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MAKING URBAN LAND MARKETS WORK FOR THE POOR

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Opportunities in a Falling Market

What's been happening at the low end of the urban land market?

Conference Report

The Urban LandMark hosted a conference on the 28th and 29th October 2009 at the Bytes Conference Centre in Midrand. The aim of the conference was to explore and review recent developments at the lower end of the urban land market within the context of the international economic recession as well as to examine the question of what the urban players should be doing at this time to secure better and stronger access for poor people in urban land markets.

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Facilitator Quotes

“With the ‘Opportunities in a Falling Market Conference’ Urban LandMark reached out to divergent voices from the private, public and NGO’s sectors and managed to find common ground between them on probably one of the most contentious post democracy issues in South Africa”

“We had some of the most stimulating and frank discussions I have heard on the subject of housing and land markets at the ‘Opportunities in a Falling Market Conference’”

“The ‘Opportunities in a Falling Market Conference’ opened the doors for a deeper and more meaningful engagement between civil society, government and the private sector on matters of housing and land markets in an economy on the mend”

Background

Falling land and property prices present both a challenge and an opportunity. Although the end of the current recession appears to be in sight, the land market is likely to take some time to recover. What opportunities does such a market present to government, the private sector, and to communities trying to establish themselves in urban areas? How can access to the current land market contribute to poverty reduction and the integration of people into the city?

When times are good, competition for well-located land is brisk. Poorer people looking for land to live and trade on find it difficult to compete in the market, whether assisted by the state or not. The state governs land in the public interest, and so needs to secure opportunities for all urban residents to have a stake in the urban economy.

When property prices dip, the market opens up for a time. Lower land costs in downtimes present a particularly useful opportunity to secure better land for housing and small businesses. The extra productive capacity of the private sector can also be usefully employed, as witnessed by the massive investment in transport and other infrastructure ahead of the 2010 Soccer World Cup.

Are we perhaps ignoring this opportunity to secure access to land for use by the urban poor? These and other issues were tackled and debated at the recently held “Opportunities in a Falling Market Conference” hosted by Urban LandMark in Johannesburg, South Africa.

Day 1: Wednesday 28 October

Opening

The conference was opened by Helena McLeod, (DFID Advisor) who reflected on the importance and significance of the issues of land and ownership in the ordinary citizen's life and the responsibility that that places on organisations such as DFID, Urban LandMark and those present at the conference.

She furthermore gave a brief overview of DFID and its role in the country as follows:

- ☐ DFID is a British Aid Agency with a turnover of R1bn in South Africa
- ☐ DFID has seen 1% growth in South, with 0.5%-0.75% growth on the continent, therefore, they are quite keen to work with SA organisations that also have a reach into SADC and the continent more broadly
- ☐ Programmes focuses on sustainable livelihoods – in other words how do we want to live, run cities in a way that does not deplete resources.

In this context, she reflected on the importance of partnerships– *'…how do we work together to achieve our strategic objectives, such as inclusive and integrated cities?'*

Introduction – Setting the Scene

Mark Napier Programme: Director Urban LandMark

According to Mark Napier - Sub-Saharan Africa is one of the most rapidly urbanising regions in the world and municipalities have not positioned themselves well to deal with the challenges of this unprecedented pace of urban population growth. Therefore, the Urban LandMark is starting to gear some of its work towards the area of professional development and issues of regionalisation. The goal of which is: *to improve access to well-located urban land in the southern African region by making markets work for the poor and improving governance systems thus giving meaning and effect to the right to land*. This presentation focused on the work that the Urban LandMark together with its partners is undertaking to realise this goal.

