

Area of Work	Actions	Measures of Success
Improve the accuracy of the Register	<ul style="list-style-type: none"> ▪ Further increase the use by registrants of online tools for updating details. ▪ Undertake an accuracy and quality review of the Register database. ▪ Implement email and telephone verification software across all self-service registration systems. 	<ul style="list-style-type: none"> • A lower number of requests from registrants to update details manually • A lower number of invalid email addresses added on the Register, resulting in a reduced number of undeliverable communications to registrants
Raise public awareness of the standards expected of architects.	<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. ▪ Establish an internal task and finish group to explore ways in which public awareness can be raised, including establishing links with other organisations; reviewing the material we publish; our attendance at consumer shows; and how our impact and reach in this area can be maximised. 	<p>Evidence that promotion of the Code will have been considered in conjunction with all publications and communications. For web based communications, details about the number of clicks and views will be recorded</p> <p>Internal task and finish group to have developed and carried out action plan for raising public awareness of professional standards and developing links with relevant organisations</p> <p>Engagement strategy for consumer shows to have been developed.</p>
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 Registrant's services secure area so that architects can have access to their details and embedded logo information in an attempt to further enhance public awareness of the register. ▪ Increase links to the ARB Register via websites. ▪ Establish an internal task and finish group to review registrants' services and registrants' pages on the website ▪ Introduce an electronic 'welcome pack' for new registrants. 	<p>Downloads of ARB logo from website increased by 10%</p> <p>External links to the online Register increased by 10%.</p> <p>Internal task and finish group to have reviewed this area and progressed action points.</p> <p>Improved understanding amongst architects of UK Regulatory requirements.</p> <p>Demonstrable increase in the understanding of the role of ARB and the regulatory landscape, along with information on UK context for those who did not qualify in the UK.</p>

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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 a wider range of stakeholders. ▪ 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>
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 taking into consideration best practice in this area including moving to an inclusion policy. ▪ 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. ▪ Review and ensure that ARB is collecting appropriate and relevant data. ▪ Ongoing training for staff, Board and those who assist delivery of the organisations objectives. 	<p>Annually published data which is of value to the Board and other stakeholders.</p> <ul style="list-style-type: none"> ▪ Equality and Diversity Implications considered as part of all policy discussions based on data where appropriate ▪ 5% Increase in the Equality and Diversity information held in relation to registrants.
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. ▪ 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> <p>External communications reinforce message of ARB's regulatory work.</p> <p>No high profile regulatory failures leading to public criticism.</p>

