



Betts Townsend

construction Project Management

After years of establishing a reputable company with local and international presence in the construction/mining industry, Betts Townsend has reached a momentous time in the company's history - their 15th year anniversary.

"We are characterised by a wonderful portfolio of repeat business from many of the leading property funds and blue chip clients" says Michael Taylor, Development Director.
"It's this repeat business philosophy that contributes to the stability of the company. We see this as a form of annuity income – one built from trust with the clients that we strive to maintain."

Betts Townsend (Pty) Ltd is a premier project management consultancy established in 1995 offering superior project management services to an extensive client base that includes both the public and private sector of construction, mining and property developments.

Betts Townsend's "it can be done" attitude has culminated in many accolades, including the 2008-2010 PMR Diamond and Bronze awards for leading Construction Project Management in South Africa, a testament to their dynamic performance and

deliverables on complex solution implementation.

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Fairmont Zimbali

Their specialised expertise ensures successful completion of projects according to proposed and agreed programmes, often reducing the duration of a traditional construction period.

A diverse management structure strives to deliver tangible solutions to complex problems enabling Betts Townsend to complete projects on time, within budget and a quality of the highest standard. The company has achieved, and is currently delivering some of the most prestigious projects in South Africa and in its other countries of operation, including Mauritius, Madagascar and Namibia. The ambit of the projects range from regional retail centres and iconic stadiums, to flagship schools and sustainable mining township developments.

Making Project Management Tick

Utilising a project management team has many benefits. The actual introduction of a project manager to the built industry was brought upon

by the ever-increasing demand for 'fast-track' construction programmes. Having project management specialists in place is critical to manage the interface between client, employer, finance budget, design team, construction team and the time-sensitive programme. The greatest benefit Betts Townsend brings is the ability to maintain the agreed upon programme or even significantly reduce the construction time. This translates into profits and the sense of reliability for the client.

"The greatest advantage of having a project management team is that the client has a specialist fully knowledgeable of each individual process of a construction project from feasibility, through design and budget to actual build; and who has the ability to manage and ensure all separate individual elements work together toward a common goal—

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Hemingways 1

The company has built a solid reputation with this service and continues to maintain an undeniable leading market position. It is an all-encompassing service that introduces fresh thinking and collaboration, embodying the values that define Betts Townsend.

the successful project completed in accordance with the client's brief, budget and programme," adds John Townsend, Executive Director.

"Most unsuccessful projects are those that do not finish on time, compromising the client's original brief leading to design errors, budget overruns and unsatisfactory workmanship. Attempting to remedy a project that has been unsuccessful in the first instance cost the client time, money and compromises their reputation."

In achieving its objectives, Betts Townsend has cornerstones that assist in the successful execution of each project. Having the ability to identify key milestones within the programme and ensure that the entire project team focuses and commits to these benchmarks.

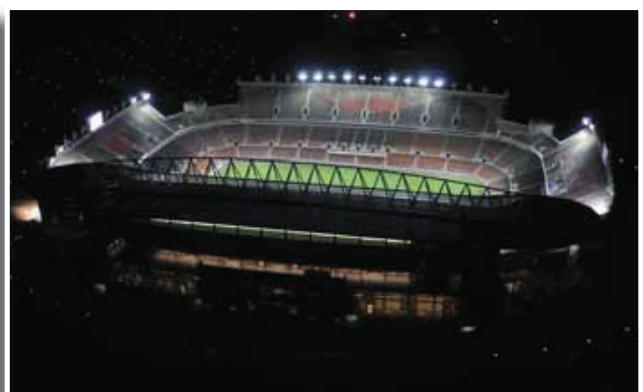
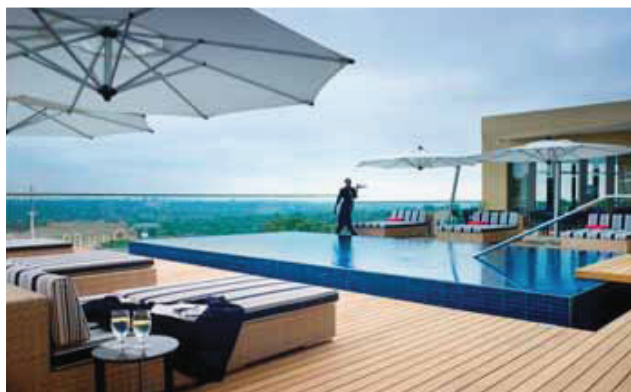
Next, Betts Townsend is able to identify poor quality early on during the project and uses pre-emptive