In the course of undertaking is programmatic work the Urban LandMark has begun to pose the question about whether there are opportunities to be had for the poor to access well located urban land in this 'falling market'. In making the case for these opportunities, Mark focuses the conference on the following questions and issues for consideration:

Statistics show that the mortgage loan market has slowed to an estimated 11%, down considerably from 24% growth recorded in 2008; building plan approvals by municipalities are down by 27% from last year; property values in South Africa have fallen by 3.5%; the number of registered estate agents are down by more than 61%; government has a significant shortfall in tax revenues but spending will continue as planned thanks to increased borrowing, etc. In light of the above, then Mark asked:

- ☐ So what opportunities does this situation present us with, especially for urban land for poorer people to use?
- ☐ What about people at the low end of the market trying to access land or hold onto land they currently occupy?
- ☐ It should be a buyer's market - is it any easier to acquire land, to move house, or to build on?
- ☐ What are the transaction costs?
- ☐ Is anyone using their title deeds in a house transaction?
- ☐ Is there a healthy supply of rooms for rent?
- ☐ Are people correctly registered with the local authority as owners or council tenants?
- ☐ Are communities involved in viable land projects, which would work if they could persuade government to come to the party?
- ☐ And what of landowners and developers during a recession? Is the reaction to sit tight and hold onto land or postpone developments until a better day?
- ☐ If so, is this creating land scarcity that might be unlocked through some targeted expropriation?
- ☐ Should the state itself be releasing its own land to developers and investors for residential, commercial and small industrial development?
- ☐ Or are there opportunities for the private sector itself to go 'down market'?
- ☐ If there are, is there an appetite for risk sharing by government to incentivise going down market, or are the conditions such that the private sector can go it alone?

Session 1: Property Market/ Economic Trends

Anthony Miller, MD Lightstone

Current property trends at the low end of the Market

Anthony summarised the key trends at the low end of the market as follows:

- ☐ Represents approximately 43% of privately held residential properties and has been growing slightly faster than the rest of the market
- ☐ Has been the best performing segment from a price perspective, but monthly price inflation is slowing rapidly
- ☐ Transact far less frequently than properties in other segments (3-4% in low end segments vs. 11-15% in other segments since 2007)
- ☐ Volumes have dropped dramatically in recent years (along with the overall market), but average values have held up well, especially the CBD segment driven by investor interest
- ☐ The proportion of bonded transactions has improved since 2004, but still significantly lags the rest of the market; on the flip side, Loan to Value incidences are higher than the market average
- ☐ The incidence of Sale in Execution notices is higher than for the rest of the market and, (arguably) as a result, distressed sales discounts are deeper than average

Kecia Rust, FinMark Trust

Trends in the low income residential market - Performance in RDP and related markets

Kecia raised some of the key questions and concerns that the Affordable Land and Housing Data Centre has been seized with, in respect of the lower end of the market:

- ☐ Is the Reconstruction and Development Programme /Breaking New Ground property viewed as an asset for wealth creation and how will state investment support this?
- ☐ Need to track asset growth where Reconstruction and Development Programme /Breaking New Ground properties have been re-sold or used as collateral. What are the trends in terms of Sale in Execution?
- ☐ What is the impact of state investment in neighbouring communities?

According to Rust an analysis of the re-sale of Reconstruction and Development Programme /Breaking New Ground properties showed the following:

- ☐ Even thought there is a 8-year prohibition on the re-sale of these properties, beneficiaries would dispose of these by means of 'informal transactions'. However, due to weak enforcement and the fact that there is a delay in these properties being registered on the deeds register, the number of 'informal transactions' in this market is on the increase.
- ☐ The implications of re-sale in this market has provided opportunities for the 'gap market' as these properties tend to sell for between R8000-R10000, which provides the previous owner with some opportunity for 'property ladder climbing'.

Key conclusions:

Government subsidized housing is beginning to function as an asset: over 200,000 mortgage loans in this market

- 155,583 loans without a sale: house is gearing finance
- 63,382 loans with a sale
- 30% of properties from 1994 have since transacted
- Resale values improving over time: financed transactions have higher values

Backlog in title deeds being registered is a real problem

- Undermining success of government asset programme
- Contributing to informal sales and undermining integrity of entire deeds registry

Substantial opportunity for growth in this sector, if:

- Affordability challenges addressed
- Resale market further stimulated

An area that requires further investigation is what the impact of state investment has been on property values in neighbouring communities.

