



DATE: 20 MARCH 2020

**REPORT TO: ECONOMIC OPPORTUNITIES AND ASSET MANAGEMENT PORTFOLIO
COMMITTEE**

1. ITEM NUMBER EAM 19/06/20

2. SUBJECT

**PROGRESS UPDATE: BUSINESS QUERY TRACKING SYSTEM (BQTS) AND THE
RELOCATION OF THE BUSINESS ENQUIRY SUPPORT SERVICES TO THE
CITY'S SMALL BUSINESS ONE STOP SHOP (THE BUSINESS HUB)**

ONDERWERP

**VORDERINGSVERSLAG: STELSEL VIR DIE OPSPORING VAN SAKENAVRAE
(BQTS) EN DIE VERSKUIWING VAN STEUNDIENSTE VIR SAKENAVRAE NA
DIE STAD SE EENSTOPWINKEL VIR KLEINSAKEBESIGHEDE (DIE 'BUSINESS
HUB')**

ISIHLOKO

**INGXELO ENGENKQUBELA: INKONZO ENGOSHISHINO OLUSAKHASAYO I-
ONE STOP SHOP YESIXEKO NENKONZO ENGOKULANDA UMKHONDO
KWINGCACISO/KUMBUZO ONGEZOSHISHINO (BQTS) (THE BUSINESS HUB)**

LSU L3682

3. DELEGATED AUTHORITY

In terms of delegation Part 7 Section (12) of the General Delegations for Section 79 "Portfolio Committees" which reads as follows: To require Councillor(s) and/or official(s) to submit report(s) to the Committee to assist the Committee in the performance of its functions within its functional area;"

This report is FOR NOTING BY

- Committee name** : Economic Opportunities and Asset Management Portfolio Committee
- The Executive Mayor together with the Mayoral Committee (MAYCO)
- Council

4. DISCUSSION

This report provides the Economic Opportunities and Asset Management Portfolio Committee with an update of the Business Support Management System by summarising the statistics captured on the Business Query Tracking System (BQTS). This report also highlights the increased demand for service as a result of the greater awareness of the Business Hub at the Strand Concourse.

One of the City's Business Support Policy directives is the Small Business Support Service which aims to enhance the customer experience when doing business with the City. The Business Query Tracking System (BQTS) is a CRM enabled system that allows for the tracking and recording of different types of data i.e. business sectors, business channels, service requests, etc. The goal of the BQTS is to enable the City to correctly track the number of transactions or enquiries received from business and also use the data to report on all types of business related enquiries and interactions with the City.

The period January 2019 to December 2019 will be discussed in more detail below and the graphs will illustrate the different trends experienced for the period.

The number of enquiries received during the past 5 years have increased significantly as can be seen from the Figure 1 below. Also, there was a 90.7% increase in the number of enquiries between 2018 and 2019. This can be as a result of the greater awareness of the service and increased promotional efforts both to the public as well as to the City departments.

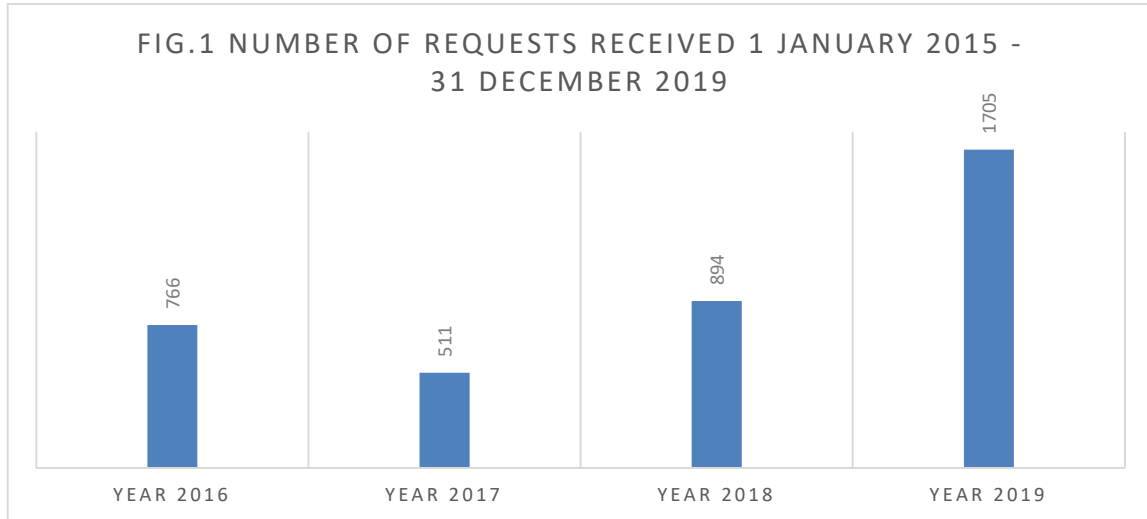


Figure 2 below shows that out of 1705 enquiries recorded during 2019, 99% of them were resolved/actioned within 2 working days. In 2018 the team managed to resolve/action 97% of the total enquiries received within 2 working days.

