



SAFE SHEBEENS

WEDNESDAY 29 OCTOBER 2014

SWEET HOME FARM, PHILIPPI, CAPE TOWN



Shebeens are complex social spaces

They provide much needed recreational venues in communities like Sweet Home Farm – enabling leisure through entertainment, and providing a context for social drinking of alcohol. Yet shebeens can have negative influences too. The effect of noise pollution and drunken sociability, as well as the danger of alcohol abuse and irresponsible behaviour impacts patrons and community members alike.

The Safe Shebeens project aims to enhance the safety of shebeens and minimise their impact within communities. The targets are shebeen patrons, owners and ordinary community members. Combining participatory processes and design, Safe Shebeens promotes and enhances strategies that already exist.

The aim of Safe Shebeens is to empower shebeen owners with a toolkit, and foster knowledge about safe and considerate behaviour amongst patrons and community members. Identifying strategies that shebeeners currently use, the project focuses on house rules and seeks to establish a more comprehensive rules system. Safe Shebeens aims to aid communication of rules through signs and images that encourage appropriate behaviour, incorporating the use of a ‘red card’ to expel patrons from the shebeen venue for unacceptable actions.



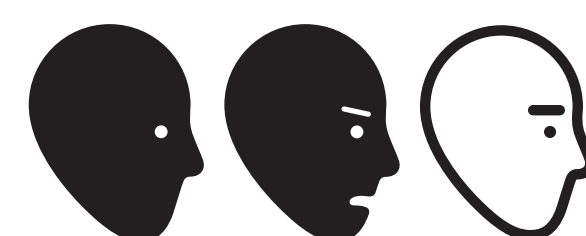


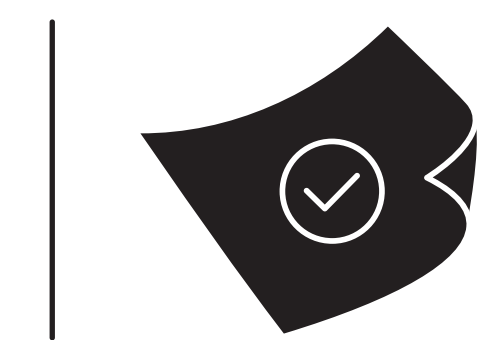
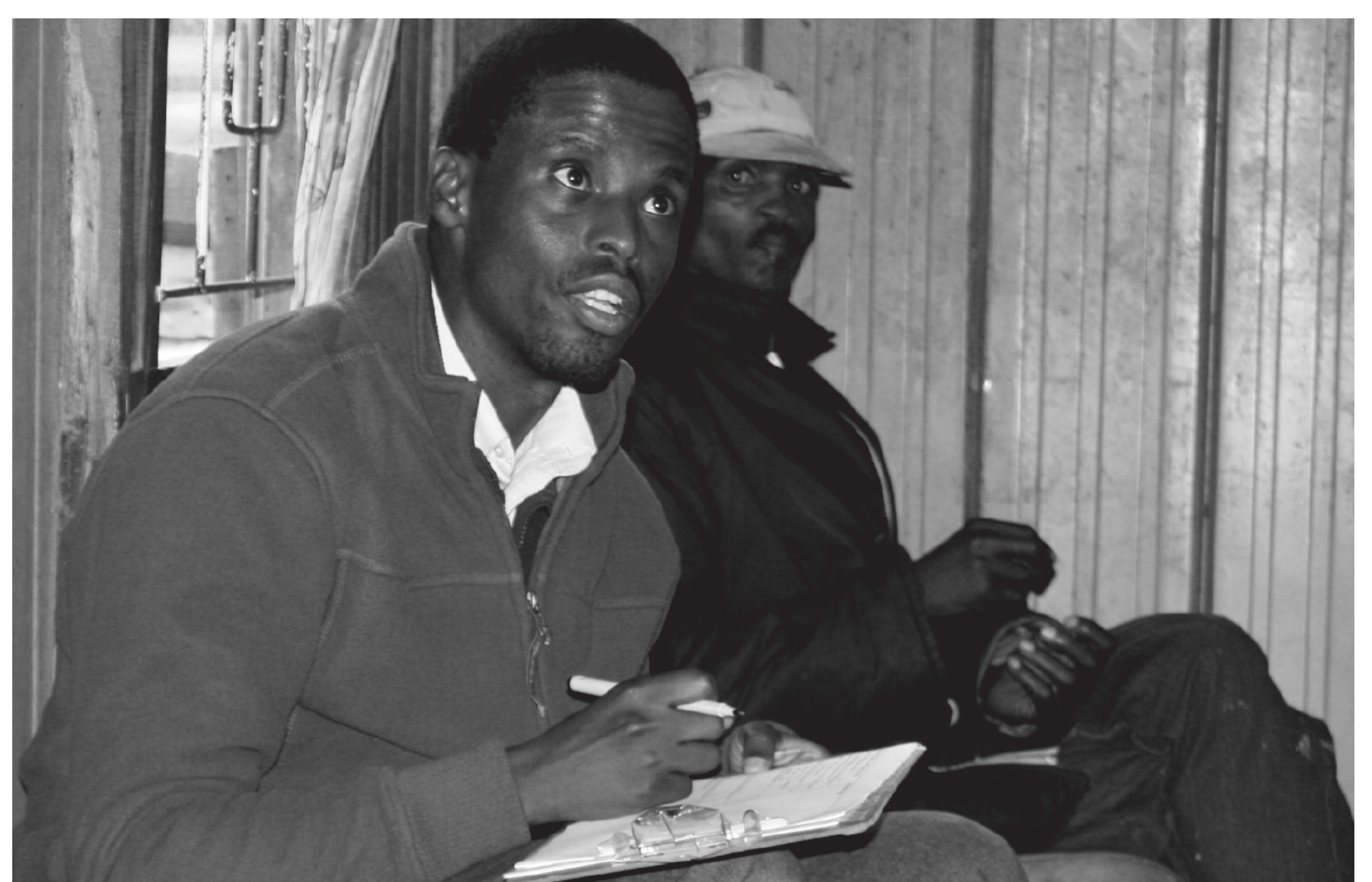
Community Engagement Process