Rob McGaffin, Urban LandMark

Trends in the (Township) Commercial Property Market

According to McGaffin a key challenge in this particular segment of the market is the lack of reliable data, which he suggested may be an area of research for the Urban LandMark to pursue.

Some key conclusions from this presentation include:

- ☐ Townships form a significant part of our Cities

- They face significant income challenges and are spatially dysfunctional (cut-off, internally-orientated etc.)
- They cannot be treated as "special" zones and their problems cannot be addressed solely by intervening internally within them
- There is a need to understand their role in the broader City's development and how they are impacted upon by the wider dynamics occurring with the City
- This leads one to question how one plans the spaces between the townships and the established nodes within the City.

Panel Discussions: Property Market/ Economic Trends

Key issues emerging from this discussion include –

- From a SA Banking perspective, despite the pressure to go into a sub prime market, we did not, which shielded our market in some way from the current financial crisis
- There is an opportunity right now to create stability for households through for instance interest rates.
- It is time for the banking sector to move on from the banking charter and to be a little more 'adventurous' in relation to housing markets.
- There is much greater access to finance now that in 1994. There is also a much greater variety in financial vehicles and subsidies available to people whom historically had little or no access to land markets.
- Younger generations who inherit 'township' units are more inclined to sell these primary units to leverage other property investments. Once people can see value in these township properties, we might see a higher turn around of these properties.
- Need to move away from idea that the only way that retail markets can exist is if they are contained in shopping centres, there is a need to reinvent how small businesses can thrive outside of the 'shopping centre / mall' paradigm.

Session 2: Governing Markets

Setting the scene: Stephen Berrisford

For Berrisford, the land governance theme work of the Urban LandMark focuses on government can improve its management of land through better planning and land-use management, through its land taxation policies and practices, and how it acquires and disposes of land, all with a focus on how to improve access to land by the poor.

Urban LandMark is quite instrumental in the review and drafting of the new Land Use Management Bill being undertaken under the auspices of the Presidency. It also recently participated in the SACN funded research study on how municipal rates policies impact on urban poor ability to access land. The results of this study will be presented by Allison Hickey Tshangana. In terms of the Urban Landmarks work that focuses on government's ability to acquire and dispose of land, the expropriation debate becomes very relevant.

Allison Hickey Tshangana, PDG/Isandla Institute

Property Rates Study

In her presentation Allison posed the following question as the key purpose for the study, namely: Considering the identified obstacles, which block the poor's access to urban land markets, can rates policy be used to tackle those barriers?

- Is it an **effective** lever? How significant are property rates as a determinant of access by the poor to urban land markets?
- Is rates policy the **appropriate** lever for influencing property markets in favour of the poor?

What innovative instruments in municipal rates policy could be put in place to assist the poor to access urban land?

- What are the potential advantages?
- What are the obstacles in the implementation of these tools?

The study focused on the following as **potential instruments** in municipal property rates policy to impact on access by the poor to urban land markets:

- Direct tax relief for poor
  - Exemptions, exclusions and rebates
  - Circuit breakers
- Indirect property rates instruments to impact market behaviour
  - Impact of differential rates on pricing of property categories
  - Taxing vacant land

- Special rating areas
- Other planning and zoning instruments

On direct tax relief for the poor, the study found the following:

Direct Property Tax Relief Instrument	**Select Municipal Examples**	**Benefits**	**Costs or Downsides**
Rebate based on monthly income – single or multi blocks/tiers *Variations: cap property value for eligibility for rebate*	Cape Town: Senior citizens and disabled persons receive 100% to 10% based on monthly income (R8000 or below) – 9 tiers	Improved targeting of vulnerable groups (reduce errors of inclusions) In case of multi blocks, sliding scale increases accuracy of targeting	Revenue foregone (but this may be small if collection rates are low) Low coverage/take up due to requirement that residents come forward to apply Financial and institutional costs related to administrative burden of: Verifying documentation to test eligibility; conducting public awareness campaigns
Exemption on rateable property for vulnerable groups	Mangaung: Child headed households exempt for properties with value up to R100,000	Means test not required Ease of administration compared to % rebate	Same as above Less accurate targeting of benefit: provides same maximum benefit to all, regardless of income
Residential exclusions for all ratepayers	eThekwini: Rates are not levied on the first R120,000 of value of residential property	Low administrative costs (automatically applied to rates accounts)	Revenue foregone (larger than rebate) Applied to everyone: potential errors of inclusion (e.g. High income property owners residing in low value houses) Assumes property value as proxy indicator for income (this problem is rectified if this measure is combined with means testing)

Summary and conclusion:

- Residential exclusion is potentially a powerful pro-poor instrument
  - Careful analysis needed of collection rates, property values in poor areas
  - Link to value of govt-subsidised house to align policies
- Applying indirect instruments: Some municipalities bolder than others: innovative instruments with potential to promote densification, revitalisation, economic growth
- Challenges:

  - Implementation, take-up
  - Success depends on how significantly property rates feature in the decision-making factors considered by developers and property owners when buying, selling or making land use decisions on property
  - From municipal perspective: main issue is legality with impermissible discrimination
- Monitoring of municipal implementation of the Act is critically important
  - Compliance with ratios
  - Equitably applying rebates/reductions/exemptions
  - Quantifying revenue foregone
- Shift from compliance to how ratings derived and their subsequent impact on the poor
  - Book balancing exercise, or modelling/analysis of impact on poor?
  - Closer scrutiny needed on interpretations and trade-offs by municipalities

Expropriation Panel Debate:

Saul du Toit, Erwin Rode, Stephen Berrisford, Durkje Gilfillan& Neville Chainee, with Rob Mcgaffin as Commentator

Although posted as a 'debate' the panel discussion on whether expropriation should be more widely used to promote a development planning agenda, the resultant panel discussion found a significant amount of consensus between panellists on the need for an expropriation vehicle under current market conditions.

Commentator Rob Mcgaffin kicked off the discussion by explaining that the debate was not about expropriation itself as expropriation is normal tool used by governments, but rather that the debate was about its application in terms of private good and public right and that the key questions posed to panellists was whether or not we should be using expropriation more widely to achieve wider development goals in for instance the housing sector.

In responding to this question panellists made the following points:

- When working with homeless people one could not cannot achieve the kind of change needed without expropriation. Bearing in mind that homelessness could cause political and social instability, which the country can little afford; expropriation then becomes an important tool for change. Key to this must be implementation within a specific policy framework.

- ☐ Expropriation should have been used from the start of the new democracy, because the government stance of willing buyer-willing seller, comes down to expropriation anyway. Expropriation requires a formal process to make sure that the legal issues of all parties are catered for.

- ☐ Expropriation can be done for public purpose and in the public interest. What is unclear in law is what is in the public interest.

- ☐ We must be reminded that according to law expropriation is linked to market value compensation.

- ☐ There is no debate about whether expropriation is relevant or not the issue is whether it has ushered in an era of radical spatial change and unfortunately it has not.

- ☐ We need to dispel this notion that we are going to move away from a willing buyer-willing seller to an expropriation model. What we must be careful about is how expropriation is used because what seems financial attractive today in twenty years time will seem like financial ruin.

- ☐ How we use appropriation is important to make sure that we don't target properties which will maintain poorer people in peripheral locations and that it might be misleading to continue to pursuer cheap land for large scale housing.

