



professional advertising: putting the cart in front of the horse?

ADVERTISING

newsletter

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report to members at special general meeting

at edenroc hotel 16h00: 23rd february 78

Gordon Small



npia chairman

The following edited addresses were delivered at a special general meeting held at the Edenroc Hotel on the 23rd of February, 1978. The special meeting under the chairmanship of Gordon Small was a report back meeting to the membership re the state of the profession.

Miles Jackson spoke about reservation of work; Danie Theron spoke about advertising and the profession; Peter Hoal spoke about architects' involvement in low cost housing and Pat Gordon about public sector work.

Advertising and the profession became the subject of a lively debate and a motion in favour of further exploration of the idea of advertising by and within the profession was adopted by an overwhelming majority.

Danie Theron

Editor

Miles Jackson



Reservation of work

Mr President I'll do the best I can, but I would prefer to call this opening a discussion or a dialogue or if you like a confrontation. It can only do good.

Before coming to the nitty gritty of what has happened I'd like to make a few observations of my own in the light of what I have seen happening and as a background to our discussion.

I voted in favour of reservation of work in the debates that took place in 1972 and 73 but I must admit that I didn't at the time fully understand the implications or the complexity of the machinery necessary to get this made Law.

If Mrs van Niekerk of Montclair or Mrs James of Durban North or Mr Poovalingum Naidoo of Reservoir Hills want to add a bedroom and bathroom to their house do we really want reserved for us the right to design and supervise the erection, get the plans approved and so on, on our own terms under the protection of a statutory scale of fees? If we do we will be in big trouble because the profession of architecture will become like socialised medicine, we won't be able to cope and the public will hate our guts.

The Regulation which, I understand, is about to be promulgated does not promote that kind of reservation but as stated by Mr Poole, late of the P.W.D., in discussion, no Act or Regulation is

mal they can be amended as the need becomes apparent.

It was necessary in terms of our Act and at the outset of forming the Regulation to determine what kinds of work should be reserved for Architects and this was done taking into account what the Public Sector representatives considered to be in the interest of the community as a whole and not just the architects although the importance of their survival was not ignored. So we have a breakthrough and in the regulation certain types of work are reserved. Members may not be satisfied and are fully entitled to object, discuss and decide how much further they want to go. I hope they will do so here but I only want to emphasise that what has been achieved has required very delicate handling, concessions and compromise.

Before leaving this aspect I think we should, for a moment relate ourselves to other professions and the extent to which their work is reserved.

Land Surveyors operate in a narrow very specialised field and seem to have a pretty tight closed shop if you want to call it that.

Accountants seem to have sort of satellites in the shape of Tax Consultants, Bookkeepers, Trust and Estate Administrators and so on. I don't know to what extent Chartered Accounts work is reserved and would be interested to hear Sandy Morrison's views on this.

The medical profession is very strongly buttressed with reservation and I don't think any of us would quarrel. I suppose anyone could take out an appendix if they fished around in there long enough but it wouldn't hold out much hope for the patient, i.e. the public. Nevertheless the medical profession is attended by numerous para-medical personnel, whose needs are recognised and catered for in their regulations. In due course it is realised that we will have to apply our minds to the status of para-architects such as draughtsmen, site agents and so on.

I recall that the legal profession was making strong demands some years ago to reserve work for themselves in connection with the administration of trusts and estates. They did not succeed because there was public antipathy and the government did not accept it was in the public interest.

These factors are part of the background against which the negotiators and

draughtsmen of our own regulation have had to work.

With your permission I would now like to try to review our own reservation from the start of its current motivation through the procedures which had had to be followed and I will try to describe the difficulties which have been encountered in its implementation along the way. I hope this will enable members to review their own attitudes and decide the policies and strategies to be followed by the profession in the future.

I have been told that efforts were made in the distant past, in the days of the old 1927 Act, to obtain a degree of reservation of work for architects. There was, I believe, fairly strenuous opposition from rural representatives in parliament and other powerful lobbies and the efforts did not succeed. The profession does not seem to have felt all that strongly about it at the time and the matter was virtually dropped.

You will recall that the 1970 Act itself was motivated by the government's wish that the Institute of South West Africa be incorporated with our own South African Institute. At the same time it was suggested by Civil Servants that the 1927 Act was archaic and a new Act was proposed which would be drafted and promulgated at public expense. The first draft was strenuously and successfully rejected by the profession but that particular pill was coated with sugar in the form of an offer to reserve certain work for architects. It is interesting that, at the time, the Institute's representatives, in opposing the draft, said that its members did not need nor were there any requests for the reservation of work for architects. Nevertheless, the fact that the proposal came from official quarters seems to me to have been an encouraging sign that uneasiness was developing in those quarters about the shape of building development generally and that the architectural profession was getting enhanced recognition.

In the event the Architects Act of 1970 was accepted by Parliament and promulgated in August of 1970 and contained provision for the Reservation of Work for Architects as set out in the following clauses:—

Clause 7 sets out the general powers of council and powers of the Minister in regard to certain matters in respect of which the council has made recommendations. Paragraph 7.1(1) goes on to

say that the council shall have the power to recommend to the Minister the kinds of work in connection with projects, undertakings or services of an architectural nature which shall be reserved for architects.

Following on this procedure paragraph 7.3(c) states that the Minister may, after consideration and approval of any relevant recommendation made by the council under sub-section (1) prescribe the kinds of work in connection with projects, undertakings or services for an architectural nature which shall be reserved for architects.