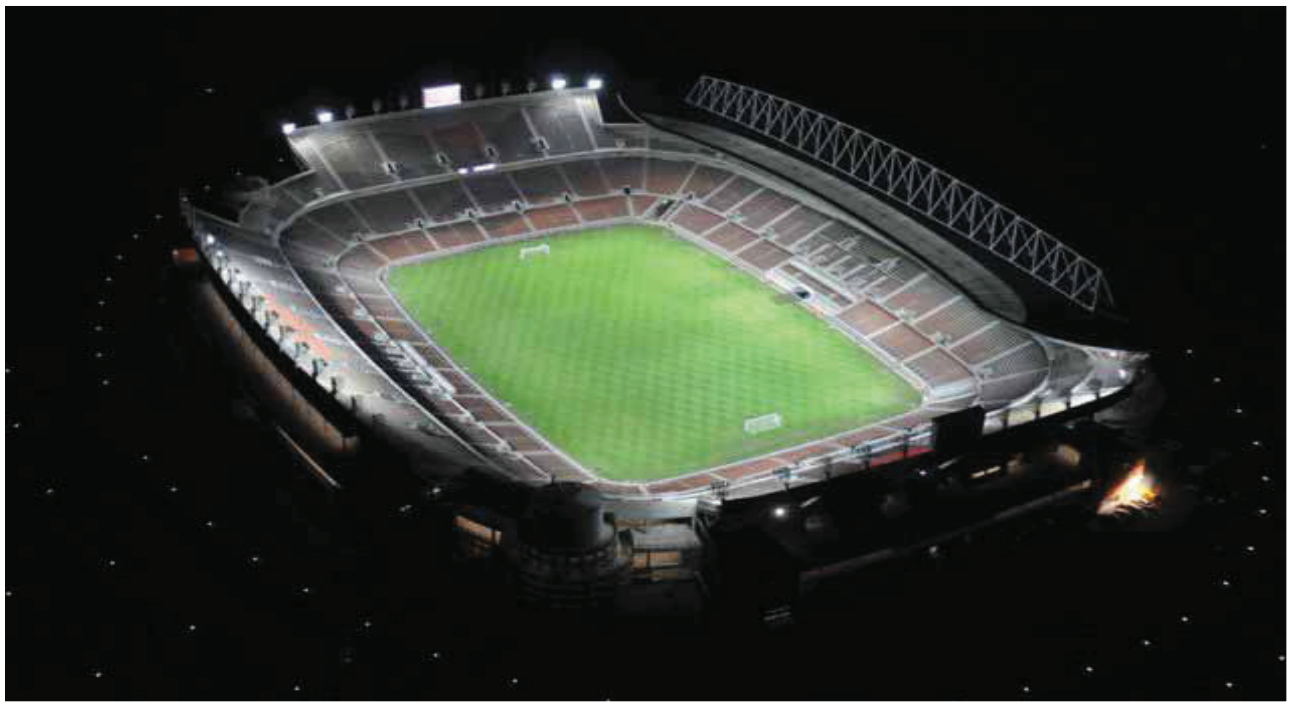
actions, avoiding timely and costly corrections. Lastly, and probably the most important, the company believes in and promotes a healthy project team relationship. From the consultants to the contractors, Betts Townsend believes that all team members have their unique input, which contributes the single success of any project.

Delivering the Best Service

The company has a holistic approach to project oversight through its services that include development, project, construction and quality management, as well as site logistics and tenant coordination.

Project Management: Their forte and core of business is project management. Whether for private or public sector clients, Betts Townsend has built an enviable reputation for this service that ranges from taking projects from the pre-planning application stage through to design and delivery. Their multidisciplinary service incorporate roles from lead advisor and project manager to consultant and designer.