Three separate workshops were conducted to obtain the voice of ordinary members of the community on shebeens and safety: one for young men, one for young women and one for adults (men and women). Using a participatory mapping research tool, the participants (divided into drinker and non-drinker cohorts) identified safe and unsafe places in relation to their home environment and the places in which they regularly conduct business and socialise.

This knowledge helped to illuminate concerns around loud music late at night, closing time, public urination, the lack of lights in the township, the targeting of patrons walking home from shebeens, and the risk of violence associated with some shebeens, but not all. Those shebeens that were considered safer had clear door policies and house rules.

A separate engagement with community leaders secured support for the dissemination of the Safe-Shebeen strategy. The leaders emphasised the need for shebeeners to impose pressure on their peers within the sector to comply with rules, especially on agreements with respect to business closing time.





Shebeen Safety Assessment

We recorded through interviews, sketches and photographs the social-spatial dynamics within each venue so that we could identify how the space and place could contain or amplify risks of conflict and insecurity. Then, utilising a participatory-action learning process, the shebeen owners engaged with the research process to collectively assess the analysis of each venue through the narration of a poster and use of designed icons. The posters were refined with their input to include a delineation of existing safety measures (those they use out of all those identified) within the shebeen and suggestions from peers on actions which could further enhance venue safety.

Safety Control Measures



House Rules



Red Card



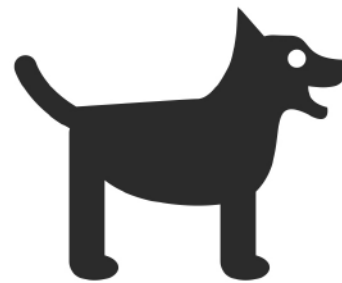
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Bouncers



