



Overview of the Towns of the Breede River / Winelands Municipality

Annual Report **CHAPTER 1**

People at the center
of development



Vision

Together we strive for a unified, prosperous community where people are at the centre of development.

Mission

Council will achieve its vision to:

- establish a good and transparent Local Government
- provide equal, sustainable and affordable services to all
- enhance cooperation between all relevant stakeholders through community participation processes
- established and improve social and economic development for all
- enhance sustainable environmental development

The Value System

The eight *Batho Pele* Principles include:

- **Consultation** – the public should be consulted about the level and quality of public services they receive and, where possible, should be given a choice about the services offered.
- **Service Standards** – the public should be informed what level and quality of public service they will receive, so that they are aware of what they can expect.
- **Courtesy** – the public should always be treated with courtesy and consideration.
- **Access** – all members of the public should have equal access to services they are entitled to.
- **Information** – the public should have accurate information about the services they are entitled to receive.
- **Openness and Transparency** – the public should be told how administrations are run, how much they cost and who is in charge.
- **Redress** – if the promised service is not delivered the public should be offered an apology, a full explanation, and a speedy and effective remedy; when complaints are made, the public should receive a sympathetic and positive response.
- **Value for money** – public services should be provided economically and efficiently, in order to give the public the best possible value for money.

Overview of the Towns of the Breede River / Winelands Municipality

"The municipal area consist of 3 334 52 km² which includes the towns, Ashton, Bonnievale, McGregor, Montagu, Robertson ad surrounding rural areas"



McGregor

The village of McGregor was laid out in 1861, the population then totaling 50. In 1894 a village management board was established and in 1907 the village became a municipality. McGregor was originally known as Lady Grey, but the name was changed in 1905, to avoid confusion with Lady Grey near Aliwal North. It was renamed in honour of the Rev Andrew McGregor, who had been the Dutch Reformed Church minister of the Robertson District for forty years.

Ashton

With the completion of the railway line from Worcester to the coastal regions in 1887, the trading post, Roodewal, became a railway station, and shortly afterwards was renamed Ashton, in honour of Job Ashton, director and railway engineer of the New Cape Central Railways (Ltd). For several years the settlement consisted of only a railway station, warehouse, hotel, post office, butchery, a little school, one shop and a few houses. During 1939 and 1940 extraordinary growth took place with the opening of the Langeberg Co-operative, resulting in the farmland being divided into plots. Development received a further boost with the establishment of a second canning factory in 1949. In 1956 Ashton gained municipal status.



Bonnievale

In 1902 a railway halt was constructed between Robertson and Swellendam and was called 'Vale'. In 1917 the halt received full status as a railway station and was then called Bonnievale. In 1922 a village management board was elected. The town received full municipal status in April 1953.

Montagu

Montagu, once known as 'Agter Cogman's Kloof', lies between the Keisie and Klngna Rivers. The only exit to the west was through Cogman's Kloof, and strong teams of horses or oxen were needed for the journey. John Montagu, the British Secretary of the Cape Colony based in Cape Town in the 1850s, envisaged the potential of the Cape Colony, but realised that it could never develop without efficient transport and communications. Montagu was aided by pioneering road engineers to create passes through the mountain barriers. Through his efforts, the country could be developed agriculturally and he became a popular figure. In tribute to him the village was officially named Montagu in 1851 and he traveled there to 'baptize' the town.

It is not known when the springs were discovered, but early trekkers followed the course of rivers and some camped in the vicinity of present-day Montagu. They drank the clear, strangely-flavoured water, found it wonderfully refreshing and traced its course through the kloof to where they discovered the hot springs. News of the healing waters spread quickly and many visitors began to visit the area. The springs form part of the now popular Montagu Baths.

Robertson

Robertson was founded in 1853 and named after Dr Robertson, then pastor at Swellendam.

Robertson is one of the largest wine-producing regions in the Republic: its most famous product is dry white table wine. At the local KWV distillery there are 128 stills, which must make it the largest in the world. Another important industry is the factory of Food and Nutritional Products (Pty) Ltd., which manufactures condensed milk, among other products.

Because of the area's relatively low rainfall, there is intensive irrigation. About 25 km of irrigation canals, leading from the Breede River, carry water that is pumped by electricity as far as Montagu. Robertson is South Africa's first irrigation district.

Although the rural area is in extent much larger than the urban areas, the majority of the population reside in urban areas. As the agriculture sector is currently experiencing economic difficulties, it is envisaged that more people will move to urban areas to seek employment. The spatial implication of this is that the residential need in the towns will increase with subsequent pressure on resources such as water and energy.

Land needs to be identified for small-scale farmers. The area is characterised by low rainfall and therefore water is a fairly scarce commodity. Currently, rural and urban uses compete for this commodity.

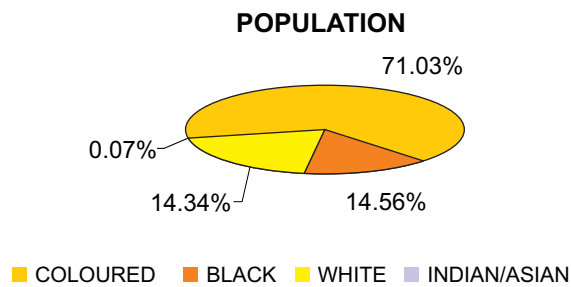
The Keisie is currently a major fruit-producing valley. However, the rural community is amongst the poorest in the region. Another challenge for the valley is sufficient water supplies to support any further development. Because the economy of the area depends largely on agriculture people are subject to seasonal income. Living standards are lowered to a large extent during the off-season. Problems within agriculture, such as the closure of production plants and factories, as well as surpluses in the wine industry, contribute to the poverty situation. The region's potential for tourism is well known and recent studies have highlighted various options for development in this regard. It forms part of the well-known Route 62.