Peter Mokaba

Development Management: In cases where the client does not have this function in-house, Betts Townsend provides development management services to assist the client with feasibility mapping, leasing team appointment, procurement of the upfront consulting team, developing the broad framework of a master plan and other relevant duties.

Construction Management: With this service, Betts Townsend partners with their clients, acting in their interest by managing every aspect of a project, from programme to cost. As a risk-sharing contract, construction management offers clients maximum flexibility with minimal penalties. The company has built a solid reputation with this service and continues to maintain an undeniable leading market position. It is an all-encompassing service that introduces fresh thinking and collaboration, embodying the values that define Betts Townsend.

Quality Management: In a business where "your next job is only as good as the quality on the last", the company places a lot

of emphasis on quality management. Betts Townsend's commitment and dedication to quality control is of the utmost standard. The company views inferior quality as the biggest threat to the industry and focuses to ensure that defective and/or bad artisanship is rectified before it jeopardises the entire project.

In order to avoid this, the company's quality and assessment (Q&A) systems are comprehensive. It starts with the pre-contract documentation and assessment of all supply chain Q&A systems ensuring they meet the high standards demanded.


Their focus on supply chain assistance means that quality starts in the manufacturing stages at the factory, not on-site, where a defect in production could have escaped from the factory. This 'early detection, early elimination' approach is detailed to all active partners on projects and is controlled through weekly site inspections and meetings.

Tenant coordination: This is an important service for the company's commercial, retail and industrial clients. It is the process whereby one

"Our 'It Can Be Done' mantra is not taken lightly by the staff and everyone excels to achieve this on each and every project," concludes Townsend. "In meeting this challenge we employ the right people, train and brief them correctly and ensure they have the correct independent point of view to make decisions, knowing that that entire company supports them."



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oversees and ensures that tenants complete their fit-outs in accordance to the landlords' specifications.

The process includes design approval; technical appraisal; liaising with contractors; handing over of premises; and supervision of construction fit-out. Serving as the 'middle-man' and single point of contact, Betts Townsend aims to provide consistent communication between the landlords, tenants and all relevant parties involved in the completion of a fit-out.

Site Logistics: This service offers professional site logistics management structures that compliment and guides the main contractor. It incorporates integration and management of personnel/vehicular movements; coordination of waste disposal and material delivery; site security; as well as internal and external site cleaning.

Through its integrated structure the company brings a proactive and innovative collaborative logistics approach to each project. Betts Townsend provides the planning and logistics

skills that underpin construction and cost certainty through organisational best practice. Realistic project assessments are provided and strategies are delivered that ensure added value through the efficient management of on/off site services.

Our People—Our Future

"In preparation for our 15th year bash we had a think-tank session on what contributing factors have attributed to our success. An underlying theme turned out to be--our staff. We have a wonderful spectrum of staff with backgrounds from all facets of the built environment providing a sound understanding of the industry. No matter what position held, our staff gives 110% all the time and nothing is too much to ask. – we value their input and I strongly believe they value our support," says Taylor.

Recognising that staff is its greatest asset, Betts Townsend invests heavily in their people. Starting at the top, the company is distinguished

by a directorship of individuals that gained their initial experience in the construction industry. Having such a background affords the company a significant advantage in the industry.

This managerial expertise informs the heightened expectation and service delivery of every employee. From a human resources perspective, the company ensures only the most qualified candidates are inducted and brought aboard to reflect, through action and philosophy, the core values of Betts Townsend. Furthermore, the company invests in its members through staff training, and promotion from within. Betts Townsend recognises that aside from the external influences of the industry, that their people are intrinsically responsible for its future.

Being Responsible

While striving towards excellence as the preeminent construction project management company, Betts Townsend recognises its responsibilities to all their stakeholders including, shareholders, clients, staff and various partners.



Hemingways

Furthermore, Betts Townsend's conscientiousness of safety and health extends to staff, the general public and the environment. Through the HSEC policy, the company undertakes to ensure a safe working environment is maintained by the contractors and employees engaged in all aspects of the working environment. This includes consideration of the health and wellness of the public and the need to protect the environment against harm from construction related activities.

