



Subject	Communications Plan Update		
Status	Open Session		
Purpose	For Note		
From	Sandra Ison, Communications Coordinator		
History	Parent Committee	First Submitted	Revision Number
	N/A	18/09/2014	1

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1. Purpose

To note the Communications Plan Update for ARB. The Communications Plan Update is included as [Annex A](#).

For Note

2. Terms of Reference

Communications is a business function which is used to support the delivery of ARB's remit, as such communications objectives are agreed alongside other business planning activities and published in the annual business plan. The 2015 communications objectives formed part of the 2015 Business Plan and are included in [Annex B](#). This report focuses on the delivery of these objectives. Other business areas referred to in [Annex B](#) were reported on at the Board meeting on 16 July 2015 in the Mid-Year Report Against the Business Plan and are not covered here.

3. Open

4. Contribution to the Board's Purpose and Objectives

In delivering the Act, ARB's objectives are:

To protect the users and potential users of architects' services and to support architects through regulation.

To do this ARB works to increase public and professional awareness of the role, functions and culture of ARB and the UK Register of Architects. It proactively communicates with stakeholders to maintain and enhance the reputation of ARB as an independent statutory regulator which maintains professional standards and public confidence in the profession.

The Board agreed ARB's Communication Strategy at its meeting on 12 February 2014 which outlined our planned communications activity and identified three key communications aims to support the delivery of the business plan.

5. Key Points

- i. This paper documents our work in the area of communications between February 2014 and September 2015. It is set out in report format, attached as **Annex A**, to provide a thorough review of the progress we have made against our objectives, across all communications channels. As such, this update represents an opportunity to take stock and to reflect on what has worked whilst at the same time looking forward to future priorities. **Annex B** provides the communication objectives included as part of the 2015 Business Plan.
- ii. Our work with stakeholders is central to our communications strategy and the objectives we set ourselves. Given ARB's relatively small size it is essential that we tap into the networks of our stakeholders to disseminate our key messages to an ever wider audience. Consequently, our work to develop existing relationships and cultivate new ones is covered in detail in this report. Nonetheless, in addition to this, we are expanding our use of other communications channels including social media, press and online resources. This report also documents work undertaken in these and other areas.

6. Risk Implications

The reputation of ARB is impacted not just by what the organisation delivers on but also by how ARB communicates with those who have an interest in its work.

Inadequate or inappropriate communication presents a reputational risk in terms of misrepresentation and misunderstanding of the role of ARB and the context within which it operates.

The Communications Plan sets out the tasks which are undertaken to achieve the aims of the ARB's Communications Strategy.

ARB mitigates reputational risk by communicating in accordance with the aims, methods and values agreed in the Communications Strategy. This Strategy provides the Board with clarity and reassurance that the organisation is operating within clearly defined parameters, thus building and protecting its reputation as an effective statutory regulator.

7. Resource Implications

The financial implications of the Communications Plan have been factored into the 2015 budget and the proposed 2016 budget.

8. Communication

The Communications Strategy is available in the policy section of the website. Regular update reports to the Board provide the Board with an opportunity to review progress.

9. Equality and Diversity Implications

As set out in the Communications Strategy, ARB is committed to communicating in a way which reflects its role as an inclusive organisation. Equality and Diversity implications will be considered at all junctures to ensure we are communicating in an inclusive way.

Our communications will continue to be based on the principle of promoting equality of opportunity for everybody who has dealings with us, irrespective of their race, gender, disability, religion, belief system, sexual orientation or age. As part of our work towards this objective, in May 2015 we undertook an equality and diversity data collection exercise of registrants.