Before continuing with the procedure I think we should take note of Clause 7.1(n) which has a bearing on the attitudes of the Council and the Minister in making and considering these recommendations. It says that the council shall have the power to take any steps it may consider expedient for the protection of the public in dealings with architects, for the maintenance of the integrity, the enhancement of the status and the improvement of the standards of professional qualifications of architects.

I have to mention this because the whole tone of the negotiations which have taken place has been coloured by the public representatives, i.e. the Minister's need to be persuaded that what he is doing is in the public interest. It must be a two-way deal in which the Architectural profession must also deliver and the minister and his advisers must take note of other interests which may be affected. Because of progress made I think it can be said that the public representatives who have held the office (because the portfolio has changed hands) have been persuaded in principle that the reservation proposed is in the public interest with certain virtually political reservations I shall come to later.

Rounding off the procedure prescribed in the Act, Clause 7.4 says that before any provision is made in terms of (3)(c) the Minister shall publish an appropriate notice in the gazette setting out what the proposal is, when it is proposed to implement it and inviting interested persons to submit any objections or representations. Clause 7.5 concludes by saying that provisions made by virtue of sub-section (3)(c) may provide for the exclusion therefrom of work done under

specified circumstances or for specified circumstances or by or for specified persons or classes of persons or within or outside specified areas or classes of areas.

These clauses and procedures which have had to be followed are part of the law of the land which were approved by parliament and I think we must also recall here that the parliamentary select committee which formulated the Act, after hearing representations from many parties, accepted the principle of reservation of work for architects with the proviso set out in a recommendation that no person who was engaged in earning his living by carrying out work of an architectural nature at the time of promulgation of the Act should be deprived of that living. This recommendation also had a considerable bearing on the later negotiations.

Be that as it may when it came to the actual wording of the regulation by which work was to be reserved for architects it must be borne in mind that this too would be law, to be tried and tested in the courts so that implementation of Reservation of Work is not simply a question of banging on bureaucratic and ministerial desks and demanding that something be done.

Coming to the mechanics of formulating the policies and following the procedures we have just reviewed, the new Act was promulgated in August 1970. As I recall during 1971 we were preoccupied with digesting its implications and studying the constitution and proposed regulations. It was in 1972 that members, their committees, National Board and Council began to think of using the powers prescribed in the Act with regard to reservation and National Board and Council began to actively canvas the views of Members.

Opinion was divided into two schools of thought: one that architects could and should stand or fall by their own efforts and the image they projected by the quality of their work. They did not need statutory protection and reservation has serious drawbacks.

The other school held that professional architects spent many years of study, at great expense, equipping themselves to provide a vital service to the public which could not be adequately provided by anyone else. It was manifestly unfair that their efforts be undermined by any Tom, Dick or Harry who chose to set

himself up as a designer of buildings, for gain, without any professional training. Proliferation of these individuals, the inroads they were making on the work of the profession and the outcome of their activities had had and was having a disastrous effect on the standard of building development generally.

There was exhaustive debate amongst members at meetings during 1972 and the latter view prevailed on division of votes. National Board and Council representatives from Natal and the other provinces were given a mandate to press for and implement reservation.

As far as I know the non-practising architect members of council, in particular the P.W.D. representatives, supported the principle of reservation and there was no eye ball to eye ball confrontation on this issue. It became a question of framing the regulations in terms acceptable to the Minister and his advisers in wording and intent and capable of clear legal interpretation.

I was not a member of National Board and Council during 1973 when the matter of reservation moved into Council's court. I know that for example the question of definition of the kinds of work which Architects do and which should be reserved for architects presented difficulty because of its multiplicity and overlapping with other professions. This was discussed here in general meetings and committee meetings and it was always extremely difficult to reach consensus. I have seen the draft regulations published in August 1973 which were prepared I think somewhat on the lines of the Engineers Regulations and attempted to define architects works in the same sort of detail. I believe the Engineers have lived to regret their approach.

As we were told in the Council's Annual Report of 1974/75 this draft resulted in a flood of objections, some from architects themselves which were pertinent so that the regulation had to be redrafted. However, the members of Council at least now had a much clearer picture of the objective that could be achieved and the means to achieve it.

There followed protracted discussions and exchanges of correspondence between the Council's Executive and its nominees, the Registrar, the Council's Legal Advisers, the Secretary for Public Works and Government Legal Advisers, on details of rewording and means to

overcome objections where these were considered justified. These means included amendments to the Act itself to allow the Minister to exempt certain persons from its regulation.

These lengthy proceedings seem to be in the nature of government processes because of the number of parties to be consulted and the difficulty of holding meetings at more frequent intervals. I know that an extremely heavy burden fell on some of the Institute's representatives at Council, who bore the brunt of meeting and discussing points with the Minister and his advisers as they arose.

However, the revised draft regulations, simplified and clarified were published in August 1975. Further objections were received this time in a much narrower context from bodies such as Municipalities and Divisional Councils, construction companies, the Institute of Building, B.I.F.S.A., draughtsmen in different guises and so on. It should be emphasised that most of these were not objections to reservation in toto but to certain aspects.

It was the Minister's wish that the regulations respecting reservation of certain types of work for architects be promulgated in a spirit of general acceptance, without rancour and reproach and he asked our representatives to sit down with representatives of the objectors, under the Chairmanship of the Deputy Secretary of his Department, to try and achieve this. This has been done, once again at great personal cost to our own representatives.

As a result of these complicated and at times frustrating negotiations, Council considered the final draft regulation at the last meeting I attended in October 1977 and, with one or two further minor amendments, I understand it is to be promulgated during the current session of Parliament. I do not know whether there have been any stop press developments since then but I do know that Council delegates are very well aware of members impatience about the delay in implementation and there was great anxiety to get the regulation promulgated to avoid the wait for another year until parliament reconvenes.

