

Area of Work	Actions	Measures of Success
<p>Improve the accuracy of the Register</p>	<ul style="list-style-type: none"> ▪ Develop the usability/access of the online registrant’s services area to maximise engagement. Highlight the value of ensuring architects keep their registration details up to date. ▪ To make the sites mobile friendly ▪ Undertake an accuracy review of the Register, to ensure accurate and relevant information is provided to the public. ▪ Add Equality & Diversity fields to Registrants Services to enable those who haven’t provided data to submit it. 	<p>90% of Change of Details requests received through online tool.</p> <p>95% of Change of Details requests are processed within three days.</p> <p>20% increase in the percentage of contact details, telephone numbers and 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"> ▪ Provide advice to architects on preventing and handling complaints. ▪ Maintain the frequency of relevant articles in the eBulletin. ▪ Provide guidance to the profession on any changes to legislation or professional developments. 	<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>Raise 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 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 2016.</p> <p>Increase visits to the Register by 10%.</p>

Area of Work	Actions	Measures of Success
Encourage architects to promote their registered status to increase awareness and value of the Register.	<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. 	Increased number of downloads of ARB logo from website.
Communications	<ul style="list-style-type: none"> ▪ Develop and implement a plan to continuously improve our communications with stakeholders, including updating the layout accessibility 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>Regular updates to the Board providing detailed information on progress.</p>
Explore and take up opportunities to work with stakeholders and partners to deliver ARB's objectives.	<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. 	Demonstrable evidence of broader working relationships with Stakeholders and Partners from the built environment, consumer and regulatory sectors.
Continue to review, develop and implement our equality and diversity action plan	<ul style="list-style-type: none"> ▪ Review and amend the plan as required, introducing targets. ▪ Collect and analyse Equality and Diversity data, and utilise the information to influence policy decision making. ▪ Make the data fully available to assist others in their policy information gathering. ▪ Undertake project to consider how to make consultations more accessible. 	<p>Annually published data which is of value to the Board and other stakeholders.</p> <p>Implications of E&D considered as part of all policy discussions.</p>
Manage ARB's reputation to ensure there is public confidence in the regulation of architects	<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. 	<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</p>

Area of Work	Actions	Measures of Success
	<ul style="list-style-type: none">▪ 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>biannually.</p> <p>Increased use of Search the Register facility through enhanced awareness of its value, enabling consumers to make informed choices.</p> <p>External communications reinforce message of ARB's regulatory work.</p>