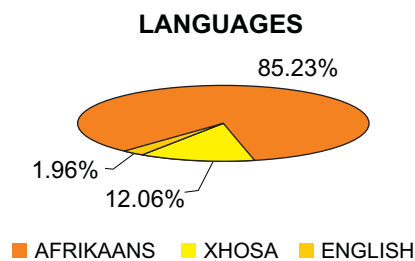
1.2 Demographic Profile

Information on individuals

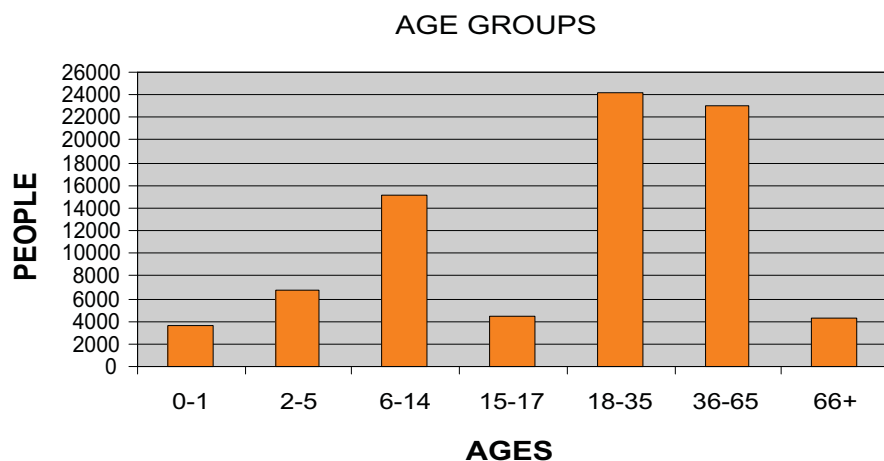
Population (2001 Census survey):
The demographic profile of the Breede River/Winelands Municipal Area:

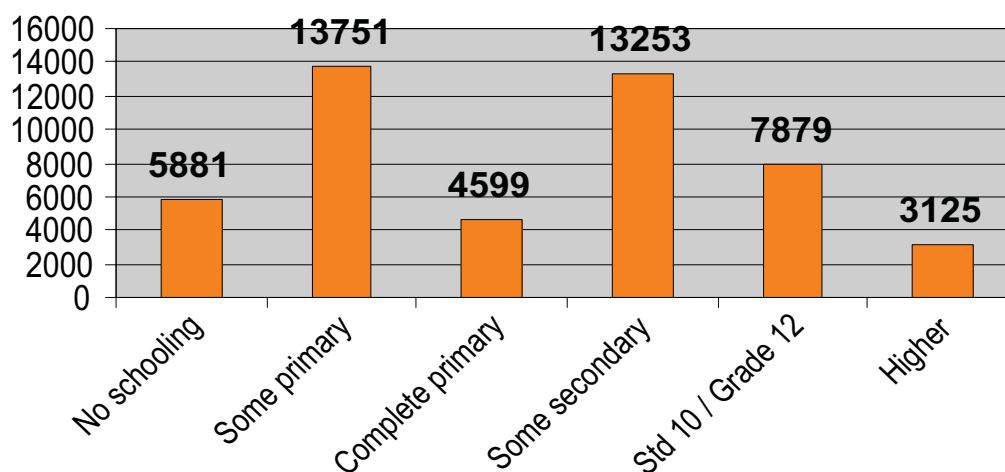


| | |
|----------------------|---------------|
| Ethnic Groups | |
| Coloured | 57 730 |
| Black | 11 829 |
| White | 11 655 |
| Indian / Asian | 57 |
| Total | 81 271 |



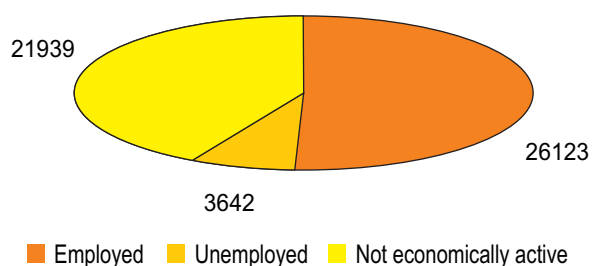
| | |
|------------------|--------|
| Languages | |
| Afrikaans | 85,23% |
| Xhosa | 12,06% |
| English | 1,96% |





| No schooling | Some primary | Complete primary | Some secondary | Std 10 / Grade 12 | Higher |
|--------------|--------------|------------------|----------------|-------------------|--------|
| 5881 | 13751 | 4599 | 13253 | 7879 | 3125 |

Labour Market Status: Age 15-65



| Labour market status of those aged 15-65 years | Employed | Unemployed | Not economically active |
|------------------------------------------------|----------|------------|-------------------------|
| | 26123 | 3642 | 21939 |