



Subject Update from the Chief Executive
Purpose For Note
From Chief Executive

If you have any enquiries on this paper, please contact Hugh Simpson at HughS@arb.org.uk on 020 7580 5861

1. Summary

To provide an update from the Chief Executive on the operational activities of the Executive team.

2. Open Session

Open session. Any confidential matters will be discussed in a separate report in the confidential session.

3. Contribution to the Board's Purpose and Objectives

In delivering the Act, ARB's objectives are:

- Protect the users and potential users of architects' services, and
- Support architects through Regulation

ARB's Operational Activities Report keeps the Board informed of activities which ensure that ARB meets its purpose and objectives, its statement of priorities and delivers against the Business Plan.

4. Update on Core Projects

Reform of Initial Education and Training

- 4.1 The communications update in section 5 below sets out the key engagement activities we have been undertaking following the launch of the discussion document, 'Modernising initial education and training of architects'.
- 4.2 The launch of the discussion document is a key milestone of an ambitious project which began with the commissioning of research work in 2020.
- 4.3 The discussion paper sets out our ambitions, and the outcomes we are aiming to achieve in delivering our statutory responsibilities in relation to education and training. We engaged extensively with key stakeholders in advance of the discussion document launch including regular updates with the professional leadership bodies, including RIBA, across the UK and also the Republic of Ireland.

We also have also had and continue to have detailed discussions with bodies involved in architecture education including APSA and SCHOSA. The Chief Executive is speaking to SCHOSA AGM on 29 October.

EU Exit/Development of International Routes to Registration

- 4.4 The consultation document setting out the draft principles and criteria the Board approved will be issued at the end of this month with a stakeholder forum currently schedule for 2 November.
- 4.5 Discussions with our counterparts in Australia and New Zealand, and in the USA regarding the development of mutual recognition agreements continue to progress positively. We remain in active dialogue with the Architects Council of Europe and are continuing work together to develop a new mutual recognition agreement with our European partners under the framework of the UK/EU Trade and Cooperation Agreement.
- 4.6 The Chief Executive has been invited to be part of a new Department for International Trade Professional Regulators Advisory Forum which will provide advice to the minister, Lord Grimstone of Boscobel. It had its first meeting in September.
- 4.8 We can also report that we were approached in mid 2021 collectively by the Architects Registration Board Hong Kong (ARBHK) and the Hong Kong Institute of Architects (HKIA), who are seeking to develop an agreement with ARB so that we can mutually recognise the qualifications we respectively prescribe at bachelors and masters levels in the future. Initial exploratory discussions, the exchange of information regarding our respective prescription and registration requirements, and an analysis of the ARBHK/HKIA's request against the principles and criteria agreed by the Board has taken place. On the basis of this preparatory work, we have agreed to continue to explore the development of a memorandum of understanding with ARBHK/HKIA. We will be liaising with the ARBHK/HKIA regarding next steps and discussing a timetable for this work with them. We will continue to keep the Board updated as the discussions progress.

Continuing Professional Development (CPD) scheme

- 4.9 We continue to meet and engage with individuals and organisations in architecture and other professions alongside our CPD consultation.
- 4.12 Further update on the consultation is set out in section 5 below.
- 4.13 The survey will close on 29 November 2021. Following detailed analysis, a report on the engagement exercise will be shared with the Board in Q1 2022, and will be used to develop the detail of the CPD scheme for consultation later in 2022.

Staff development day

- 4.14 Following the consultation with staff on return to office based working, we continue to operate a rotation system whereby teams are able to work in the office on set days. We continue to keep this under review, but are delighted that we will be holding our first all staff in-person meeting on 5 November. The day will include a range of activities but will incorporate: further work to develop refreshed organisational values and behaviours which will underpin the corporate strategy;

detailed planning work for the business plan 2022; and, facilitated sessions to support cross team working and collaboration.