Day 2: Thursday 29 October

Session 3: Cities and Markets: Local & Regional

Keynote: Sithole Mbanga, South African Cities Network:

Recession Issues: SA perspective

Emerging Issues for the keynote address by Sithole Mbanga, included:

The largest cities in SA and the region are growing at an increased pace and the impact and significance thereof is felt more starkly now at the time of the global economic recession;

Service delivery protests are often incorrectly targeted at the local sphere of government as it is closest to the people; often symptomatic of other spheres of government not fulfilling their obligations;

This results in huge political and management pressure felt at the local level, this is compounded by:

- Non-alignment of functions between the different spheres of government
- Challenges of limited sources of revenue, especially within smaller municipalities
- Pressures of the 'new agenda' of climate change whilst very real pressure of delivery

So where does the issue of LAND and access thereto sit within all the above challenges highlighted? For Sithole it's often not prioritised and some municipalities face the real challenge of non-availability of land and inability to acquire land due to non-affordability. Regarding the impact of the recession, Sithole founds that it had literally 'fuelled the fire' of no or limited resources within municipalities.

Keynote: Professor Paul Syagga, University of Nairobi: Issues of recession in Africa

Professor Syagga's presentation focused on the question of opportunities and challenges of falling land markets and sustainable livelihoods of the urban poor, with particular focus on the African experience. Whilst the presentation focused on specific experience of Kenya, South Africa and India, the following were summarized as the challenges facing this sector:

- House prices will keep falling in many cities, but the poor remain in squalor because those prices are still dangerously high compared to incomes
- While in Mumbai house prices are 100 times average incomes, an apartment price of US$ 180,000 in Nairobi is 43 times annual wage of low income household, and the median price of R542,000 is 13 times the annual income of R42,000 I South Africa. This is against the expected ratios of 3:1.
- Given the relationship between incomes of the poor and the property prices it is incumbent upon the state machinery to provide the grounds for distributive justice whether by way of cross-subsidy

or grant in order for the poor to access urban land. One such case is to purchase land during falling property prices and maintain a land bank.

So, what are the opportunities to intervene in this situation? Prof Syagga suggests that the following strategies are pre-requisites to take advantage of falling land prices for the benefit of the urban poor:

- **Planning more efficiently to** reduce per-unit land costs, allow for more efficient/affordable basic services, and create better living environments
- **Cross-subsidy schemes** such as those in East Asia which require private sector developers to reserve part of their market-rate housing projects for the low-income.
- **Improving land information system because** unclear land records leave room for land use to be manipulated in different ways by powerful interests to the disadvantage of the poor.
- **Managing migration.** While it is not possible to prevent new migrants from entering the city, management must integrate them into the formal system as rapidly and smoothly as possible through developing realistic land-use plans and infrastructure standards, especially in rapidly growing peri-urban areas to lower the costs of planned sub-divisions.
- **Improving basic services and regularizing low-income housing.** For cities with large un serviced slum and squatter communities such as Nairobi, slum upgrading can directly improve the lives of the urban poor. Monitoring data from East Asia, for instance, indicate that each dollar of public investment in physical improvements in such areas can generate seven dollars in private investment.

Session 4: Tenure and the poor:

Setting the scene: Lauren Royston

Lauren Royston focused the conference on the work currently being undertaken by the Urban LandMark in respect of land tenure. This theme area of work focuses on the issue of how rights over land are progressively realised, by raising awareness around informal markets and by addressing tenure processes in the upgrading of informal settlements. The work drives towards greater recognition and enhancement of local land markets.

The work is undertaken in terms of the follow projects/case studies:

- ☐ Title, and barriers to title
- ☐ Rental, especially small scale rental
- ☐ Incrementally securing tenure in informal settlements
- ☐ Managed land settlement - LANDfirst

Some of the key challenges and opportunities would be highlighted in the presentation of 3 focus areas for this theme.

David Gardner: Strategy for small scale private rental

David Gardner describes small-scale rental (SSR) as a 'quick-win' accommodation opportunity for a depressed housing market.