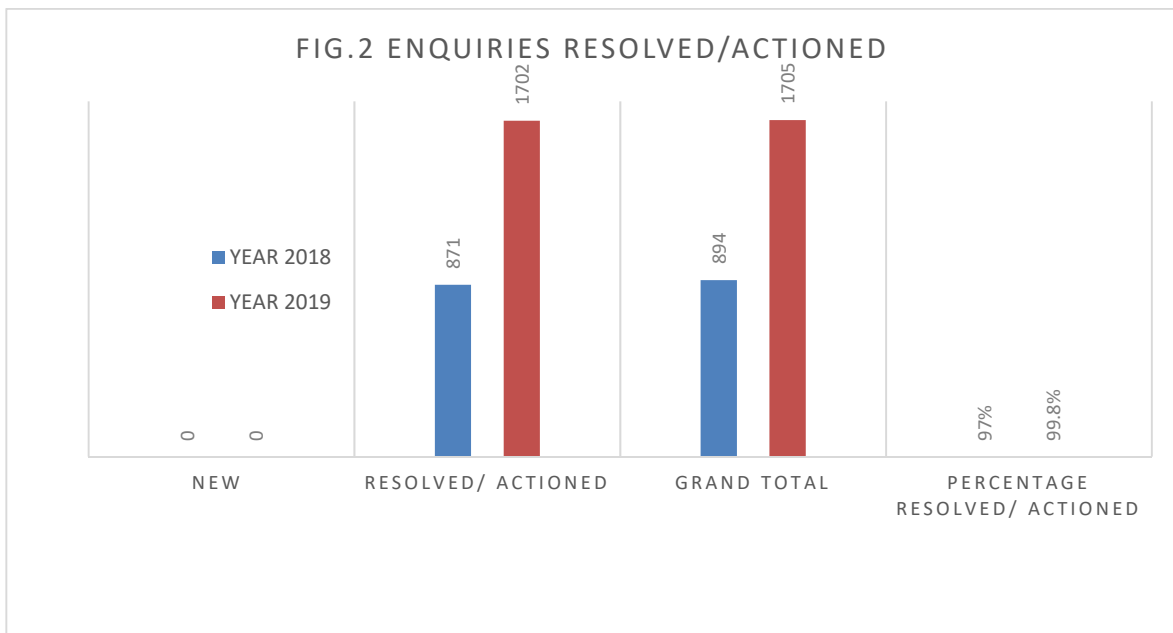
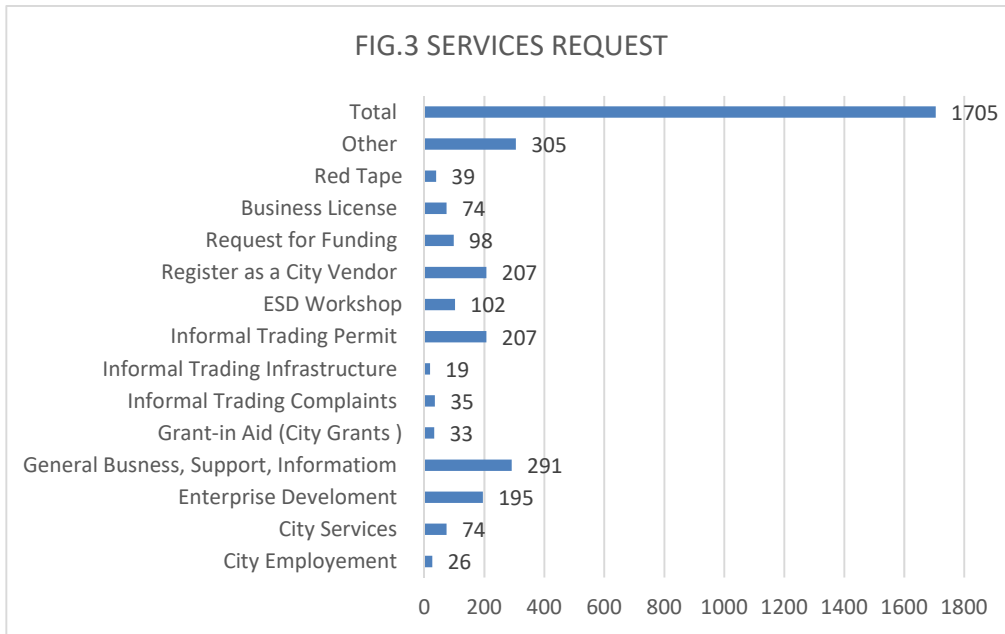


