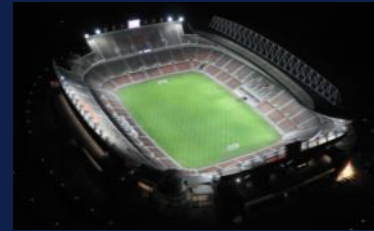


CONSTRUCTION PROJECT MANAGEMENT HAS A NAME IN AFRICA



**Betts Townsend (Pty) Ltd is a construction project management consultancy that has been established in the industry since 1995 offering superior construction project management services to an extensive client base.**

Our specialised expertise ensures successful completion of projects according to proposed and agreed programmes, often reducing the duration of a traditional construction period. This results directly in savings on interest, escalation, resource costs and professional consultant fees leading to additional profit for the client / commercial developer.

We are distinguished by a directorship of individuals that gained their initial experience in the construction industry at the coal face and worked their way up through the ranks. This background gives us the edge in project management. Our wide-ranging and specialized credentials allow for a profound understanding of client requirements and the construction process, with end results that reflect the specific levels established and intended by our clients.

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PROJECT MANAGEMENT • DEVELOPMENT MANAGEMENT • CONSTRUCTION MANAGEMENT  
QUALITY MANAGEMENT • PROGRAMME MANAGEMENT • INFORMATION FLOW MANAGEMENT SYSTEM  
TENANT COORDINATION • SITE LOGISTICS MANAGEMENT AND PROCUREMENT

## VISION

Striving towards excellence to be the best construction project management team, by utilising our entrepreneurial and results orientated culture, developing our relationships based on a foundation of honesty, dedication and accountability.

## OBJECTIVES

### CORPORATE

- Profitability and the delivery of value to all stakeholders.
- Best practice governance in all business departments.
- Facilitating social and environmental development as responsible corporate citizens.

### STAFF

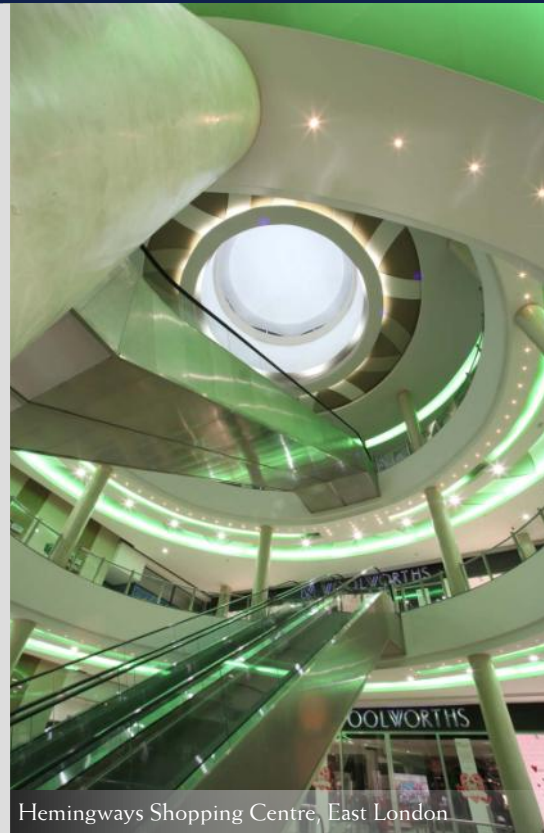
- To train, motivate, acknowledge, reward and promote within.

### CLIENTS

- Delivery of quality service and end product, on time and within budget.

### PARTNERS

- Managing the integration of various contributors in a supportive and professional manner in order to achieve project objectives.