So what is SSR? The core elements of a universal definition of SSR includes:

- Small scale, local-level production
- Recognized, privately-held land (owned, tribal, rented but not illegal)
- Managed by private individuals or households
- Rented to separate individuals / households (monetary exchange)

▪ Excludes: informal settlement, social housing, Corporate rental, inner-city accommodation, hostels

▪ Focuses strategy on potential of delivery system, not on perception of negative outcomes.

What problem are we attempting to address with SSR?
15 years of post-apartheid human settlements strategy provides clear direction for the future:

- Greater rate and scale of accommodation production required: RDP, Social Housing, CRU delivery is not enough and not meeting the needs
- Affordability constraints still exist – in fact, are significantly worse
- Distortions in the accommodation market above AND BELOW subsidized housing market; our 'housing ladder' has multiple broken rungs
- Land and services provision challenges within local governments, along with medium-term budgetary constraints on housing subsidies
- Insufficient accommodation options for smaller households
- Densification still a pipe dream
- In a buoyant economy, we were not doing enough in respect of affordable rental accommodation and accommodation for smaller households, and we're hitting the boundaries of current policy
- Lack of primary accommodation production leads to cross-submarket pressures
- Budgetary constraints impact on rate & scale of subsidized housing delivery
- Depressed economy affects all accommodation markets and makes the situation worse.
- But it does create opportunities to look elsewhere for solutions

What are some of these opportunities?

▪ SSR accommodates approximately 10% of all SA households (850 000 + households)

- 35% of all SA households that rent are in SSR. Only delivery system creating substantial volumes of:
  - Rental accommodation affordable to households earning below R3 500 per month
  - Accommodation for intermediate and smaller-sized households
- Average rentals (2008) are R150 (informally constructed units) and R300 (formally constructed units), but are spread across the affordability spectrum
- 53% of SSR units are formally constructed (houses, flats, cottages, rooms).
- Formally constructed SSR is fastest growing sub-sector (83% growth 2002-06). This equates to 33 500 units p.a. average
- No direct state support, 100% private initiative & capital, hostile policy & planning environment

Josette Cole, Mandlovu: New Crossroads: Outcomes & Options

Josette Cole started her input by providing background to the New Crossroads Project, which was established in 1980 as part of the 1979 Koornhof "deal" as was planned to happen in three phases of development, namely: Phase 1 New Crossroads (1731 brick houses); Phase 2 – land adjacent to Terminus Road (now KTC); Phase 3 – limited upgrade of former Old Crossroads site (now Crossroads). The project was however overtaken by the political events of the turbulent 1980s, which saw land invasions in KTC and Khayelitsha areas and violent protests from the community based on broken promises and mistrust of the local government administration.

Mandlovu a Cape Town based NGO then took up the task of writing up the New Crossroads case study to serve as a lesson to other areas experiencing similar challenges in respect of the issue of title.

For Cole key lessons learnt thus far include:

- History matters in a South African context
- Assets delivered from above can become a liability for the poor if not accompanied by an educational process
- The way in which an asset gets delivered is as important as the asset delivered
- The negative impact of an unstable institutional and political environment on citizens, especially the poor
- The creation of a largely "indigent" group of home-owners post 1994 (9,9 million who accessed subsidies)
- Rights and responsibilities of becoming a rate-payer not understood by post 1994 emerging home-owners
- City land administration in a muddle post 2000
- The scale of the challenge – former BLA areas, RDP houses etc

Charlotte Lemanski, University College London:

Moving up the ladder or stuck on the bottom rung?

Homeownership as a solution to poverty in urban South

Dr Charlotte Lemanski from the University College London presented the findings from a study undertaken in a low cost housing development called Westlake Village in Cape Town. The key research question she was try to answer was this:

- Is the asset (RDP property) financially realisable?
  - Is there a market for state-subsidised houses?
  - Can/do vendors purchase alternative property?
- Can/is the asset used to secure collateral?
- Poor homeowners' understanding of property

What the study found was that a functioning RDP property market does exist in Westlake. That there is a transaction rate of 23% over a 6-year period and rising house prices. However, the study also found that these transactions are characterised by low transaction values – mean value of R60,000 per house sold – and sellers unable to buy elsewhere.