The regulation is much in accordance with the information which has been cir-

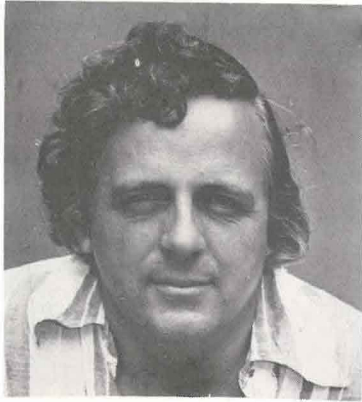
cularised to members from time to time

I have tried to describe the procedures and conditions under which our delegates have tried to carry out the mandate of the membership and it became clear to them, at an early stage, that there either had to be reservation with certain exemptions or no reservation at all. The public representatives would not be party to depriving certain individuals of their livelihood, the creation of a closed shop or the reservation of work for the financial advantage of a select group. The matter had to be deemed to be in the public interest. I feel that what we now have or almost have is a regulation which is at least a big step forward. The number of parties exempted will dwindle with the passage of time and members of our profession must be vigilant to take opportunities to build on the framework of the regulation we have.

To conclude with a few observations of my own; there seems to be fairly general acceptance that architects should have charge of the construction of buildings of fair magnitude for human occupation but there are reservations in some quarters about the performance of some architects in carrying this out. The profession must be extremely careful to maintain and improve standards.

It is extremely difficult for Council to report back and consult members during the negotiating and drafting of a regulation of this complexity as each point arises. Obviously convening meetings like this one with due notice, minuting discussions and resolutions before arranging further meetings with government representatives would string things out even longer. Once those of our members we select have been pressed into doing the job, they have to do so in the light of their own judgment and their interpretation of members sentiments which they have ascertained.

Mr President I hope I have illustrated that the whole machinery of drafting and implementing regulations is extremely complicated and ponderous if contentious. Reservation of Work which affects many people is obviously a delicate issue and I think we would all agree that the motivation and terms must be immaculate to gain the wide acceptance we are looking for.



Advertising and the Profession

To say that our profession, (at a time of severe economic recession and political uncertainty) is finding itself under pressure, is to state the obvious. Less obvious and much more difficult to state is the problem of how to alleviate this pressure as well as how to improve our image and our status in society; for all these concerns are somehow tied together. Before I attempt to do this, it might serve some purpose to briefly analyse why, at a time when more and more are laying a claim to a share in a shrinking (and rapidly changing) building market, our own share in that market is dwindling. There may be many reasons for this, but it cannot be ignored that we have voluntarily handicapped ourselves in a free for all race by embracing professional ethics and attitudes that belong to a pre-war world. The suit which fitted in 1927 has now become a straitjacket. We have gone further by enshrining these values in a recent Act, which promised a measure of protection. Seven years afterwards it still remains only a promise and in the light of recent developments I am extremely sceptical of the provisions of work reservation. It would be too little too late, or maybe too late for too many.

In my view the Institute has been grossly negligent in serving the profession up to now. It certainly failed totally to anticipate the serious state that the profession finds itself in at the moment, and it failed to take action timeously.

Would you believe that more than three

years after one of the worst recessions in post-war times, the plight of the profession is discussed for the first time fully by National Board, albeit at an informal meeting. A memorandum prepared by a steering committee to investigate the state of the profession forecasts speedy recommendations, but I am willing to bet that when they are finally made and implemented, we will all be feebly applauding from the gallery reserved for retired members.

Even so, a number of ideas were thrown about last year by National Board members about improving the image and status and work opportunities for architects. However laudable I found these, I have scanned National Board minutes and National Board budgeting in vain for any action proposed or provided for the coming year, i.e. 1978-1979.

I am spelling my dissatisfaction out in some detail, because I believe that many share my views that the structure of our Institute does not provide for immediate corrective action; that National Board members often do not reflect policy aims of the branches and regions; and that there exists a lack of responsiveness and accountability.

And this dissatisfaction is very relevant when one talks about the image and the status of the profession. If the Institute, as the corporate manifestation of the profession is not seen by its members to be an active, dynamic and capable body, concerned with the well-being of architecture and architects (and I for one am not so cynical as to doubt the fact that a relationship does exist between the two); if the Institute is not held in high esteem by its members; then it is difficult to know how it could project an image that would be held in high esteem by those outside.

The well-being of the profession of architecture thus occupies a large spectrum of concerns, of which the problem of advertising by and within the profession should be seen as one aspect only.

A total re evaluation of our profession; of its structure; its attitudes; its changing context; fee scales etc. is imperative; but now, as soon and as quick as possible. We cannot wait for a national convention at some unspecified date in the future.

It is only within such a contextual framework that advertising should be viewed.

- 1. The first possibility as far as advertising is concerned, is advertising by the profession, i.e. corporate advertising: The Institute would publicise and advertise on a national and regional scale to make the public at large aware of the services provided by the profession. This type of advertising can be done at once, although there should be no doubt as to the scale of this undertaking. The R.I.B.A., for instance, has proposed that £100 000,00 is collected to pay for such an advertising campaign currently contemplated in the U.K. For optimum results a full-time professional PRO should be employed and agencies, such as the R.I.B.A. Client Advisory Service should be formed to back up any advertising campaign.

Whilst the scale of such operations are clearly beyond our means, I think that part of the R200 000,00 income of I.S.A.A. currently spent on administrative functions, could well be channelled into more productive usage for the profession as a whole.