Strategic transformation

- 4.15 Following the Board’s discussions in July and September where we considered the need for ARB to develop a specific programme of work looking at people, process and systems, including a major IT overhaul, we have engaged a small consultancy to advise on the most efficient and cost effective mechanisms and route to tender.
- 4.16 SLG received a detailed report with recommendations and our intention is to recruit a procurement consultant to help us in the process for appointing an IT transformation consultancy.
- 4.17 If we are able to appoint to this temporary role we will move quickly to establish proper internal governance in the form of a programme board as well as agree plans for a Transformation Assurance Group with Board members.

5. Policy and Communications update

We have started to evaluate our activities against four key aims, in line with ARB’s key messages and priorities in the business plan. These are below and highlighted in brackets against relevant activities.

- **ARB** - raising the profile of ARB and putting our brand identity into action so that people understand our purpose, role, responsibility, and have confidence in us.
- **CPD** - engaging stakeholders to help us develop a Continuing Professional Development scheme that is that is proportionate, genuinely helpful to the profession, and tailored by architects to meet their own individual development needs.
- **IET** - engaging stakeholders to help us develop an outcomes-based approach to initial education and training that will enable new routes into and thereby improve access to the profession.
- **EDI** - promoting our aim for a profession that is diverse and representative of society, and gathering stakeholder support on the actions we’ll take to get there.

Engagement with stakeholders

Sept-Oct	Meeting Details	SLG member/s in attendance	Board Members in Attendance
01-Sep	DIT Meeting on UK/AUS Free Trade Agreement	EM	
01-Sep	Meeting with RICS on PII	SH	
02-Sep	Meeting with founder of FAME, Female Architects of Minority Ethnic	RRH	
02-Sep	CIC Apprenticeship Consultation Workshop	EM	
06-Sep	Meeting with Architect Chris Williamson	SH	
06-Sep	CIC Meeting	SH	

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06-Sep	Meeting with MHCLG's Public Appointments Team regarding Board recruitment	EM	
06-Sep	Quarterly Meeting with Chandru Dissanayeke from MHCLG	HS	Chair
07-Sep	Meeting with RIBA to prepare for the Architects Council of Europe (ACE) Finance Committee	EM	
08-Sep	Construction Leadership Council PII working group	SH	
13-Sep	Meeting with Architects Registration Board Hong Kong/The Hong Kong Institute of Architects-MRA Development	EM, Rob Wilson	
14-Sep	Meeting with the Architects Accreditation Council of Australia/New Zealand Registered Architects Board – MRA development	EM, Rob Wilson	
16-Sep	ACE (EU) FICO Committee Meeting	EM	
16-Sep	Meeting with DIT/HMG in USA	EM, Rob Wilson	
17-Sep	ACE General Coordination Meeting	EM	
17-Sep	Meeting on competence with Westminster University	SH	
17-Sep	Meeting with RIAS on CPD	SH	
17-Sep	Meeting with SCHOSA working group on fire-safety guidelines	SH	
17-Sep	Meeting with Westminster Uni on sustainability guidelines	SH	
20-Sep	PARN CPD Seminar	SH	
22-Sep	ARB/APSA Liaison Meeting	EM, Lorcan McCormack Lean	
27-Sep	Department for International Trade Regulated Professions Advisory Forum	HS	
28-Sep	Reform of the Better Regulation System: DLUHC regulators	HS	
30-Sep	The Future of Women in Architecture: Launch of Report and Call to Action	HS	
30-Sep	Meeting with APSA	SH	
30-Sep	Meeting with Education and Public Affairs Leads at RIBA	RRH, James Farrar	
01-Oct	Meeting with Lord Moylan to discuss international routes and MRAs	HS, James Farrar	
04-Oct	Working Group 7 Meeting	SH	
06-Oct	Architects Engagement Group workshop on CPD	HS, RRH, SH, James Farrar, Finn Tobin	Chair, Teri Okoro