The study also found that a RDP property can be used as collateral security, however, only 3% of households had made use of this option. One of the main reasons that this uptake is so low was an expression of risk aversion by homeowners as well as the opportunity that the property presented for income generation through sub-letting and backyard tenancy.

Another barrier seemed to be homeowners poor understanding of the value of the asset they coupled with them seeing the property as a non-financial asset, i.e. a socio-cultural asset which signified the end of struggle; as well as a burden associated with the increased costs of running the asset.

Panel Discussion: Tenure and the Poor

Issues emerging from the panel discussion on tenure and the poor include the following:

- ☐ From a regional perspective – when we talk about urban land markets it is clear that we are talking about a minority market. So this raises the question of whether we should be changing our perspective to understand what the majority of people on the continent experience in relation to land markets and how the poor get access to land.

- ☐ Research seems to suggest significant failure on the part of the state and the market in making land available to the poor. This includes the process of registering land, which takes a significant amount of time and resource across the continent.

- People are most vulnerable when they do not have tenures or the right to occupy land … this is a real problem for most people on the continent. These issues are exacerbated by customary practice, which can have a strong gender bias.

- We are seeing an increasing gap between those who have and who don't have access to land and housing.

- What happens to people who rent when they loose employment – in relation to their access to land and housing – this is a problem because we have a supply and demand market – usually this means a worsening of circumstances where people moving back down the 'housing pyramid' – informal regulation in this market usually means a more flexible approach between owners and renters than in formal markets

- There a huge amount of passive interventions that can we made to ensure that bulk housing that can happen more efficient. There are many design issues, which can act a trigger to development in this space.

- One needs to be careful about the 'heavy hand' of government. There is a different between the recognition and intervention role that government can play to make a significant difference.

- There are many ways that bylaws can be used to unlock and facilitate land markets, like eThekwini's approach to develop a special zoning category for identified pieces of land.

Reflections: Ahmedi Vawda Urban LandMark PAC Chair (Advisor Dept of Housing)

Ahmedi Vawda reflected on the discussions of the two days and remarked on how complex the issues that need tackling are and that quite a lot more in-depth research and investigation in a number of areas is required; as well as the sustained partnerships on a number of fronts.

Closure: Mark Napier: Director Urban LandMark

In closing the conference Mark thanked all the participants for their valuable input but also reflected on the nature of these types of events that they tend to raise more questions than present us with answers. He undertook that the Urban LandMark would look for opportunities to continue the discussions started at the event as well as try to find workable solutions to the numerous requests by the Community Based Organisation sector to play a more lobbying/advocacy role on their behalf with government and other partners.

Annexure A:

Lessons learnt

General Assessment

I think the Conference was a great success, in terms of presentation, speakers, debates, discussions, facilitations and logistics things went very well. The Conference was attended by about 80 participants, the feedback from speakers and participants has been very positive, which is most encouraging.

The support and efficiency of the venue staff also added immensely to the overall success of the conference.

However, there were specific issues that will need more attention in the future, namely:

- Timing, in the future the Conference should be held earlier, in August ideally. The fact that the Conference was held at the end of October prevented certain sectors from attending, most notably academics and students. Studying and exams which commence in early November being the problem this year.
- High number of registered participants didn't attend, more (and/or different) follow-up is needed from ULM's side. Also, the registration process should send a registration confirmed message after participants have completed and submitted the registration form.
- In terms of media people attending, this was very low (only 2), clearly the process on inviting media needs attention, the idea of emailing out the invite and press release to a media list have very limited success. Improving this aspect will necessitate a more comprehensive and integrated approach, centred primarily around the implementation of an effective media strategy. Relationships with key journalists will be initiated and sustained, this process will allow a more meaningful 'targeting' of media when future events are held. Also, more integrated launches related to specific project outputs and how these could/should 'feed' into future conferences.
- Some multimedia recording options may be considered for any future conferences, whereby interviews, exerts are formatted into web videos and uploaded to the Urban LandMark website and potentially other sites.

