

Lagoon Drive (Ocean Way to Fleetwood)	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
McCausland Crescent	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
Ocean Way	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
M4 on and off ramp	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
Lighthouse Road	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
Chartwell Drive	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
Ridge Road	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y

2.6

UIP landscape contractor weekly performance assessment:	July 18	Aug 18	Sep 18	Oct 18	Nov 18	Dec 18	Jan 19	Feb 19	Mar 19	Apr 19	May 19
Shifts short	0	0	1	0	0	1	0	0	0	0	0
Late arrivals	0	0	3	0	1	0	0	1	0	0	0
Dress code non compliant	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
Equipment non compliant	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
	% of target	% of target	% of target	% of target	% of target	% of target	% of target	% of target	% of target	% of target	% of target
Village Green	100	100	100	100	100	100	100	100	100	100	100
Grass cut weekly & maintained	100	100	100	100	100	100	100	100	100	100	100
Grass and flower beds watered daily	100	100	100	100	100	100	100	100	100	100	100
Flower beds maintained	100	100	100	100	100	100	100	100	100	100	100
McCausland Cres: grass cut & edged weekly	100	100	100	100	100	100	100	100	100	100	100
Lord Prawn / Gusto's Coffee Shop verge	100	100	100	100	100	100	100	100	100	100	100
EL Maurice restaurant verge	100	100	100	100	100	100	100	100	100	100	100
Chartwell Drive:	100	100	100	100	100	100	100	100	100	100	100
All flower beds M & W	100	100	100	100	100	100	100	100	100	100	100
Tree planter bases to be densely planted	100	100	100	100	100	100	100	100	100	100	100
Centre island base of palm trees weeded	100	100	100	100	100	100	100	100	100	100	100
Centre island paving sprayed for weeds	100	100	100	100	100	100	100	100	100	100	100
Ocean Way:	100	100	100	100	100	100	100	100	100	100	100
All flower beds M & W	100	100	100	100	100	100	100	100	100	100	100
Ridge Rd:	100	100	100	100	100	100	100	100	100	100	100
All flower beds maintained and watered	100	100	100	100	100	100	100	100	100	100	100
Planter boxes at base of palm trees M & W	100	100	100	100	100	100	100	100	100	100	100
Lighthouse Rd:	100	100	100	100	100	100	100	100	100	100	100
M4 off ramp (east side) grass cut & edged	100	100	100	100	100	100	100	100	100	100	100
M4 on ramp (east side) grass cut & edged	100	100	100	100	100	100	100	100	100	100	100
Lagoon Drive centre islands	100	100	100	100	100	100	100	100	100	100	100
Grass cut, edged, swept & maintained weekly	100	100	100	100	100	100	100	100	100	100	100
Grass & flower beds watered where possible	100	100	100	100	100	100	100	100	100	100	100
Flower beds maintained	100	100	100	100	100	100	100	100	100	100	100
Post office to Flamingo Lane: embankment grass cut	100	100	100	100	100	100	100	100	100	100	100

3.0

Communications

3.1

Website Stats	July 18	Aug 18	Sep 18	Oct 18	Nov 18	Dec 18	Jan 19	Feb 19	Mar 19	Apr 19	May 19
News items posted to home page	15	12	9	20	15	17	6	12	9	10	0
Page Loads - total number of pages viewed	3055	3340	2543	4514	3931	4888	2892	3134	4953	2671	0
Returning Visitor - as total of sessions	888	802	699	1116	898	1190	641	790	928	649	0
New Visitor - as total of sessions	839	1057	821	1266	1228	1519	1012	1006	1644	870	0

3.2

	July 19	Aug 19	Sep 19	Oct 19	Nov 19	Dec
	Latest News	Latest News	Latest News	Latest News	Latest News	Latest
	Home Page	Home Page	Home Page	Home Page	Movie On	Home

Top 3 Landing Pages for Website	Home Page	Oceans	Oceans	Oceans	Home Page	uMhlanga Park R
	Jan 19	Feb 19	Mar 19	Apr 19	May 19	Jun
	Latest News	Latest News	Latest News	Home Page		
	Home Page	Home Page	Home Page	New Restaurant		
	Heavy Winds	Load Shedding Schedule	Load Shedding Schedule	About		

3,3

Social Media / Newsletter	July 18	Aug 18	Sep 18	Oct 18	Nov 18	Dec 18	Jan 19	Feb 19	Mar 19	Apr 19	May 19
Number of newsletters sent out	5	2	1	3	2	4	5	5	2	2	0
Everlytic Newsletter Database	1300	1345	1330	1341	1500	1500	1436	1434	1444	1460	0
No. of Facebook Posts	15	16	18	30	20	22	14	19	15	25	0
Facebook Page Likes	5 235	5260	5429	5732	5855	6013	6272	6777	6800	7024	0
Facebook post Reach - max people exposed to a post	6 100	2300	71000	37500	16200	1200	57700	2 700	2011	22 330	0
Facebook post details	Shark Net Removal	Oceans Contraction Update	Dolphin Rescue	National Anthem In Village	Parking Cones	Reddam House Helps / uMhlanga Beaches Wifi enabled	Wind Gusts	Repairs After Vandalism / Weather Watch Page	Pearls Tintanic Exhibition	Collective effort for beach clean	
Instagram Posts	8	9	10	21	15	10	8	16	8	16	0
Instagram Followers	1015	1026	13	1302	1478	1540	1732	1788	1821	1896	0
Total App Downloads	1232	1249	1266	1304	1359	1444	1519	1581	1662	1736	0
No. of Push notifications sent	18	11	16	23	20	25	9	21	8	4	0
Total Media AVE - Print	R2 351 107,69	R1 481 345,48	R1 430 634,60	R659 416,31	R1 300 277,64	R675 985,36	R511 069,05	R799 778,06	R1 797 922,64	R1 092 026,00	R0,00
Total Media AVE - Broadcast	R40 334,00	R2 816,00	R22 636,00	R9 526,67	R0,00	R0,00	R85 851,67	R0,00	R0,00	R0,00	R0,00
Total Media AVE - Online (EXCL UIP WEBSITE)	R752 618,66	R842 421,28	R813 277,84	R1 254 599,68	R749 905,15	R544 088,74	R1 001 639,35	R278 997,19	R1 340 842,94	R717 878,00	R0,00
UIP Generated News (INCL ON UIP WEBSITE)	R0,00	R0,00	R0,00	R0,00	R0,00	R0,00	R26 991,46	R129 309,73	R45 713,86	R33 540,00	R0,00
Total AVE	R3 144 060,35	R2 326 582,76	R2 266 548,44	R1 923 542,66	R2 050 182,79	R1 220 074,10	R1 625 551,53	R1 208 084,98	R3 184 479,44	R1 843 444,00	R0,00
Number of clips for month	47	67	74	74	60	63	70	28	26	27	

Jun 19	Total
0	7
0	168
0	10994

Jun 19

Jun 19	Total
0	663
0	17
0	0

Jun 19	Total
0	639
0	182
0	0

Jun 19	Total
0	25 000

Jun 19
Y
Y

Jun 19	Total
0	2
0	7

Jun 19	Total
0	2
0	5
% of target	

Jun 19	Total
0	125
0	35921
0	8601
0	11262

:19
News
: Page

Jun Festive Dates
19

Jun 19	Total
0	31
0	14090
0	194
0	60 397
0	219 041
0	121
0	13611
0	14352
0	155
R0,00	R12 099 562,83
R0,00	R161 164,34
R0,00	R8 296 268,83
R0,00	R235 555,05
R0,00	R20 792 551,05
	536