Searching



Guard Dog



Outside Lighting



Surveillance



Parking



Lighting



Lock Toilets



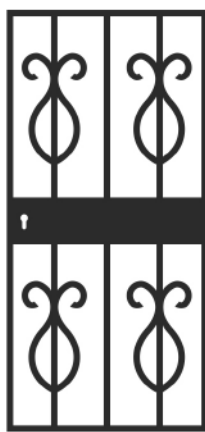
Lock



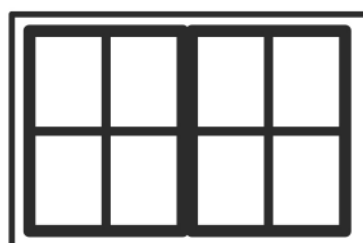
Benches



Security bars



Security Gates



Windows



Tables



Seating



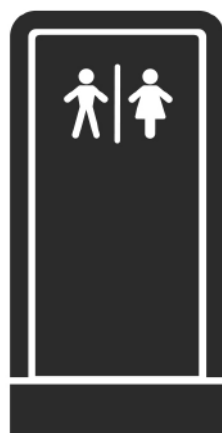
Outdoor Seating



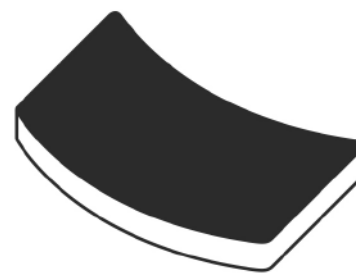
Urinal



Urinating Area



Ablution Toilet



Foam Mattress



Food



Alcohol Products



Glasses



Beer Rails



Ashtrays



Beer Crates (Seating)



