

Annual Report 2010/11

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The MBDA was formed at a critical moment as part of a reengineering process of Nelson Mandela Bay which had seen acute urban decay over a period of twenty years. The MBDA's original Mandate Area has been extended to include work in Uitenhage, the North End Stadium Precinct and other emerging nodes.

The overall strategic objectives of the MBDA are:

- Maintaining the basic elements of urban renewal (i.e. security, cleansing, good order)
- To facilitate public and private sector investment through catalytic public sector investment • To conserve and promote heritage assets
- To inspire people to aspire to the Mandate Area
- To engage stakeholders and partners in the urban renewal process
- To continuously gain insight into public perception through the monitoring and evaluation of perception assessments through surveys
- To develop the organisation to adhere to good organisational development and transformation performance management criteria