- 2. Individual Advertising: Clause 6.18 does not allow advertising in any manner. As you know this question has been hotly debated by both the R.I.B.A. and A.I.A. In July 1977 the R.I.B.A. Council voted to change their code of conduct to allow members to offer their services freely in any medium provided that they are not 'importunate, misleading or unfair to others'. Rule 3.6 of the R.I.B.A. Code as amended now reads: 'A member may offer his services and may make his practice and availability and experience known by giving information which in substance and in presentation is factual and relevant and neither misleading nor unfair to others, nor importunate nor otherwise discreditable to the profession'. This issue has been debated at length but it certainly seems to have validity. It was explained that for an architect it might be more ethical to get work by knocking on a developer's door and explaining what he can do rather than taking him to the Durban Club and/or joining the Rotary Club.

It is also believed in a survey made by R.I.B.A. that established practices have the most to gain by keeping the status quo. Other possibilities, especially considered by the A.I.A. is to allow for PRO's to be employed by individual architectural firms or to

have commission agents, very much as artists and writers have.

I know that to many, such proposals would seem to go against the very grain of professionalism.

There is also a fear — a very real fear, that this would result in mass tendering by architects which would debase the profession. But it must also be said that change is essential; that the best way to improve one's image is through communication, i.e. by publicising what we do and can do; that advertising is probably the only way of combating the kind of competition that we experience currently; that the small practice would probably gain most from advertising and if I may say it, that it would only sanction what is happening already to an extent — albeit in a more disguised way.

Others will firmly believe that the best advertisement for an architect is the quality of architecture and of the service that he provides. But we do have large numbers of architects, many of them good ones, with little or no work; we do live in a society where architectural services are largely undervalued (partly if not mainly because of ignorance); we do have to survive in an industry where radical adjustments will have to be made and we do live in a society where commercialism and competition in the market place do play a considerable role.

In conclusion:

- 1. The image of the profession can only improve if the Institute can change its image from that of a weak and ineffectual body to that of an active and effective one: if it can negotiate the future of the profession in a confident way. Until it is held in high regard and esteem by its members, certainly no one else will do so.
- 2. Corporate advertising and the promotion of the profession's image should be commenced with immediately, a plan of action should be prepared and it should be budgeted for this year.
- 3. The possibility of allowing members to advertise individually should be investigated immediately, preferably in the form of a trial period; because, even if work reservation comes into effect, architects, will still be up against unfair competition from unqualified persons.



Public Sector work

- 1. The notified subject of my address is "public sector work" — but my contribution is limited to that section of the Public Sector that is the responsibility of the province —
- 2. In itself this is a wide-ranging subject but you will be interested only insofar as you, as practising architects are concerned.
- 3. Firstly, and to relieve fears of undue competition with the private sector, my Department is staffed professionally and technically to cope with only about 25—30% of the architectural design work of a building programme that has averaged about R23 million per year for the last 7 years. This has meant that many commissions have been offered to practising architects. Indeed, your direct involvement in this development has been essential to the expansion of our Province.
- 4. During the 5 year period 1971-1972 to 1975-1976 the fees paid to architects were very nearly R5 million — R4 955 351 to be exact. During this same period 114 architectural appointments were made.
- 5. Until September 1972, architectural commissions were based on recommendations made to ExCo by a committee of the Institute acting in liaison with, and advising the Province. As far as these nominations were concerned the Province's only concern was that

the firm, partnership or individual, was acceptable, and that past performance, if applicable, was satisfactory. There was voluble, if at times prejudiced and mis-directed opposition to this system within the Institute membership. It was changed in late 1972 — unilaterally by the Province. Since the change, appointments have been made by the Province's ExCo on departmental recommendations. These recommendations require to be supported by good, sound and defensible argument, free of all taint of favouritism. e.g. all things being equal in respect of the particular practice including past performance, an additions job will usually be offered to the author of the original or last expansion scheme. Office location in relation to the project, its size, as well as the "first commission" policy and practice changes all have a part to play, but with circumspection and discretion.

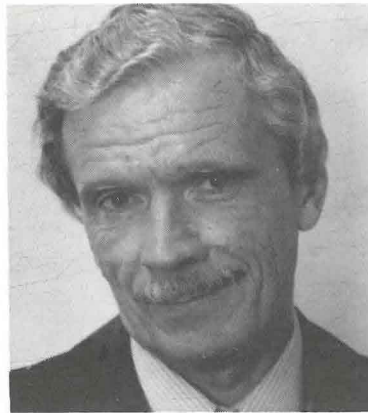
Since the disestablishment of the Liaison Committee in 1972, and in an attempt to spread appointments as widely as possible there have been 27 first commissions — with varying success as only to be expected.

6. In normal times a list of those members of the N.P.I. in practice on their own account or in partnership and available for Provincial work, is compiled **annually** from applications invited through Press advertisements, publicised too by the Institute through membership notices. There was no advert last year and there will not be one this year either.
7. You will note that I said "in normal times" and also that in quoting the number of commissions made over that 5 year period I deliberately excluded 1976-77 and 1977-78. These last two years were lean years indeed as regards architectural appointments. The year before last there were 5 and last year only 1.
8. Aggravating the situation too is the fact that from the commissions made in the past, many have been held at tender stage. Provided the client departments' requirements remain the same and there are no significant priority changes, these "ready-to-go" projects, and there are 51 of them already, must have a damping effect on the planning of

many more new projects for the time.