Closing Times



Safety Home



Family Communication



Cell Communication



Cleaning



Collecting Bottles



Glass Recycling



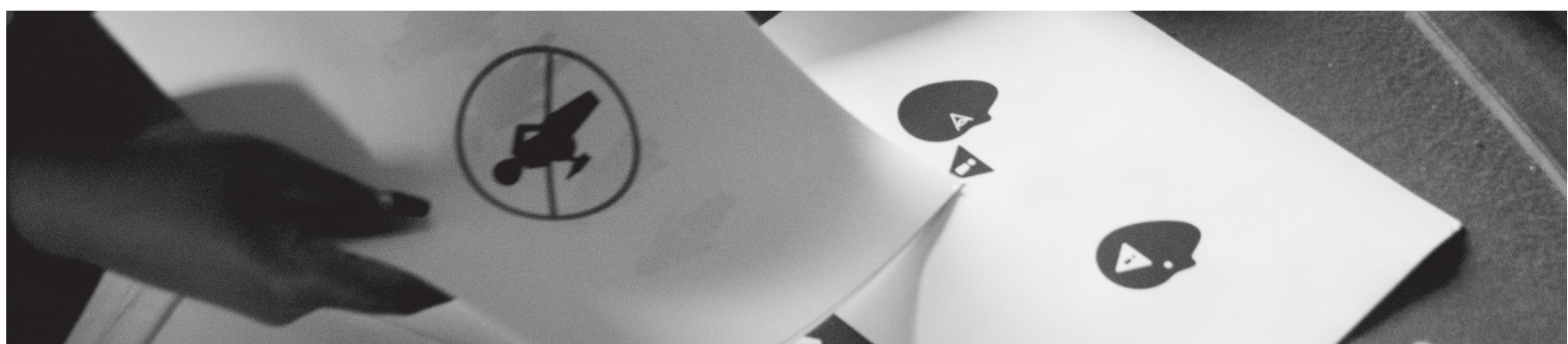
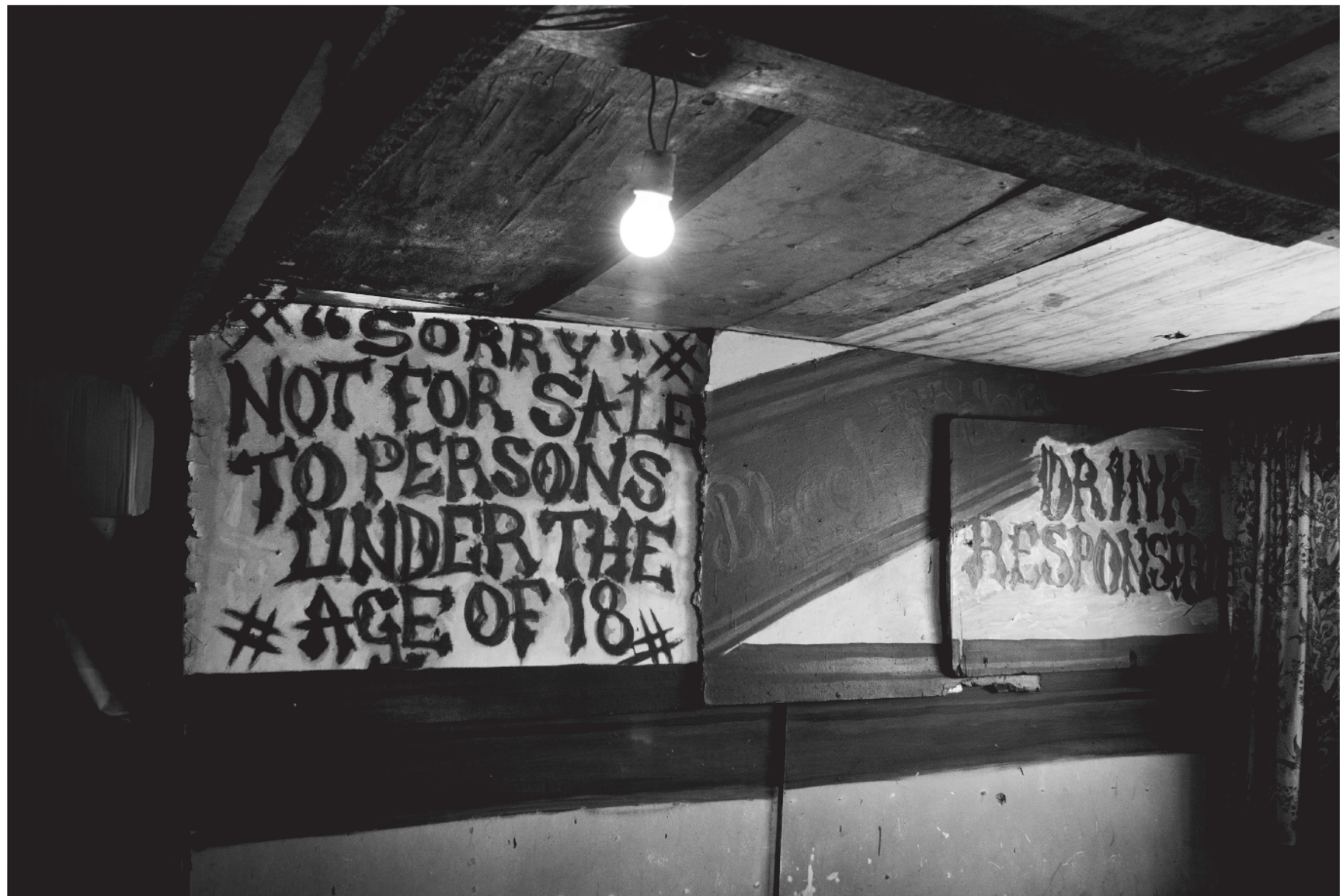