Hemingways Shopping Centre, East London



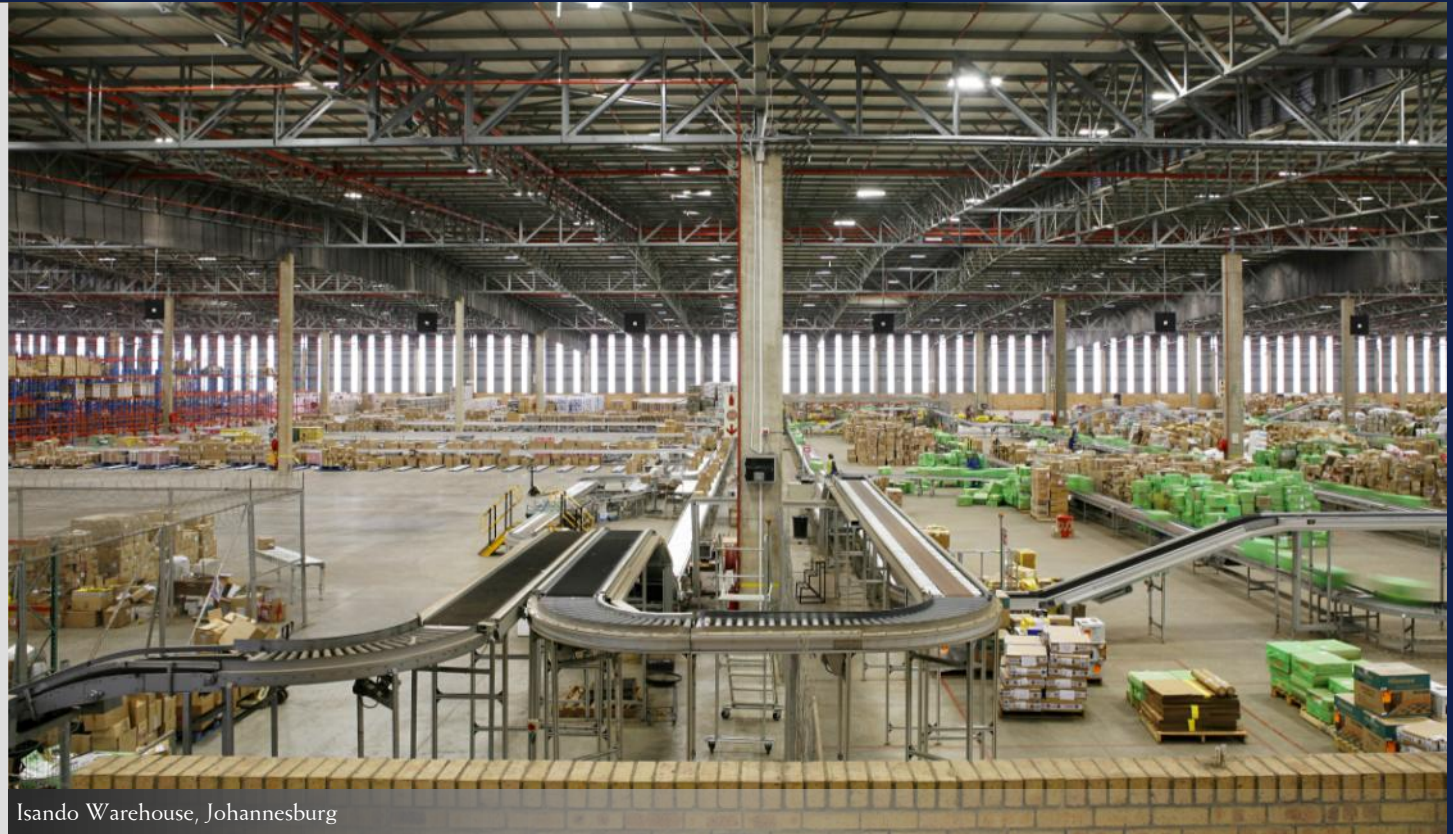
East Gate Shopping Centre, Johannesburg

## PHILOSOPHY

The introduction of a project manager to the development industry has been brought about due to the ever increasing demand for fast track construction. By either maintaining an agreed programme or reducing the traditional construction programme, the owner of a commercial development enjoys a direct saving on both interest and escalation notwithstanding the obvious extra income generated.

It is our philosophy to proactively manage these issues:

- Identify key milestones within the programme and ensure that the entire team focuses on achieving these.
- Identify poor quality early so that it does not become an enormous task to rectify.
- Maintain a healthy team relationship.



Isando Warehouse, Johannesburg



Canal Walk Shopping Centre Foodcourt, Cape Town



Southern Sun Hotel Hyde Park, Johannesburg



Retail Pods Extension Canal Walk Shopping Centre, Cape Town

## PROJECT MANAGEMENT (PM)

Since the inception of our business, our project management service has specialized in delivering developments for private and public sector clients nationwide.

As Principle Agent on behalf of our clients, we have built an enviable reputation on the back of our extensive experience that ranges from taking projects from the pre-planning application stage through to design and delivery.

Over and above our relationship with the blue chip market, we've applied our expertise to major retail, residential and mixed use developments.

Our project management expertise is also applied on projects for a wide range of public sector clients. The multi disciplinary service offer results in appointments that incorporate roles from lead advisor and project manager to consultant and designer.

Our rigorous processes and reporting structures deliver tangible benefits for all our clients that value the transparency and certainty in time, cost and quality that we deliver.



