshop with the street guys at the Lifeboat.*



*The Clough Street Team showed us the 'right way' with their painting, planting and street clean up!*



*The amazing Blackridge Bridge Ladies inspired our beloved city!*

We hope you have enjoyed KPCA's ELEPHANT TALE. Congratulations to all the active citizens, businesses and schools who made 2023 a wonderful success for KPCA. We wish we could have featured all of you! LET'S RISE AND SHINE IN 2024 TO TAKE OUR CITY BACK IN A VERY BIG WAY!