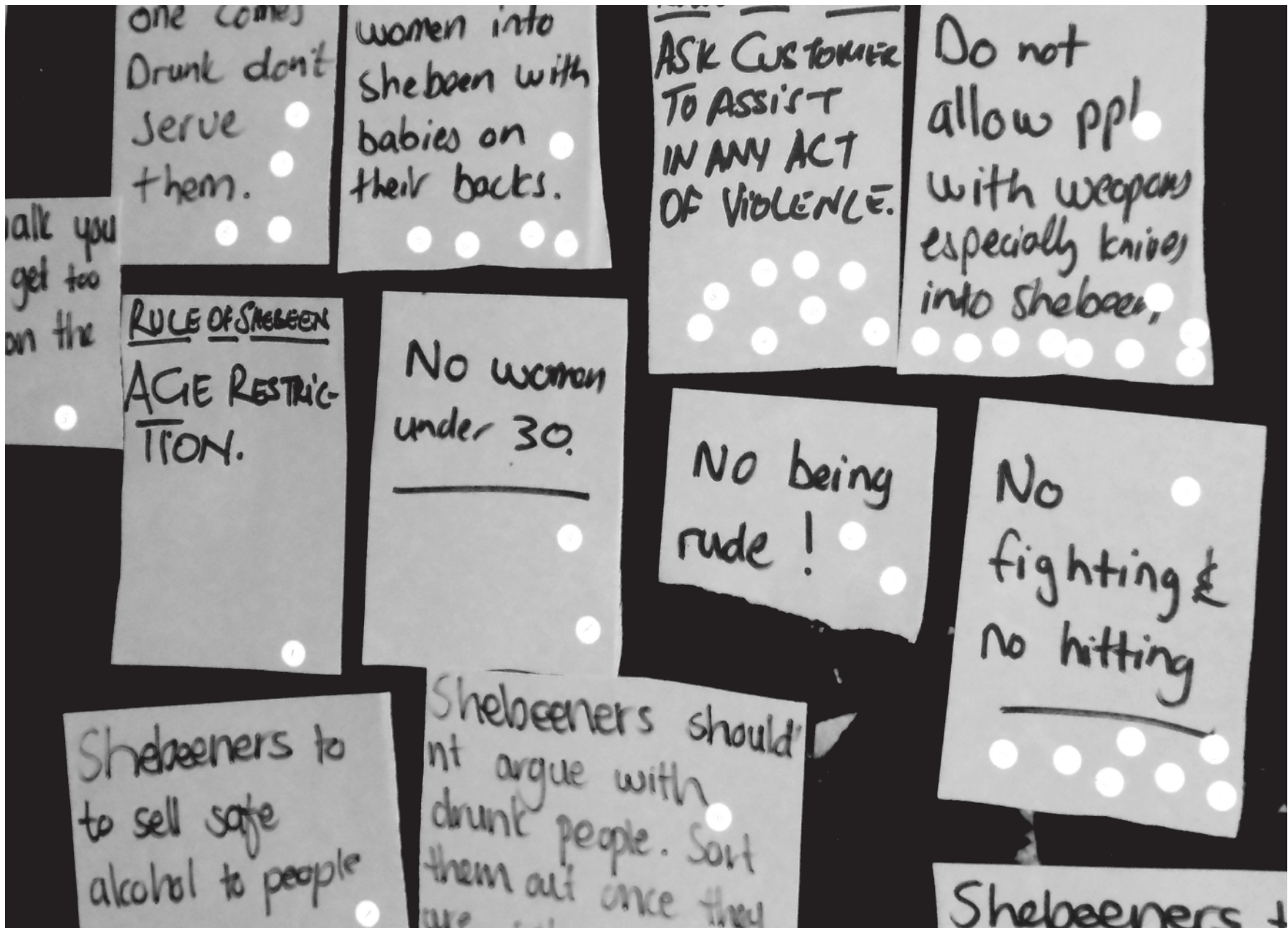
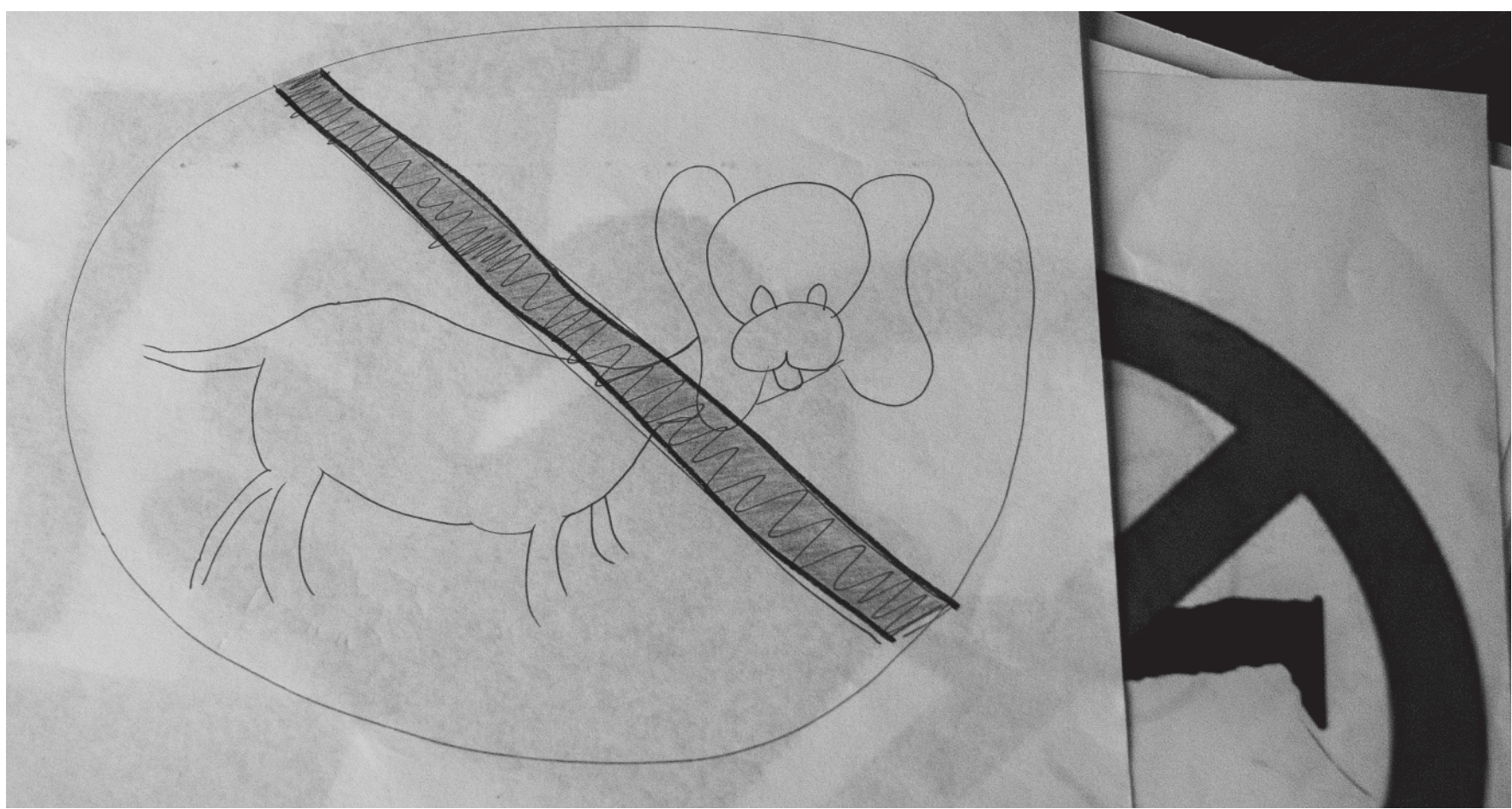
Condoms