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06-Oct	Meeting with Lorraine Farrelly from Reading University	HS, SH	
06-Oct	Meeting with Architect Timothy Onyenobi	HS, BJ	
07-Oct	Meeting with Tamsie Thomson, CEO RIAS	HS	
07-Oct	Introduction meeting with Simon Allford- RIBA President	HS	Chair
07-Oct	Construction Leadership Council PII Working Group	SH	
08-Oct	Liaison Meeting with SCHOSA	EM, BJ, SH & Grant Dyble	
12-Oct	Meeting RIBA re ACE General Assembly Papers	EM	
13-Oct	Senior stakeholder pre-briefing on the Corporate Strategy	HS, RRH & James Farrar	Chair
14-Oct	EU Exit Catch up Meeting	EM, Rob Wilson	Will Freeman
14-Oct	Meeting with DLUHC Regarding MRAs	EM, Rob Wilson	
15-Oct	Meeting with DIT/DLUHC re MRAs	EM, Rob Wilson	

Engagement with the profession

Architects Engagement Group

- There are currently 294 members of the group; 282 of these joined the group directly and an additional 12 joined when they completed the consultation on guidance for institutions. The demographic details below cover only the 282 who joined the group directly.
- 67% of members are White but all ethnic groups are represented;
- 47% are based in London or the South East but all nations and regions are represented;
- 55% are male and 40% are female;
- 68% are registered architects; the group also includes students, academics, architectural consultants and Part 3 candidates, and other built environment professionals.

We held an online workshop on CPD 6 October that was attended by over 40 members of the Architects Engagement Group. The vast majority were registered architects.

- 40 attendees gave us information about their ethnic group. 31 are White; the remainder identify as Black, Asian, Latin and Chinese, amongst others.
- 41 attendees gave us information about their gender. 28 are male and 13 are female.
- 41 attendees gave us information about their location. 18 are in London and the South East; nearly all other regions and nations are represented; we also have attendees from New Zealand and Albania.
- 34 attendees gave us information about their sexual orientation. 32 are heterosexual or straight; 2 are gay.

A summary of the event is below. At the end of the event we asked attendees for feedback through an online slido poll. Of those who replied, 100% found the event useful and would like us to run more like it.

Our consultations and publications

Strategy and retention fee [ARB, CPD, IET, EDI]

On 14 October we published our new ambitious new corporate strategy and this coincided with the statutory retention fee notice being issued to architects.

The day before the strategy was published, we held a private briefing call with key stakeholders. All the national professional institutes attended, including RIBA, and we also had attendees from the Construction Industry Council, SCHOSA and APSA. There were questions and comments about our review of education and training, and the importance of equality, diversity and inclusion in architecture. Several attendees urged us to continue our engagement with them, building on work we've done over the last year.

On the day, we:

- Published the new [designed strategy](#) on our website
- Issued an email explaining the aims and value of the strategy and announcing the retention fee to every architect on the Register
 - This email went to 55,852 contacts, and had an open rate of 47% and a click-through rate of 2%
- Issued an email explaining the aims and value of the strategy to stakeholders including all institutions offering an ARB-recognised qualification
- Issued a [news release](#) to the trade press and engaged with the media to explain the strategy and the reasons for the fee increase
- Managed ongoing queries from architects, stakeholders and social media users

Initial education and training sustainability [ARB, IET, EDI]

On 7 October we published our plans to modernise the initial education and training of architects. As part of this major launch we:

- published an evidence-based [discussion paper](#) explaining what an outcomes-based approach is and the benefits we think it would bring;
- launched a [survey](#) on our engagement platform, inviting views on our outcomes-based approach and our vision for success;
- contacted architects and schools directly;
- issued a [news release](#) to the trade press;
- secured coverage in the Architects' Journal, which includes [an article](#) explaining the proposals and a second piece, a [Q&A with Hugh](#).
- The eblast announcing this news went to 19,545 contacts, and had an open rate of 41% and a click-through rate of 4%.

The key target audiences for our survey are:

- Architectural assistant, designer or consultant (not Part 3 qualified)

- Academic institutions including tutors
- Practicing architects – most importantly, employers

We have had 256 responses (on Friday 15 October). Just under two thirds of these are registered architects, and approximately a quarter are architectural assistant, designer or consultant, or other related professional (not Part 3 qualified) or Part 3 candidates.