9. In retrospect it is clear that over the last 8-10 years, our advance planning has outstripped the financial resources to build these many services. But, there was hope that the heady initial years of this decade, had set the pattern for the future. Euphoria is contagious — we did get carried away at the time, but to the benefit of the profession too.
10. Taking escalation at a modest 10% per annum into account our expenditure on buildings in comparison with the figure two years ago declined by 30% last year and 20% the year before. The same trend is likely for the coming financial year. You can't spend what you can't afford.
11. What are the prospects then? I wish I knew. I do believe though that most of the shelved projects will never go on. Essentiality, coupled with changed requirements — as time passes and new needs arise — will bring this about. The intimidating reserve of projects will thus be dissipated, surviving only as records gathering dust and reminding us of Utopian plans that were not realised.
12. In any event though, the tempo of new planning can never again reach the frenzy of the past — and in a way this is not altogether bad.
13. In a field of restricted planning needs it would seem not unrealistic that selective commissioning, on the basis of "best man for the job" would be in the best interests of the Province, but I fear that the clamour from the membership as a whole — the good, the bad and the indifferent — for a share of the Provincial cake, will defeat this ideal.
14. One last comment. For over 25 years Provincial commissions were based on a "Special Agreement" formula that stood the test of time and satisfied the contracting parties. This agreement, until changed by Act 35 of 1970 recognised the role of the Architect as *primus inter pares* (First among equals). It also provided for a reduced fee on other consultant's work. My impression is that attempts are now being made to turn the architect into a highly priced Superman. My hope is that this does not price him out of contention.

Peter Hoal



Architects Involvement in low cost housing

Firstly, let me say emphatically at the outset, that this is not a treatise, exposition, or paper on low cost housing. Low cost housing as we all know is a vast subject and a matter of world-wide concern, and it means many things to many people. I do not hold myself out to be any sort of authority on low cost housing but I am involved personally in a sector of low cost housing, and as a result of this I have been asked to tell you a little bit about what goes on in this sector, with special reference to the involvement of Architects.

I think the interest of the profession was roused when, towards the end of last year, it was announced that the Minister was to inject some R250 000 000,00 on a national scale into low cost housing, and later on, other statements were published to the effect that some R50 000 000,00 would be available immediately in the Durban area for community facilities. Understandably, in boom times, the majority of the profession tended to pay scant heed to the low cost housing sector, preferring the more lucrative projects of commerce and industry. However, I am aware that the profession has many skills to offer in this field, for it has many individuals, who having made a study of low cost housing, have a tremendous contribution to make, but regrettably do not seem able to find *entrée* into this field.

Perhaps I should try and define what I mean by low cost housing. I refer to

the provision of housing to all sections of the country's population, undertaken under the auspices of the Department of Community Development in terms of the Housing Act of 1966. The Housing Act empowers the Department of Community Development to undertake housing itself, by the execution of housing schemes, and also to assist persons by making available to them loans either direct or in conjunction with building societies. The Act further provides for the provision of housing funds to local authorities to enable them to provide housing the inhabitants in their areas of jurisdiction. Inherent in this provision is, however, the necessity to comply with certain procedures, regulations, and cost limits.

I think it will be worthwhile mentioning the departmental organisation of the Department of Community Development. This is broadly divided into four divisions.

- (a) the Secretary for Community Development as the head of the Department and his administrative, professional, technical and clerical personnel and then three bodies corporate namely,
- (b) the National Housing Commission,
- (c) the Bantu Housing Board and
- (d) the Community Development Board.

Amongst the functions listed for the first division, namely the Department of Community Development are,

- (i) liaison with local authorities in connection with the provision of housing,
- (ii) furnishing professional and technical advice to local authorities,
- (iii) designing standard building plans and specification for use by the National Housing Commission, the Community Development Board, and local authorities in the execution of housing schemes.

An important point to note is that in terms of the Act, the National Housing Commission may only provide for the needs of a certain section of the population who comply with certain income limits, which I refer to later, whereas the Community Development Board can cater for the housing needs of any person and may erect other buildings such as business premises and administrative buildings to serve a group area in general.

This point can explain an area of difficulty which seems to recur when talking about building in the low cost field. The allegation is often made that, "so and so was able to put up quite a well designed and comprehensive scheme, whereas you tell me that it is impossible to put up a similar sort of scheme. Almost invariably you will find that the former has been financed by the Community Development Board, whereas the latter falls strictly within the terms of the National Housing Commission.

The National Housing Commission formulates all policy in regard to the conditions under which housing advances and loans are made, and lays down the income groups for the various races which have to be catered for in terms of either economic or sub-economic housing. At the present moment these are as follows:—

Income Limits for Economic Schemes Whites, Coloureds and Indians

- Married couples without children
R380,00 p.m.
- Families with one or two dependent children . . R440,00 p.m.
- Families with three or four dependent children . . R500,00 p.m.
- Families with more than four dependent children . . R540,00 p.m.

Income limits for Sub-Economic Schemes Whites, Coloureds and Indians

R150,00 p.m.

Since the authorities state that a person may not contribute more than 25% of his salary towards the repayment of bond costs, or rent, on his house, it will be seen that an individual's income effectively controls the overall cost of the dwellings. This is further controlled by a series of restrictions which form part of the Housing Act and relate to what facilities, what rooms, and what size of rooms etc., may be provided for the various groups. An extract from one of the Sections reads as follows: "In order to provide a suitable living unit at a price which a person in the relevant income group can afford it is necessary to lay down and maintain limits in respect of floor areas, accommodation, amenities, finishes, etc." At the present time the limits in respect of the maximum cost of construction for economic units is R9 700,00 in the case of Whites, Indians and Coloureds. This does not of course mean that all houses can cost R9 700,00 each.

