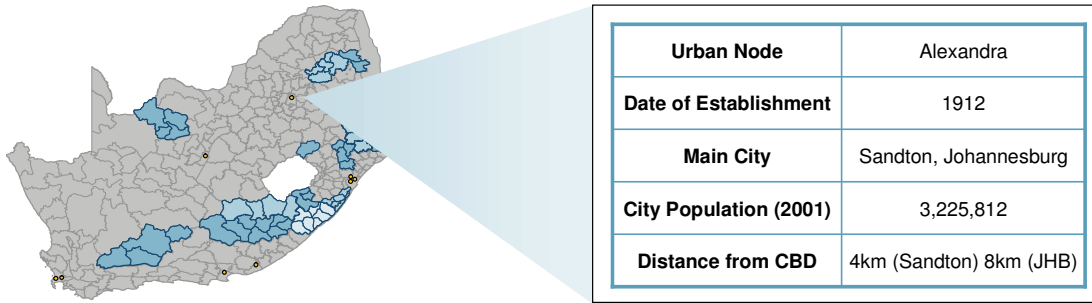


# Economic snapshot: Alexandra, Johannesburg, Gauteng



## Base data (Based on the Stats SA 2001 Census, unless indicated otherwise)

<i>Population</i>	328,579 (Alexandra Renewal Programme, 2005)	<i>Urban population</i>	100%
<i>Employment rate</i>	43% (average for urban nodes: 33%; average for SA: 33%)	<i>Min Grade 12 education</i>	30% of population aged 20+
<i>Potential labour pool*</i>	76% of total population	<i>Access to electricity</i>	71% (average for urban nodes: 74%; average for SA: 70%)
<i>% of people living below HSL**</i>	67% (average for urban nodes: 67%; average for SA: 65%)		

\* Percentage population aged 15 to 64; \*\* Household Subsistence Level is defined as earning an annual income of R19,200

## Urban themes

<i>Residential</i>	Despite enormous demand, the housing market in “Old Alex” is compromised by the fact that no one has unambiguous formal tenure, leading to overcrowding on land on the East Bank without formal landlords. There is a large demand for rental accommodation because as many as half of Alexandra’s residents do not regard the area as their primary home. New developments need to densify and create more rental options. The franchising of rental accommodation could be one of the most exciting ideas to emerge from the urban renewal programme.
<i>Commercial</i>	High residential density means that there is a relatively vibrant and diverse commercial sector in Alexandra, limited by residents’ poverty. Commercial activity is primarily focused on household consumption such as groceries, liquor and general household goods. The proximity of other commercial districts such as Sandton and Woodmead, combined with the higher quality of their infrastructure, leads to spending leakages. Two shopping malls with better-quality infrastructure are currently being developed.
<i>Linkages</i>	Alexandra is the best located township in South Africa, situated in the heart of an area with a fast-growing economy. Its physical linkages with Sandton and greater Johannesburg are good and continue to improve. More needs to be done to develop “virtual” linkages with the wider economy, such as developing partnerships between Alexandra’s businesses and those in the surrounding areas. Appropriate training needs to be offered to residents to equip them with relevant knowledge and skills. In the medium term, the Gautrain is expected to have significant positive impact on the area and create additional investment opportunities in the vicinity of the Marlboro station.

## Public sector performance: General observations

- The Alexandra Renewal Project (ARP) has been successful in its efforts to uplift Alexandra.
- The ARP initially encountered problems with relocating people from Old Alex and has subsequently changed its approach in this regard.
- The provision of housing as well as economic and social development initiatives have had a major impact on the community and have made a noteworthy contribution to the rehabilitation of dysfunctional areas.
- Attempts to clarify tenure and ownership rights are proceeding slowly.

## General actions

- Clarify tenure and ownership rights in Alexandra to enable the area to evolve; however, this risks excluding the poor from the development of the area.
- Continue to build low-cost housing in addition to providing affordable rental accommodation. Develop new housing offerings, including franchised rental.
- Provide skills training in the region’s growth sectors including commerce, business process outsourcing (BPO), construction, tourism and the auto-sector in order to build commercial links between Alexandra’s businesses and those in the sub-region.
- Limit spend outflows to competing shopping areas by improving the quality and safety of local commercial centres.
- Continue to improve safety and security.