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The uMhlanga UIP Goes Mobi!

The uMhlanga UIP continues to extend its on-line presence and accessibility to its members, businesses and stakeholders, with the introduction of its mobi-site for smartphones www.umhlangauip.co.za/m/

The introduction of the mobi-site takes into account the importance of having relevant information about the precinct available in an easy to use format for people who are not sitting behind their computers. “With the UIP mobi-site, we have managed to place the UIP in your hand for both accessing local information and submitting service requests, which is particularly important to those out and about in the precinct,” explained UIP project leader Brian Wright.

Designed to be compatible for all mobile devices, the UIP mobi-site highlights information that people in the area may need when on the move. Through an easy to read interface, the mobi-site displays all contact and emergency numbers; an interactive section to report a fault in public space and email the UIP; the latest news, and a fully searchable directory of all services and businesses in the UIP, from banks to restaurants. “All the telephone numbers can be directly dialled, making it as simple as possible for the user,” said Brian.

The mobi-site also contains details of the UIP photo competition, allowing the user to upload an image and enter the competition directly from their phone.

The development of mobi-site is part of the uMhlanga UIP’s aim to elevate its services levels and making sure it the central repository of information on the precinct. “After the launch of our website at the beginning of this year www.umhlangauip.co.za, the UIP also launched the d6 Communicator, a free service to our members that feeds important information directly to them via a screen pop-up and email. We have also created a facebook page - facebook.com/uMhlanga-urban-improvement-precinct, which we use to disseminate information and drive traffic to the website. “It is critical that our members, businesses, stakeholders and the public at large know what is happening in the precinct, this encourages pride and shared ownership of the precinct that translates into memorable experience of uMhlanga, which is what the UIP is striving to achieve” concluded Brian.

So whether you are a tourist on the beach looking for a place to eat or a concerned resident needing to report a security issue, the UIP mobi-site is able to assist.

The uMhlanga website and mobi-site was developed and built by John Robb at Robb Media www.robimedia.com

ENDS

Note On The uMhlanga UIP

The uMhlanga Urban Improvement Precincts (UIPs) were established by the uMhlanga property owners to retain existing investment in uMhlanga; stimulate new investment; create economic opportunity; improve safety and quality of life, and respond to the challenge of environmental sustainability.

In terms of structure, there are two UIPs or Special Ratings Areas (SRA) as they are official termed by the municipality namely, The uMhlanga Promenade UIP established in March 2003 and the The Village UIP, established in July 2008. These UIPs, collectively known as the uMhlanga UIP represent 29 large erven. In addition to the two UIPs, there are a further two Associate Managed Areas namely the Southern Promenade Properties (SPP) – established 2004 and the Northern Promenade Properties (NPP) – established 2010. These areas represent approximately 42 large erven.

The UIP partners with the eThekweni Municipality to ensure that this key node delivers an exceptional experience of public space. The UIP management team is constantly responding to the ever evolving needs of uMhlanga, whether it be service levels or special projects.

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