Some of you may be getting the impression that there may be more control in this field than certainly architects, would like to see, but to those people I would say, please pause awhile and think of the tremendous number of housing units which have to be provided throughout the country on a national basis, and relate these to the available finance, and the available manpower, both professional, and in the building industry, and I think you will agree that housing on this scale can only be provided by the State. For the cumbersome wheels of the State to roll silently and effectively, a degree of organisational and financial control is absolutely essential.

You are probably also wondering where architects fit into this. Let me turn now to one of the Durban Council's housing schemes, namely the new township of Phoenix, and let me try and show you the process whereby these dwellings arrive on site.

Firstly I think a word about the general scale of this exercise would not be out of place. Effectively, the Durban City Council has planned, and is now constructing a township some approximately 2 000 ha in extent, consisting of 18 community areas, each of which is planned to accommodate between 8 000 to 10 000 persons, thereby providing a total population of the order of 180 000. Some 22 200 dwelling units are planned for the township, 9 135 of these being economic dwellings and 8 581 being sub-economic units. Provision is made for flats over corner shops, flats in the unit centre, old peoples homes, and in addition some 400 serviced sites are available for private development. Estimated costs can be broken down into (i) Cost of services R40 500 000,00 (ii) Acquisition land costs R6 250 000,00 (iii) Cost of dwellings R97 000 000,00. Some 2 500 dwelling units have been completed to date and the selling prices for the economic units range from R8 670,00 to R14 830,00, the monthly instalments being of the order of R51,00 to R87,00. In the case of sub-economic dwellings these are not sold, and the rentals charged for them vary from R24,00 to R38,00 per month inclusive (average costs are set out on appendix).

Other new towns presently under construction are Newlands Indian Town and Newlands East Coloured Town.

The layout of the township is been undertaken by the professional staff of the Town Planning Branch of the Department; the design of all water services, sewers, stormwater drainage, roads and major earthworks has been done by the engineers within the Department, and likewise the design, within the various constraints enumerated before, has been undertaken by the Architectural branch of the Department. From what has been said it will be appreciated that the major portion of the architects' work in a township developed in terms of state legislation of this nature, must be undertaken in the very early stages of planning, when the various types of available sites, and the topographical and geological characteristics of the sites, first become known. It is at this stage that the architect and the planners had to get together and evolve as many different types of houses as were necessary to suit all these factors and yet comply with the demands of the Housing Code, and not least the demands of the people as culled from the enormous waiting lists for housing. Eventually some 16 different types of houses were evolved, some of these being individual houses, some semi-detached, some duplex terraced houses, and others small walk-up blocks of flats. These various types were drawn up and submitted via the City Council to Pretoria for approval. Once approval was obtained it was then possible to start putting together a vast technical machine, which would eventually roll out a housing contract of approximately 900 to 1 200 dwelling units, every three to four months. Even at this rate, supply barely keeps pace with demand. It will be appreciated that a tremendous amount of organisation is required, to ensure that all services are in, roads complete, and sites pegged, prior to advertising a housing contract in that particular area.

It will be seen that whereas two, and at times three architects, were involved in the initial design of house types, the stage has now been reached where major design is over, and all that is required is to update and modify existing house types.

It may not be generally known that the Housing Code dictates that when one goes to tender, one must allow tenderers to submit alternate offers for state approved, but alternative, types of construction. After the Council had put

out one or two tenders for large projects based on full documentation including a bill of quantities, and had received alternative offers for different types of construction, these offers being the lowest offers, it became apparent that complete documentation was a waste of professional manpower. A different form of documentation for mass housing was therefore evolved, which we call our B.H. form of Contract, and which has been discussed with, and approved by, the M.B.A. The documents for this form of contract comprise a modified form of Conditions of Contract, a modified form of Conditions of Tender, a reasonably comprehensive specification which, perforce, has to be generalised, and orientated towards performance standards, and drawings which range from 1 : 500 general layout plans which show the siting and the layout of the houses and the services in some detail, to 1 : 100 plans of the dwelling units. These 1 : 100 plans consist of plans, elevations, and sections, accurately drawn in the form of rather elaborate sketch plans, but not up to working drawing standard. Invariably when tenders are received, the tenderer has put in his own drawings which vary to a lesser or greater extent from the Department's Drawings, and which require an enormous amount of evaluation prior to the award of the tender. In many cases, or in most cases, the tender is awarded for an alternative type of construction, and construction actually takes place from the drawings prepared by the tenderer himself. In effect it is tending towards a design and construct form of contract.

The Council Architect's involvement in housing, in situations such as Phoenix, becomes more and more intense as more contracts are let, and relates almost wholly to work on site. The administration of these contracts, when some 3 000 houses are in various stages of construction, and perhaps three contractors or more are involved, becomes the architect's main, and often complex task.

To come back to the main point of this discourse namely the involvement of the architect in low cost housing, it may now be readily appreciated, that one or two architects employed by a large Local Authority, such as Durban, can cope quite efficiently with letting a contract for say a 1 000 units every three or four months. An injection of capital into the housing field means that the whole process of roads, services, and houses

can be speeded up, but in the case of the dwelling units, no extra design work nor drawing work has to be undertaken. Whilst the building industry will certainly benefit from the injection of this capital, the same cannot be said for the architectural profession.