The Pavilion Shopping Centre, Durban



Southern Sun Hyde Park Hotel, Johannesburg



Hemingways Shopping Centre, EL



Harley Davidson, Cape Town



East Gate Shopping Centre, Johannesburg

## CONSTRUCTION MANAGEMENT (CM)

Under a construction management form of contract, we partner with our clients, acting in their interest and managing every element of a project, from programme to cost. Under this form of contract the necessity of appointing a main contractor with their associated costs and mark up is eliminated.

Betts Townsend have built a solid reputation on our Construction Management services and continues to maintain an unassailable, market leading position in delivering top quality Construction Management projects.

We deliver projects in a transparent, collaborative and mutually beneficial manner. As a risk-sharing, professional form of contract, construction management offers the client maximum flexibility with minimum penalties.

Construction management type contracts contributes a significant portion to our bottom line as the approach is so embedded within our company culture.

## DEVELOPMENT MANAGEMENT (DM)

It is common for Betts Townsend to be mutually charged with the development management role as well as the project management function in order to assist clientele who do not have a development manager in house. With an overlap of duties Betts Townsend can facilitate this function with a direct cost saving to client.

Our function allows for assisting the client with feasibility mapping, leasing team appointment, procurement of the upfront consulting team and developing the broad framework of a development master plan and deliverables envisaged in which the professional team will report on and on which the principle agent will then interpret and ensure the professional team delivers upon.



Southern Sun Hyde Park Hotel, Johannesburg



Hemingways Shopping Centre, East London

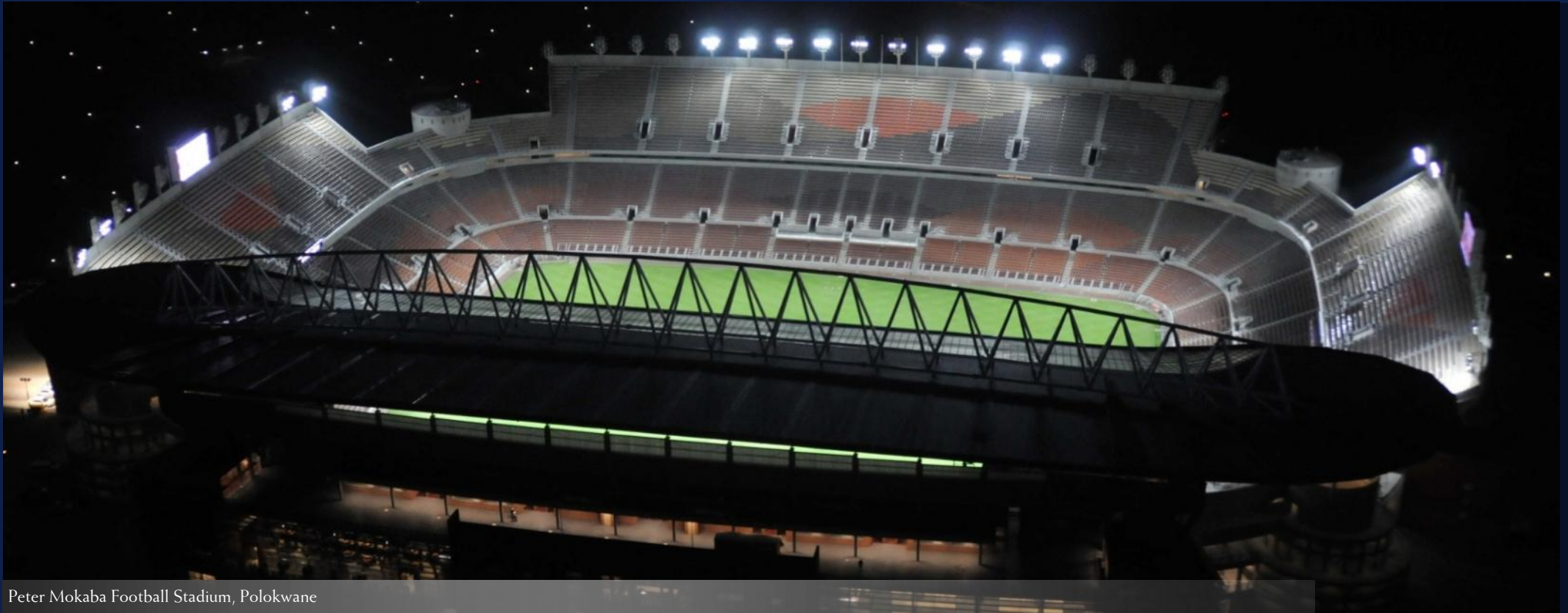
## PROGRAMME MANAGEMENT (PrM)

Programme management is the manner in which Betts Townsend is tasked to deliver high level planning and execution deliverables of the phased development. Milestone identification is key to a successful project and resources are assigned in this manner to ensure that project stages are delivered on time in accordance with the master programme design at the outset of the project.