In November we will release a video of Hugh explaining our approach, and we are also looking to run some events. We will continue to promote the survey before it closes on 10 January 2022.

Continuing professional development [ARB, CPD]

Our public survey on our approach to developing a CPD scheme opened on 18 August and will close on 29 November 2021. We have had 558 responses (on Friday 15 October). Primary audience is architects; they will have to comply with our scheme so it needs to work for them and they need to know it's coming. So far, 93% of respondents are architects. A full consultation report will be shared with the Board in early 2022, once the survey has closed and we have been able to analyse responses properly.

We held a CPD workshop on 6 October with members of the Architects Engagement Group; the attendance at the event is noted above.

At the event, Alan Kershaw talked through the rationale for the CPD scheme and the principles we intend to apply in developing it. Attendees were split into breakout groups to discuss their views on the principles, and participated in slido polls online. A detailed record was not taken, but some key points were noted. In particular, we were interested to learn that some attendees would like ARB to consider mandating or recommending CPD topics. When asked which topics should be mandated, sustainability was raised most often, followed by safety. The event was an opportunity for detailed discussion with a small number of architects. We will review our public survey results to find out whether there are common themes.

Towards the end of October we will release a video of Alan explaining our approach. We will continue to promote the survey before it closes on 29 November.

Public affairs

Legislation

- The Building Safety Bill is due to conclude its Committee stage by the end of October. We expect the clauses that would amend the Architects Act to be considered in the final few sitting days. So far we have not noted any concerns or comments on these.
[ARB, CPD]
- A date has not yet been published for the next stage of the Professional Qualifications Bill (Report in the House of Lords).

Government

- Michael Gove is the new Secretary of State, with additional responsibilities for ‘levelling up’ and the union. Christopher Pincher has remained a minister in the department and with responsibility for housing.
- The department will be renamed the Department for Levelling Up, Housing and Communities.
- The department’s review into architects regulation is continuing. The formal call for evidence is still open until 8 November. Alongside this, we understand the department is engaging individually with architect groups. We also expect them to hold workshops in the proceeding months.

Digital communications

Website [ARB, IET]

- On Thursday 7 October we launched our survey, ‘Initial routes to education and training’. The landing page was the number one most visited page on launch day (with 892 page-views, constituting 22.38% of total visits for that day). The landing page continues to be the most visited page on the website.
- Website engagement has increased upon the previous period reported, with October in particular thus far seeing an increase in traffic. Save for one notable drop-off in referrals from social for September on referrals for August, we are up on all reported metrics. Monthly averages for sessions, sessions from social and users have all increased, but we have seen a slight drop of 1.4% in pageviews, due to the drop-off in September.
- Our most viewed pages for September and October. Note the appearance of ‘Modernising Architectural Education and Training’ – a new entry to the top three.
 - 1: <https://arb.org.uk/architect-information/applying-for-registration-for-the-first-time/i-hold-overseas-non-recognised-uk-qualifications/>
 - 2: <https://arb.org.uk/public-information/before-hiring-an-architect/architects-register/>
 - 3: <https://arb.org.uk/modernising-architectural-education-and-training/>