Figure 3 below demonstrates the types of service requests that is captured onto the BQTS System. The categories where there were less than ten enquiries were regarded as insignificant and has not been reported on.



Categories that displayed a significant increase were enterprise development, vendor registration, informal trading and general enquiries. The reason for an increase in the request for informal trading permit enquiries is because the City encourages informal traders to have trading permits. The increase in enterprise development can be attributed to the unemployment rate and prospective entrepreneurs looking for information on how to start their businesses.

The 305 enquiries captured under “Other” ranges from research/statistics requests, leasing/sale of City property, electricity curtailment/load shedding, water tariff reductions, employment/ in-service training, etc.

Overall, the number of enquiries/service requests related to City business processes now constitute almost 48% of all enquiries/service requests.

Figure 4 below indicates the difference in the number of requests received per business channel between the year 2018 and 2019. From the four access channels, there was a significant increase in the amount of enquiries that were received via email and walk-ins in 2019. The figure captured under the “Walk-ins” include people who visited the City’s stand at business events that were attended during the year.

From August 2019, there is an additional channel added where business can access the service via the internet by logging an enquiry on the City’s website. The figure captured under “emails” includes the website enquiries received from August 2019 when the website went live. Enquiries via all channels increased tremendously as depicted below and is attributed to the services of the Business Hub being advertised not only internally, but also externally by our stakeholders.