Our multi-disciplinary wide ranging hands-on sector experience allows for the resource pool to design and deliver based on "on the ground experience." Our project management programmes allows for tracking of multiple projects, in turn ensuring that the entire project team can track the necessary deliverables across regions at any point in time. A virtual upload is constantly tracked so no matter where or when, project deliverables can be downloaded and reviewed and acted upon.

All of our staff are trained in the necessary software which is used as the broad based programme tool.

A separate programme which will be designed with the client and the professional team will produce a key task tracking schedule that will micro manage deliverables that then links into a web based archive and tracking system. This tracker will be used in the prescribed design and management meetings and updates will be loaded into the master programme through the project controller.



Peter Mokaba Football Stadium, Polokwane

*"For the structure that we raise  
Our todays and yesterdays are t*

*Henry W L*



Sabuti Residential, Durban



La Piazza at Canal Walk Shopping Centre, Cape Town



The Village at Horizon View Shopping Centre, Johannesburg

*Time is with material filled;  
The blocks with which we build."*

Longfellow

## INFORMATION FLOW MANAGEMENT SYSTEM (IFMS)

Our current web application and installation of a comprehensive reporting system allows for an accurate global reporting function. Projects of any nature will benefit from the web based system as this is a virtual based system. With a focused buy in from all consultants, contractors and client alike, once established a very user friendly reporting and management system. The system is externally administrated with a well versed support team.



Oprah Winfrey Leadership Academy for Girls, Henley-on-Klip



La Lucia Mall, Durban



Hemingways Shopping Centre, East London



Wernhill Park, Windhoek, Namibia

## QUALITY MANAGEMENT (QM)

Betts Townsend's commitment and dedication to quality control is of the utmost standard. It is in our culture. Our systems at all levels are comprehensive and enforced.

We see quality as a "team exercise" from correct PQS preamble documentation to corrective detailing from the design team. Supply Chain input on buildability is also encouraged to ensure that the detail of any item is of the highest quality.

Betts Townsend see bad quality as the biggest enemy to our industry on any installation or job and focus to ensure that defect and bad workmanship is rectified before it is too late.

Our input starts with the pre-contract documentation and assessment of all supply chain Q&A systems to ensure that they meet the high standards that we impose. Our focus on supply chain assistance means that quality starts in the manufacturing stages, at the factory and is not just a onsite application. A "nip it in the bud" philosophy is detailed to all active partners on any project and is controlled through the weekly site walk around and minuted meeting process.

Our close out philosophy is "**your next job is only as good as the quality on the last**" and we attribute this amongst others as the reason for the repeat commissions that we undertake.

## PROCUREMENT & LOGISTICS MANAGEMENT

Betts Townsend can offer a professional site logistics management structure that compliments and controls the Main Contractor. This has been implemented on several projects where client profile is at stake and in the public eye, whereby the main contractor can focus on the build.

Through its integrated structure, Betts Townsend is able to bring a proactive and innovative collaborative logistics approach to the success of any project.

We can provide the planning and logistics skills that underpin construction and cost certainty through organizational best practice. We are able to provide realistic project assessments and deliver a strategy that ensures added value through the efficient management of on- and off site services.

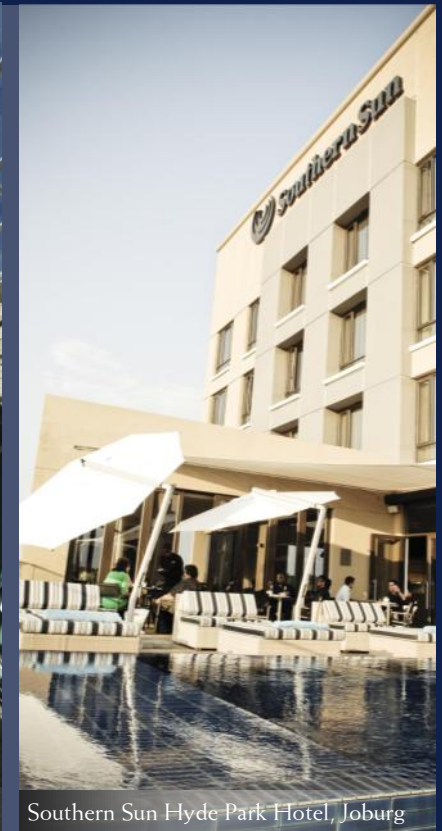
We are able to achieve this through:

- Successful integration and management of personnel and vehicular movements to and from site;
- Co-ordination of waste disposal and materials delivery;
- Provision of site security, safety, planning and control the establishment of temporary site services.