Door Policy



Music Control



Development of House Rules

Shebeen participants were asked to identify rules that were appropriate to their needs and addressed the community concerns. The participatory learning process resulted in the formulation of a basket of rules. Each participant then selected the rules that they were willing to adopt and enforce in their own venues. In order to enhance the impact of the rules, we undertook a process of translating them into signs which could be easily understood.

We continued to follow a participatory route, first engaging with the shebeeners to conceptualise ideas, then re-engaging with the participants to explore the viability of initial design concepts, testing and refining the signs. The signs were integrated into rules posters. Important signs have been displayed in the venues using stencils and stickers. The design intention is to embed symbolism within the various safety control mechanisms. The yellow triangle signifies warning, the crossed out red circle means 'don't do', and black circle affirms appropriate behaviour.

Safe Shebeen Signs



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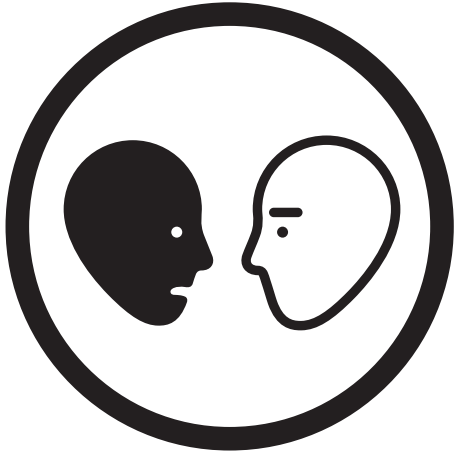
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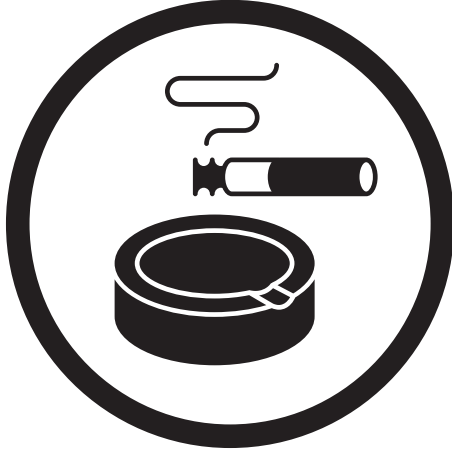
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Rules

01. Safety First. Know Your Limits.

02. I'm the Ref.

03. My shebeen, my rules!

04. Watch your drink at all times.

05. If you stab or injure another customer, you will pay their medical costs.

06. If you spill a person's drink, you must replace it.

07. If you break my property, you will pay me for the damage.

08. Buying a girl a drink does not make her your girlfriend.

09. If you vomt, you will clean it up.

10. Knowing me does not mean your drinks are free.

11. Put money in the pool table or jukebox at own risk.

12. When using the toilet, lock the door for your own safety.

13. No sexual harassment. No means no!

14. We will not serve alcohol to pregnant women.

15. We will not serve alcohol to drunk patrons.

16. We will not serve alcohol to persons unser 18 years old.

17. Women under 30 years old are not allowed in this shebeen.

18. No drugs allowed.

19. No fighting.

20. No breaking of bottles.

21. No weapons.

22. No vulgar language.

23. Do not touch other people's posessions.

24. No dzaiging. Buy your own drinks!
25. No begging for food or drinks.

26. Do not smoke over the pool table.

27. Do not sit on teh pool table.

28. Do not place drinks on the pool table.

29. The music will be turned off at a predetermined time.

30. No entry.

31. We are one! Don't fight people from other nations.

32. All customers must respect one another.

33. If you have a problem with someone, tell the owner.

34-36. Respect the neighbours and their property.

37. No credit will be given at this shebeen.

38. Credit available (on Sunday).

39. Return your glasses for deposit.

40. Return your bottles for deposit.

41 Use the ashtrays provided.

42.Searching will be enforced, and weapons will be confiscated.

43. You are welcome to eat food in my shebeen.

44. No urinating i this area.

45. Do not urinate on my neighbour's property.

46. Use the urinals.

47. Wrap and place all sanitary waste in the bins provided.

48. Return the bathroom key after use.
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The signs fuse careful thought, artistic creativity and humour.

The philosophy is that if people know the rules and are sensitized to these concepts through exposure and consequent dialogue, they are more likely to accept and adopt change.

Acknowledgement

We would like to acknowledge **South African Breweries** and the **Distell Foundation** for their donation of funding.

The **SafetyLab** supported the project from its inception.

The **OpenIDEO** platform, via the Amplify challenge, provided valuable comments on the concept and exposed the project idea to thousands of people.

A big 'thank you' to our design team, **Blain** and **Si**, for your patience and creativity.

The project was able to transcend from design to implementation as a result of the hard work, enthusiasm and desire to make a difference of a fantastic technical team. We especially thank **Rory, Bathulile, Nathi, Malan, Albida, Mzo, Anthony, Antje, Nceba, Laurence, Becky, Joanna, Leif, Gill and Andrew (SLF), Matthew, Noah and Nathaniel (SafetyLab)**.

The project would not have happened without the support and commitment of the various participants from **Sweet Home Farm**. Lastly, we acknowledge the various efforts of the shebeeners who agreed to embark on a project that entails both opportunities and potential risks to their livelihoods. With your support, let us continue to advance Safe Shebeens.