In respect of the R50 000 000,00 which was injected into the Durban area largely for the provision of community facilities, the story is similar; for the bulk of these monies will be spent on earthworks and services relating to playing fields, swimming baths, and other facilities, and the buildings which will be erected will be largely "stock" type buildings; that is to say changerooms, pavilions, community halls and small libraries. Approved, type drawings exist for most of these buildings, and therefore once again the Architectural services in respect of these buildings has already been undertaken for the most part.

Gentlemen, I may not have painted a very rosy picture for the private sector, but you will see that under the present structuring of low cost housing, the Department of Community Development, and the larger local authorities who are concerned with low cost housing on a large scale, employ their own architects, who are able to cope with the major portion of this state work. However, during work-load peaks, which can occur for a variety of reasons, the state and local authorities do commission architects in practice to undertake some of the work.

Returning to the contribution which can be made by the profession, I am of the opinion that the profession must make its contribution at a high level, perhaps even Ministerial level, and this contribution must take the form of well researched new ideas to meet the ever changing demands of an emergent population. The problems are humanistic, and with an architects' appreciation of humanistic and social needs, coupled with his adventurous technical know-how, I think the way is open to setting standards in this field.

In short, architects in official employ can cope, and are coping, with the day to day needs in this field, but due to a variety of factors, not least being pressure of work, they are largely unable to realise meaningful change. Radical change, if meaningful, desirable, and capable of realisation, should emanate from working groups within the profession.

House Type	Category (see page 2)	Bedrooms	Area	Cost/m ² (average)	Cost
T5	E2	3	99 050	R66,53	R6 590,00
SD4A	SE1	2	59 655	R72,92	R4 350,00
SD5B	E3	3	80 710	R64,06	R5 170,00
SD5D	E4	3	75 660	R63,57	R4 810,00
SD6A	E1	4	108 335	R65,81	R7 130,00
DP4A	SE2	2	69 345	R62,73	R4 350,00
DP5A1	SE1	3	86 205	R58,81	R5 070,00
F3B	SE2	1	45 688	R69,63	R3 180,00
F4B	SE2	2	75 375	R52,67	R3 970,00

