

An Investigation into Service Delivery Provided by the Amathole District Municipality (ADM) in the Eastern Cape of South Africa

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ABSTRACT This study was carried out to investigate on the service delivery provided by the ADM in the Eastern Cape. The study aimed at investigating the service delivery provided by the ADM to the rural communities, and to identify the causes of failure facing the ADM in providing effective service delivery. The study used a review of documents for data collection in order to debate, criticize and discuss the various issues affecting the ADM from providing qualitative service delivery to their rural communities. The findings show that inadequate knowledge and unprofessional conduct of social development workers, especially in responding to the demand of the less privileged and inspiring the local economy are some of core factors hindering the rural development of ADM in providing qualitative service delivery to its communities. To achieve effective service delivery in this district, it is very important that the precise functions and tasks of various sectors that work together with local authorities are clearly explained and respected. The paper finally suggested that the ADM managers should improve their communication strategy that would provide quality service delivery to the communities, develop comprehensive and integrated public education and outreach programmes within their district of jurisdiction.