Overseeing safety on site is achieved by Betts Townsend appointing a representative on behalf of the clients to ensure all policies are effected accordingly. Induction processes and awareness programmes are carried out at each site in accordance with best practice principles. Ongoing monitoring and management of supply chain and statutory requirements in recognition of activities impacting the environment falls under the brief and mandate of the respective consultant.

Health, safety, environmental and community considerations take precedence over all Betts

Townsend's work programmes. All contractors under their guidance are legally obligated to work in a safe manner at all times. It is their aim to manage all projects in a manner that will be to the benefit of all involved and will continue to contribute to a sustainable future for the community.

Looking Ahead

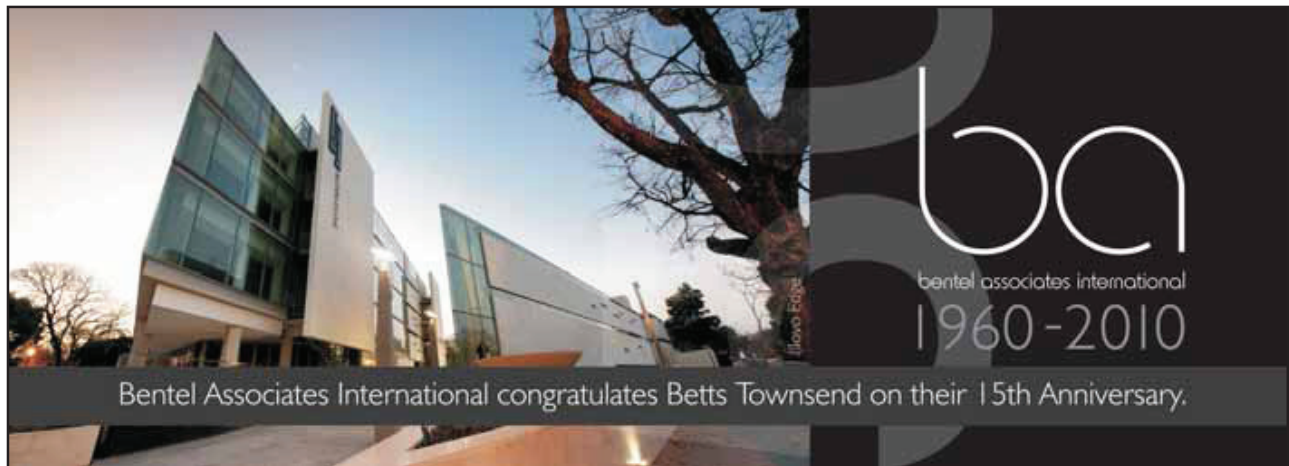
Moving from one successful project to the next, Betts Townsend has enjoyed a steady ascent to their current esteemed market position. Yet, the journey has not always been smooth sailing for the company explains Townsend.

"It [the journey] has not always been easy as the South African and world economy have a direct effect of the spend in the construction industry. One of the first effects of a reducing or downturn in the economy is the spend towards construction development and/or the investment therein. Being at the 'coal-face' of the construction environment we are normally the first

to feel the effects of these downturns. Fortunately, we have been able to 'weather and ride out' these bad periods through prudent corporate and fiscal decision making, which has strengthened the company structure and identity.

After 15 years of establishing the company within the upper echelons of South Africa's construction sector, Townsend feels that it is the commitment of each member of Betts Townsend to complete whatever they are doing with 'excellence' in mind that gives them the momentum to achieve this goal.

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Congratulations on your 15th Anniversary
we look forward to maintaining our relationship in the years to come.



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Betts Townsend 15th ANNIVERSARY

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on their 15th Anniversary*

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RPP Consulting Engineers (Pty) Ltd are very proud to have had a long and mutually successful association with Betts Townsend (Pty) Ltd since their inception in 1996.

RPP would like to wish the Directors & staff of Betts Townsend all the very best success and growth for their next 15 years!





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