

Summary Sheet

Comment on the Draft Mobile Business Trading Areas for permitted Mobile Businesses to operate

We have drafted a schedule of proposed Mobile Business Trading Areas from which permitted Mobile Businesses will be allowed to operate.

The City of Cape Town is in the process of developing a Mobile Business Policy to enable a permitting mechanism to support interest from mobile businesses.

Currently, enquiries by mobile business operators, most specifically food truck operators, are dealt with on an ad-hoc basis. The consequence of this ad-hoc approval process is inconsistency and uncertainty in the way that mobile business operators are able to access and activate their markets.

Mobile business operators are generally equated with informal trading vendors. However, there are distinctions between these operators: mobile business operators leverage their mobility as a key success factor in their business models. They operate from self-contained vehicles and are often registered businesses. In contrast, informal traders are typically allocated specific, permanent, and immobile bays from which to operate. Whilst registered with the City, informal traders are not registered businesses or entities. The public offering, operating model, and target market of the two types of operators is distinct.

The public participation process is to provide an opportunity for interested and affected parties to comment, input and interrogate the proposed draft Mobile Businesses Trading Areas where permitted Mobile Businesses will be allowed to operate. Importantly, this By-Law amendment that will enable the creation and regulation of Mobile Business Trading Areas represents an innovation by the City. It is an important component in the City's development of its draft Mobile Business Policy.

The City wishes to respond to the increased market demand for mobile business operations, to support local economic development and the positive utilisation of public places by supporting an emergent form of formal business activity. By receiving important input into the mobile business trading areas, the City is able to develop a comprehensive and public-supported regime for the management of mobile business operators on City land.

The proposed Mobile Business Trading Areas can be viewed at the following web link

<https://web1.capetown.gov.za/web1/BigFilesAccess/DownloadBigFile.aspx?file=dd36656a-3de6-45bc-91fe-d2c3311de0af>.