If some or all of the above are taking into consideration and/or addressed there is no reason why future conferences can't be even more of a success, especially related to media coverage and presence.

Annexure B: Events Budget & Costs

Urban LandMarket
Communications and Marketing

Events budget spreadsheet

Name of event	**Opportunities in a Falling Market - What's been happening at the low end of the urban land market?**				
Date	28 & 29 October 2009				
Venue:	Bytes Conference Centre				
Budget (4200/040)	**R 290 000**				
	Quantity	**Per item**	**Costs**	**Actual to date**	**Notes**
VENUE					
Day delegate rate	120	R 550.00	R 75 951.00	R 75 951.00	Venue fee - Bytes Conference Centre
AUDIO VISUAL					
Technical support		R 0.00	R 0.00	R 0.00	Included in the venue fee
Data projector and screen		R 0.00	R 0.00	R 0.00	Included in the venue fee
Laptop		R 0.00	R 0.00	R 0.00	Included in the venue fee
Sound system		R 0.00	R 0.00	R 0.00	Included in the venue fee
Table microphones		R 0.00	R 0.00	R 0.00	Included in the venue fee (for speakers)
Roving microphones		R 0.00	R 0.00	R 0.00	Included in the venue fee
Lapel microphones		R 0.00	R 0.00	R 0.00	Included in the venue fee
Internet connection		R 0.00	R 0.00	R 0.00	Wireless
Flipchart, pad & pens		R 0.00	R 0.00	R 0.00	N/A
CATERING					
Lunch		R 0.00	R 0.00	R 0.00	Included - venue fee

Mineral water and juice		R 0.00	R 0.00	R 0.00	Included - venue fee
Tea, coffee and biscuits		R 0.00	R 0.00	R 0.00	Included - venue fee
Dinner & drinks		R 0.00	R 0.00	R 0.00	Included - accommodation fee
PRODUCTION ITEMS					
Delegate badges		R 0.00	R 0.00	R 0.00	Included under stationery
Delegate packs		R 0.00	R 0.00	R 0.00	N/A
Signage		R 0.00	R 0.00	R 0.00	Included - venue fee
Photocopying/printing		R 0.00	R 19 813.20	R 19 813.20	Conference material & Kecia's newsletter
EVENT MANAGEMENT					
Event management fee/Facilitation		R 0.00	R 10 000.00	R 10 000.00	Blackearth Consulting (Kubeshni & Carmel)
Project manager		R 0.00	R 0.00	R 0.00	N/A - done inhouse
Delegate pre-event registration		R 0.00	R 0.00	R 0.00	N/A - done inhouse
Venue liaison		R 0.00	R 0.00	R 0.00	N/A
Collation of delegate packs		R 0.00	R 0.00	R 0.00	N/A - done inhouse
Registration		R 0.00	R 0.00	R 0.00	N/A
Travel expenses		R 0.00	R 550.00	R 550.00	Refund - community representatives transport
SPEAKERS					
Speakers & staff accommodation		R 0.00	R 27 025.70	R 27 025.70	
Speakers travel		R 0.00	R 31 037.00	R 31 037.00	Air tickets and shuttle service costs
Speakers gifts		R 0.00	R 2 850.00	R 2 850.00	Vouchers from Exclusive Books for the speakers
Speakers honorarium		R 0.00	R 43 250.01	R 43 250.01	Honorarium of R3,575.00 for speakers and R7,150.00 for ULM Chairperson.
OTHER					
Couriers		R 0.00	R 35.00	R 35.00	

Advertising		R 0.00	R 11 998.12	R 11 998.12		
Stationery		R 0.00	R 700.13	R 700.13		
Contingency		R 0.00	R 0.00	R 0.00		
Total Costs			**R 223210.16**	**R 223 210.16**		**R 66 789.84**