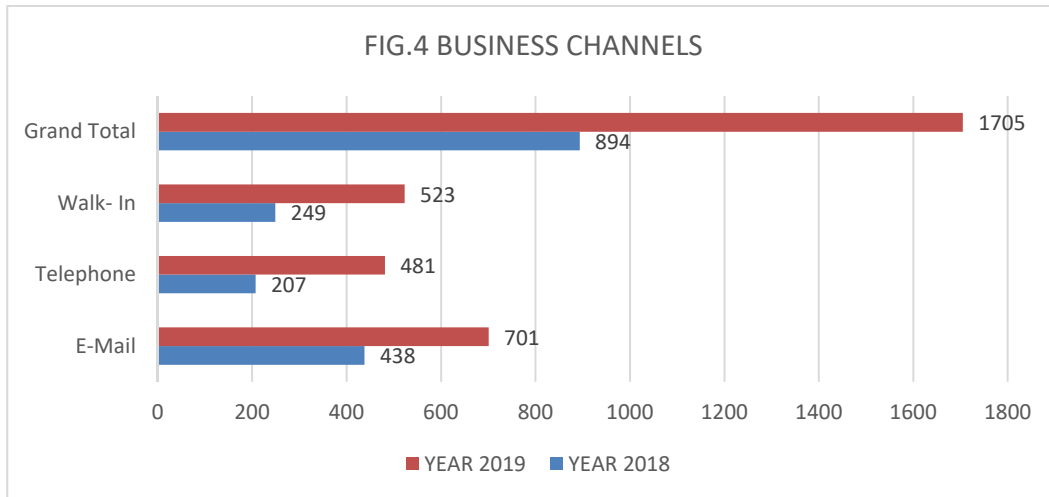
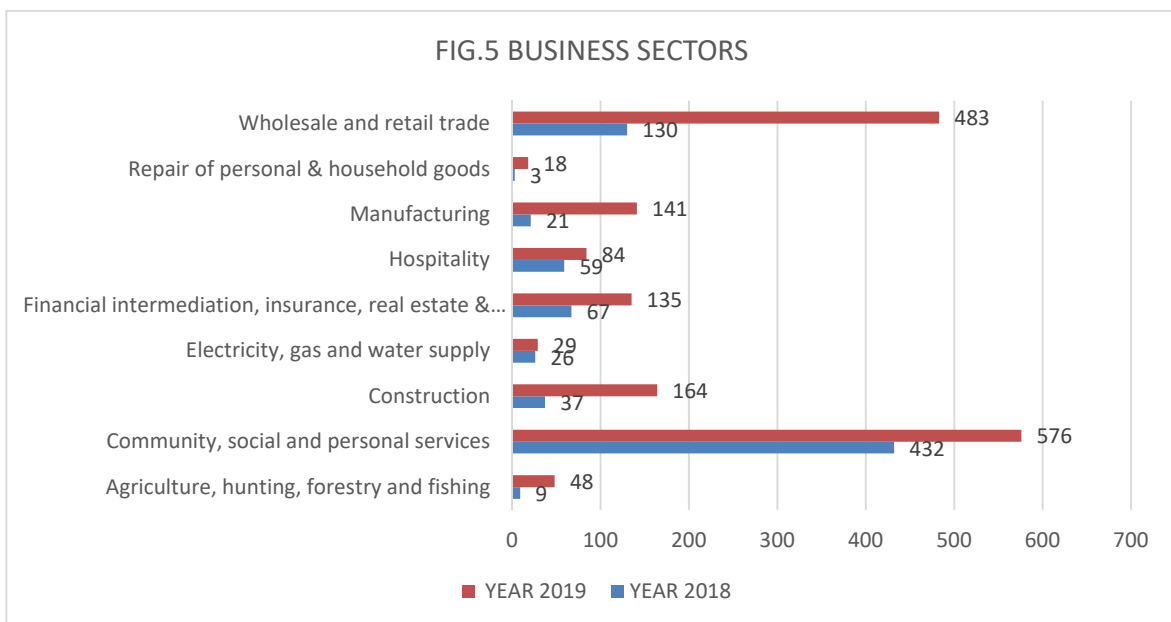
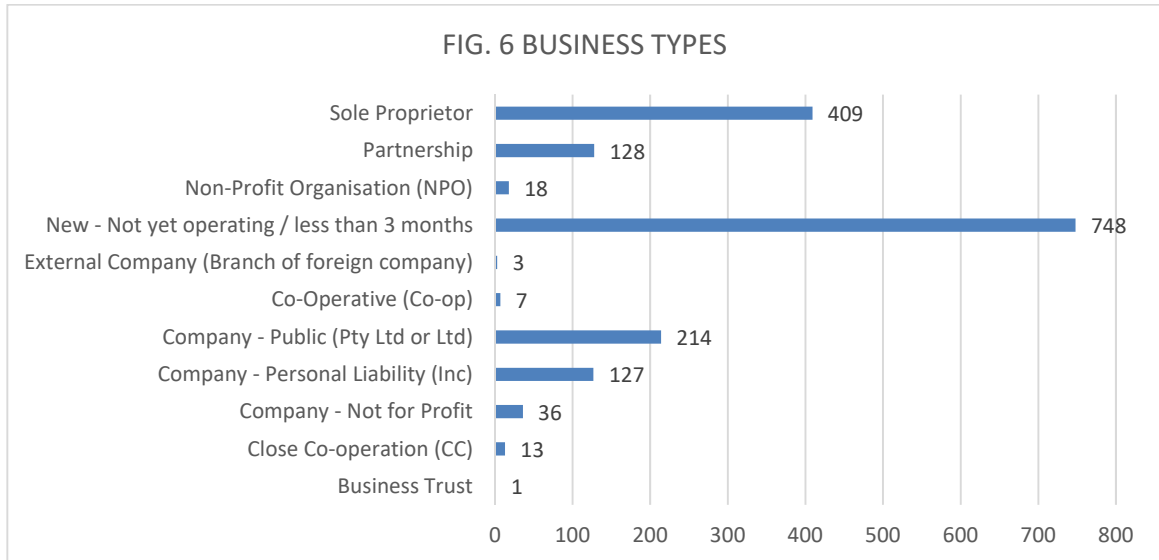


Figure 5 below illustrates the amount of enquiries received from the different business sectors. According to the contrast for the two years, the Community, Social and Personal Services Sector has always shown a higher number of enquiries. For the year 2019, enquiries from this specific sector constitutes 34% of the total enquiries received. This could be because all other services are captured under this field and the system currently does not allow for one to capture a specific type of service in isolation. The Wholesale and Retail Trade sector had the second largest enquiries for both periods and this can be attributed to the fact that many newer businesses are in the retail trading field.