Our construction management background has equipped our staff to understand effective procurement. Effective procurement is ultimately based on effective programme management. We ensure that regular procurement meetings take place, whether it be with the smallest service provider or a professional entity responsible for detailing to ensure that our programme management team are abreast with market material supply restraints or service restraints.



Hyde Park Shopping Centre, Joburg



Southern Sun Hyde Park Hotel, Joburg



## TENANT COORDINATION (TC)

Tenant Coordination is the process whereby one oversees and ensures that tenants complete their fit-outs in accordance to the Landlord specifications, following all regulations within the given programme.

The process includes design approval, technical appraisal, liaising with contractors, handing over of premises and the constant supervision of the construction fit-out. We pay careful attention to the finishing product of the site, to ensure all items are complete to the Landlord's satisfaction.

Our specialized expertise includes commercial, retail and industrial fit-outs. Our aim is to provide a consistent communication path between the Landlord, the tenant and all relevant parties pertaining to the completion of the fit out.

We are the middle man, the single point of contact to allow ease of reference of any queries raised, and for a smoother flowing process. Through our team, we can deliver a multiple of tenants simultaneously.

## HEALTH & SAFETY, ENVIRONMENTAL AND COMMUNITY (HSEC) POLICY

Betts Townsend undertakes to ensure that a safe working environment is maintained by the contractors and employees engaged in all aspects of our working environment, but also taking into considering the health and wellness of the public, while always being conscious of the need to protect the environment against harm from construction and related activities.

We uphold that everyone has the right to stop an activity, or report a condition if they believe, in good faith, that the activity or condition observed is unsafe. The person who stopped an activity for health and safety is encouraged to report such matters to the respective manager, even if corrective actions are taken immediately.

We promote conditions conducive to people returning from work each day without physical injury, or psychological stress. In the long term there should be no impairment of their state of health as a result of activities relating to a project.

Health, safety, environment and community considerations take precedence over our work program and cost. All contractors under our control will act and work in a safe manner at all times, as a condition of their contract.

It is our 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.





## SUPPLY CHAIN MANAGEMENT

Betts Townsend is active in terms of BBBEE and supply chain management thereof. To date Betts Townsend have been instrumental to start-up BEE companies that have become well know service contractors to the construction industry.

In an industry now plagued with overnight start up BEE firms, Betts Townsend take a firm stance when it comes to ensuring that commercial clients share in a common benefit of a quality delivered product.

This process takes part in the form of identifying prospective supply chain members, promoting to supply chain selected tenders and nurturing candidates and ensuring delivery thereafter.

An active involvement in education takes place to ensure that sustainable business models are created to ensure that quality is at its highest in order to ensure promotion to supply chain to commercial projects.

Ongoing on-site factory quality audits to both front of house (FOH) and back of house (BOH) are carried out regularly in terms of ongoing compliancy to ensure that suppliers remain focused on quality and deliverables imposed.

Betts Townsend expects high standards from established supply chain members, and with this in mind ensures that contracting parties invest into training and development workshops with a common vision of striving towards delivering products of distinction.

## BEE POLICY

Betts Townsend currently maintain a Level 4 BEE status and have embraced the recently legislated construction charter in terms of BEE assessment.

In line with the association of construction project managers, we do not only strive to support the charter through our regulatory bodies, but firmly believe and stand behind the broad based vision of a better industry for all.

With initiatives and learnership programmes enforced and mandated as a pre-requisite by the executive board to all regions, our macro goal is well on the way to being achieved.



EXECUTIVE TEAM



Howard Betts  
Managing Director



John Townsend  
Executive Director



Michael Taylor  
Executive Director



Toni Capuzzimati  
Executive Director



Tina Jones  
Executive Director



Mark Rorich  
Director



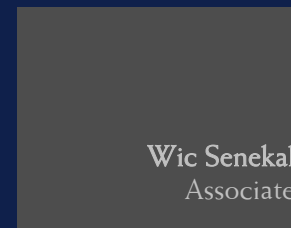
Lisette Keightley  
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Raoul de Villiers  
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