

Area of Work	Actions	Measures of Success
<p>Improve the accuracy of the Register</p>	<ul style="list-style-type: none"> ▪ Further increase the use of online tools for updating details. ▪ Undertake an accuracy and quality assurance review. ▪ Explain to architects the benefits of providing accurate details through our communications with them. ▪ Seek opportunities to encourage architects to ensure their details are up to date. ▪ Develop an integrated system for Part 2 of the Register (Temporary Register). 	<p>85% of Change of Details requests received through online tool (80% in 2014)</p> <p>95% of Change of Details requests received online processed within three days</p> <p>20% increase in the percentage of contact details, telephone/ email addresses in the public domain, making the Register search facility a more valuable tool.</p>
<p>Maintain awareness of the Code and steps that architects can take to mitigate complaints.</p>	<ul style="list-style-type: none"> ▪ Use the website to provide advice to architects on preventing and handling complaints. ▪ Maintain the frequency of relevant articles in the eBulletin. ▪ Seek opportunities to work with others (RIBA/ACA etc) to provide written information or presentations to architects. ▪ Develop and publish online assistance to architects in relation to professional standards through online presentations. 	<p>Every eBulletin contains relevant guidance on matters of professional conduct, based on recent PCC decisions, issues within the profession or legislative changes.</p> <p>The website provides clear and targeted advice to both architects and clients on how to avoid disputes, and how they might be resolved.</p> <p>Demonstrable evidence of ARB working with stakeholders to promote the standards of the Code.</p>
<p>Support consumer confidence through raising awareness of the Code with users and potential users of architects' services.</p>	<ul style="list-style-type: none"> ▪ Ensure that the Code is embedded within all of the key communication documents published by ARB. ▪ Publish articles throughout the year highlighting the benefits of using a registered professional. 	<p>Difficult to measure success of the general effect of actions, but an increase in the mention of the Code in publications.</p> <p>Increase in the hits on the relevant sections of the ARB website by 10%.</p>
<p>Increase use of the online Register which will mitigate the risk of consumers being misled by those misusing the title "architect".</p>	<ul style="list-style-type: none"> ▪ Continue to increase awareness of the Register through social media. ▪ Develop a strategic communications plan to keep the Register topical and in the public arena. ▪ Develop relationships/partnerships with relevant organisations/groups to raise awareness of the Register through advocacy. 	<p>Increase social referrals to the Register by 5%.</p> <p>The number of Register searches increases by a further 5% during 2015.</p> <p>Increase visits to the Register by 10%.</p>

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<p>Encourage architects to promote their registered status to increase awareness and value of the Register.</p>	<ul style="list-style-type: none"> ▪ Explain to registrants the value of referring to their registered status. ▪ Expand the secure area in which architects can have access to their details and embedded logo information. Increase links to the ARB Register via websites. 	<p>Demonstrable evidence that the online Register has greater prominence on internet search engines.</p>
<p>Communications</p>	<ul style="list-style-type: none"> ▪ Develop and implement a plan to continuously improve our communications with stakeholders, including updating the layout and content of ARB's website; developing our social media profile; and raising awareness of ARB and the Register of Architects. ▪ Develop effective relationships with Consumer Organisations 	<p>Increase in the number of visitors to the website.</p> <p>Regular messages about ARB disseminated via social media</p> <p>Demonstrable evidence of stronger relationships with consumer organisations and all stakeholders.</p>
<p>Explore and take up opportunities to work with stakeholders and partners to deliver ARB's objectives.</p>	<ul style="list-style-type: none"> ▪ Actively seek opportunities for working with others. ▪ Build partnerships with others to influence the regulation of architects to protect consumers. 	<p>Demonstrable evidence of broader working relationships with Stakeholders and Partners from the built environment, consumer and regulatory sectors.</p>
<p>Manage ARB's reputation to ensure there is public confidence in the regulation of architects</p>	<ul style="list-style-type: none"> ▪ Raise the profile of ARB's role, in order to communicate the role of regulation ▪ Strengthen our relationships in the regulation and consumer sectors. ▪ Gather feedback from those that use our services, to ensure we are offering relevant and accessible services in a way which adds value ▪ Deliver a communication plan which raises awareness of the role of ARB, in particular the public Register of Architects ▪ Communicate the value of using a registered architect to enhance public/consumer/client understanding ▪ Attend relevant consumer events to raise awareness of ARB's role and the public Register, through exhibiting and speaking opportunities 	<p>Understanding of key regulation and consumer/client issues, which assists the decision making of the Board.</p> <p>Clear understanding of ARB's performance and service delivery through wide ranging feedback.</p> <p>Publish measureable key performance indicators, and report against them biannually.</p> <p>Increased use of Search the Register facility through enhanced awareness of its value, enabling consumers to make informed choices.</p>