We are in the process of investigating the Standard Industrial Classification (SIC) codes and will bring this in line as per the Department of Trade and Industry’s guidelines as well as our historical information and amend the various SIC codes according to the enquiries received.

The majority of enquiries were received from business startups, as illustrated below in Figure 6. These businesses include all those businesses that have not yet started operating and those that are operating for less than three months.



In conclusion it should be noted that the Enterprise and Investment Department is in the process of further enhancements to the BQTS system to further improve our understanding of the requirements from the businesses. One of the proposed enhancements is to add geographical information to the system in order for us to pinpoint the types of enquiries received from specific geographical areas.

This information will be useful to be shared with our colleagues in the Area Economic Development along with the network (entrepreneurship ecosystem) of public and private Business Development Services in Cape Town thus assisting in identifying gaps in service delivery across the City.

- Financial Implications None Opex Capex
- Capex: New Projects
 - Capex: Existing projects requiring additional funding
 - Capex: Existing projects with no additional funding requirements

- Policy and Strategy Yes No

Legislative Vetting Yes No

Legal Compliance

Staff Implications Yes No

Risk Implications Yes No

5. RECOMMENDATIONS

It is recommended that the Economic Opportunities and Asset Management Portfolio Committee note the content of the report and comment on the trends identified through the BQTS system.

AANBEVELING

Daar word aanbeveel dat die portefeuljekomitee oor ekonomiese geleenthede en batebestuur van die inhoud van die verslag kennis neem en kommentaar lewer oor die tendense wat deur die BQTS geïdentifiseer is.

IZINDULULO

Kundululwe ukuba iKomiti yeSebe lamaThuba ezoQoqosho noLawulo lweMpahla liqwalasele iziqulatho zengxelo kwaye lindulule ngeempawu ezichongiweyo ngenkqubo ye-BQTS.

ANNEXURES

FOR FURTHER DETAILS CONTACT

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Making progress possible. Together.

DIRECTORATE _____	FILE REF No _____
SIGNATURE : DIRECTOR _____	

EXECUTIVE DIRECTOR

NAME	Lance Greyling	COMMENT:
DATE	_____	_____
SIGNATURE	_____	_____

CHIEF FINANCIAL OFFICER

NAME	_____	COMMENT:
DATE	_____	_____
SIGNATURE	_____	_____

DIRECTOR: POLICY AND STRATEGY

- SUPPORTED FOR ONWARD SUBMISSION – PRESCRIBED DEVELOPMENT PROCESS FOLLOWED
 NOT SUPPORTED – PROVIDE COMMENT

NAME	HUGH COLE	COMMENT:
DATE	_____	_____
SIGNATURE	_____	_____

MANAGER: LEGISLATIVE VETTING

- ANNEXURE TO THE REPORT COMPLIANT WITH THE PROVISIONS OF COUNCIL'S POLICIES, BY-LAWS AND ALL LEGISLATION RELATING THERETO.
 ANNEXURE NON-COMPLIANT WITH POLICIES, BY-LAWS AND STRATEGIES.

NAME	TIMOTHY ZEEMAN	COMMENT:
DATE	_____	_____

SIGNATURE _____

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AS EXPLAINED IN THE TEMPLATE GUIDE WHICH APPEARS WHEN YOU FIRST OPEN THE TEMPLATE, YOU MUST DOUBLE-CLICK ON THE HEADINGS IN THE TEMPLATE TO DISPLAY OR HIDE INFORMATION/ INSTRUCTIONS ON HOW TO COMPLETE THE RELEVANT SECTIONS.

LEGAL COMPLIANCE

- REPORT COMPLIANT WITH THE PROVISIONS OF COUNCIL'S DELEGATIONS, POLICIES, BY-LAWS AND ALL LEGISLATION RELATING TO THE MATTER UNDER CONSIDERATION.
- NON-COMPLIANT

NAME	_____	COMMENT:	_____
DATE	_____		_____
SIGNATURE	_____		_____

Approver details

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Section	User ID	Approval status	Date	Time	Comments
Author	Roslyn Sparks	Approved	24.03.2020	12:03:57	
Section	User ID	Approval status	Date	Time	Comments
Director	Lance Greyling	Approved	04.04.2020	08:36:50	
Section	User ID	Approval status	Date	Time	Comments
Executive Director	Kelcy Sharon Cheryl Le Keur	Approved	06.04.2020	12:05:26	
Section	User ID	Approval status	Date	Time	Comments
Legal Compliance	Joan Mari Holt	Approved with Comments	07.04.2020	11:39:27	For information