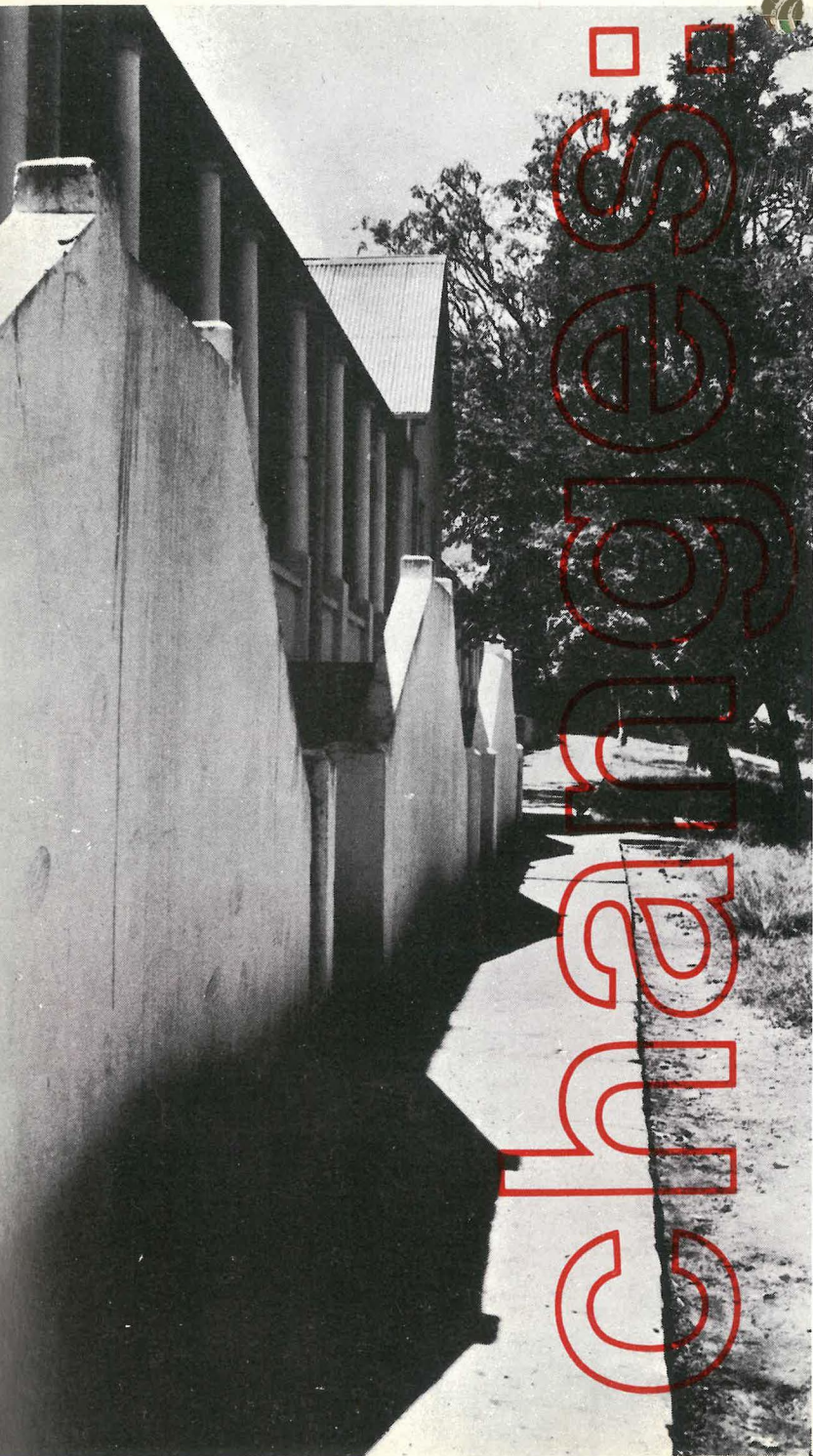
Average Tender Price **R3 970,00**

KEY FOR FINISHES TO B.H. HOUSES

E1	Tiled Roof Ceilings Internal Plaster Asphalt Tiles to Floors Separate W.C. Hot Water Basin
E2	Tiled Roof Ceilings Internal Plaster Granolithic Floors Separate W.C. Hot Water Basin
E3	Asbestos Roof No Ceilings Bagged Walls Internally Granolithic Floors Separate W.C. Hot Water Basin
E4	Asbestos Roof No Ceilings Bagged Walls Internally Granolithic Floors W.C. in Bathroom Hot Water Basin
SE1	Asbestos Roof No Ceilings Bagged Walls Internally Granolithic Floors Separate W.C. No Hot Water No Basin
SE2	Asbestos Roof No Ceilings Bagged Walls Internally Granolithic Floors W.C. in Bathroom No Hot Water No Basin
H	= House
T	= Terraced Unit
SD	= Semi-Detached (Single Storey)
DP	= Duplex
F	= Flat

NOTE:

E = Economic
SE = Sub-Economic



Partnerships

The Richards Bay office of Myles, Porter, Pugh and Sherlock had changed its name to Myles, Porter, Pugh and Steen. Mr Steen being the resident partner.

A.C. McDonald and D. Calvert McDonald have dissolved partnership as from the 1st November 1977 but Mr A.C. McDonald will continue the practice styled McDonald and Strachan.

Mr P. Bakker is now practising on his own account as Piet Bakker at 406 Homes Trust Buildings, Smith Street, Durban.

Mr Wolfgang Scherer has joined the partnership of G.R. Klohn and Partners from 1st November 1977 and an office has been opened in Durban under the style of G.R. Klohn and Partners — In Association with Wolfgang Scherer at 805 Natal Bank Building, 71 Gardiner Street, Durban.

The partnership of Gerhardt and Steyn has been dissolved and in future Mr Steyn will practice in Pretoria and Mr R.A. Gerhardt will practice in Durban under the style of Rainer Gerhardt.

Due to the death of Mr O. Hurwitz the partners in the firm of H.J. Nel and Partners practising from 2001 Nedbank House 30 Albert Street Durban are H.J. Nel, I.B. Murray, S. Pokroy, J.S. Pretorius, J. Nelmapius, F.J. Viljoen, C.J. Jacobsz, D. Solomon, V. Kroeger.

Change in addresses

B.C. Johnson — 1st Floor, 329 West Street, Durban

K.H.J. Schrader — to 3 Quickberry Place, Pietermaritzburg

W.H. Morris — to 6 Musgrave Mews, 68 Musgrave Road, Durban

T.G. Leach — to 24 Scott Street, Newcastle.

J. Whalley to 2 Medwood, 278 Vause Road, Durban.

K.F. Moull to Apartment 2, 104 Carlton Street, Toronto, Ontario, M5B 1M3, Canada.

B.G. Gibbon to 22 Rosetta Road, Morningside, Durban.

P.T. Fourie to 37A Elizabeth Drive, Ballitoville.

P. Jones to 2B Wadham Gardens, London NW3 3DP.

N. du Preez to P.O. Box 2024, Pietermaritzburg.

F.B. Ryan to 1907 Haven Court, 2 Fenton Road, Durban.

B.C. Johnson to 1st Floor, 329 West Street, Durban.

J.A. Frost to 144 Clarence Road, Durban.

A.R. Strachan to 23 Newlands, 396 Musgrave Road, Durban.

Change in membership:

R.C.N. Neill (Retd) — NPI to TPI

J.F. Hart — NPI to TPI

H.M.J. Madlener — CPI to NPI address Haven's Rest Farm, P.O. Box 137, Greytown

Milliken, D.C. — NPI to TPI.

P.K. Moxley — NPI to TPI

D.M. Ross-Watt — NPI to CPI

Change in class:

A.G. Frolich — retired to ordinary

N.O. Jackson from ordinary to retired and change of address to E4 Hollybank, Rudd Road, Illovo Johannesburg. Note: Mr Jackson has obtained National Board's permission to remain a member of the NPI.

D.W. Claassen — ordinary to retired.

W.H. Morris — ordinary to retired.

J. Kirton — ordinary to retired.

R. Densem — ordinary to retired.

D. Calvert McDonald — ordinary to retired.

C.C. Tilley — ordinary to retired.

New members

I. Levy

J.P. Williams

C.G. Joubert (formerly AnT)

G.P. Butler

B.P. Weideman

H.L.H. Cockerill

P.M. Perold, (formerly AnT & TPI member)

M. Abdool Gafoor (formerly AnT)

C.W. Savage (AnT)

G.R. Robinson

Resignations

P. Dirkson w.e.f. 31.12.77.

D.A. Steward w.e.f. 31.12.77.

G. Marks w.e.f. 31.12.77.

H.N. Werkman w.e.f. 31.12.77.

E.E.C. Crockett w.e.f. 31.12.77.

A.A. Maxwell w.e.f. 31.12.77.

R.J. Platt (AnT) w.e.f. 31.12.77.

Mrs S.E. Stark (Retd)

Deceased

E. Leighton Black



future events:

to be filled in

to be filled in

tear here

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