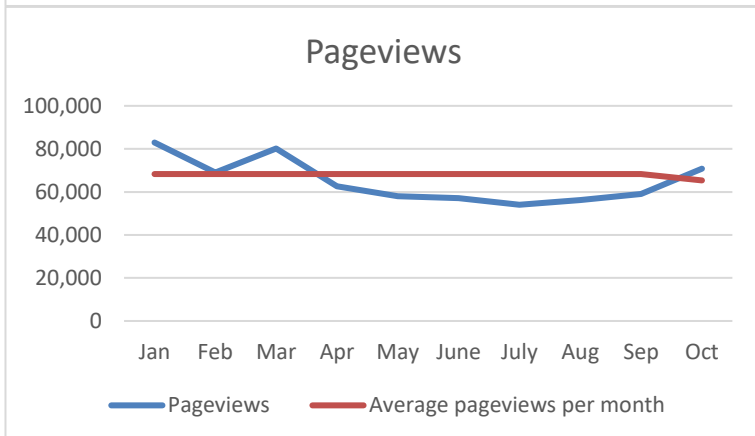
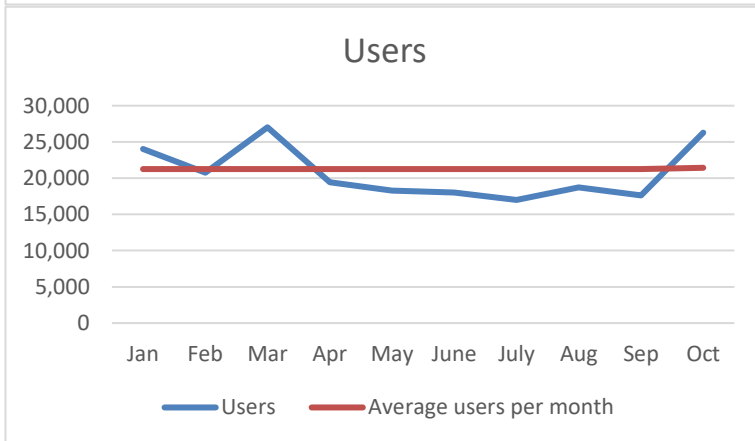
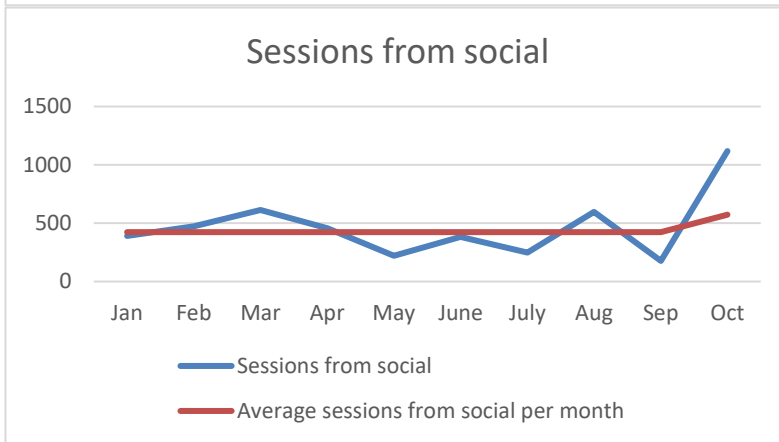
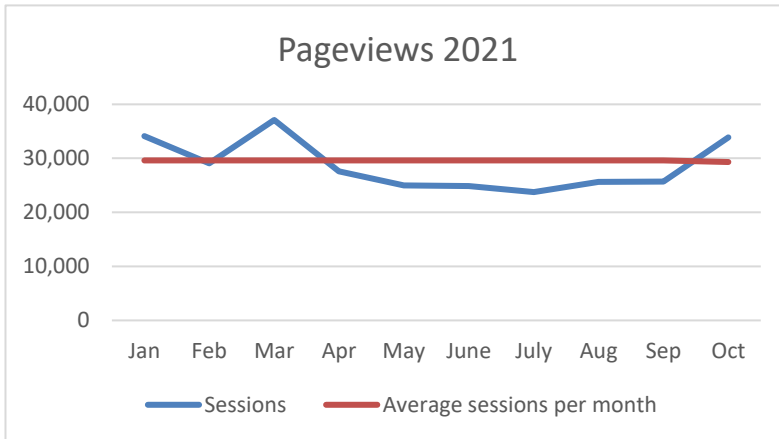
	September	October [Projection based on figures for 1 Oct – 14 Oct]	Monthly av.
Sessions	25,705	33,870	29,322
Sessions from social	177	1,118	573
Users	17,628	26,256	21,429
Pageviews	58,998	70,744	65,337

Session: The period of time a user is actively engaged with arb.org.uk

Sessions from social: The period of time a user who first visited one of ARB’s social channels is actively engaged with arb.org.uk

Users: Visitors who have initiated a session on arb.org.uk

Pageviews: Total number of pages viewed on arb.org.uk

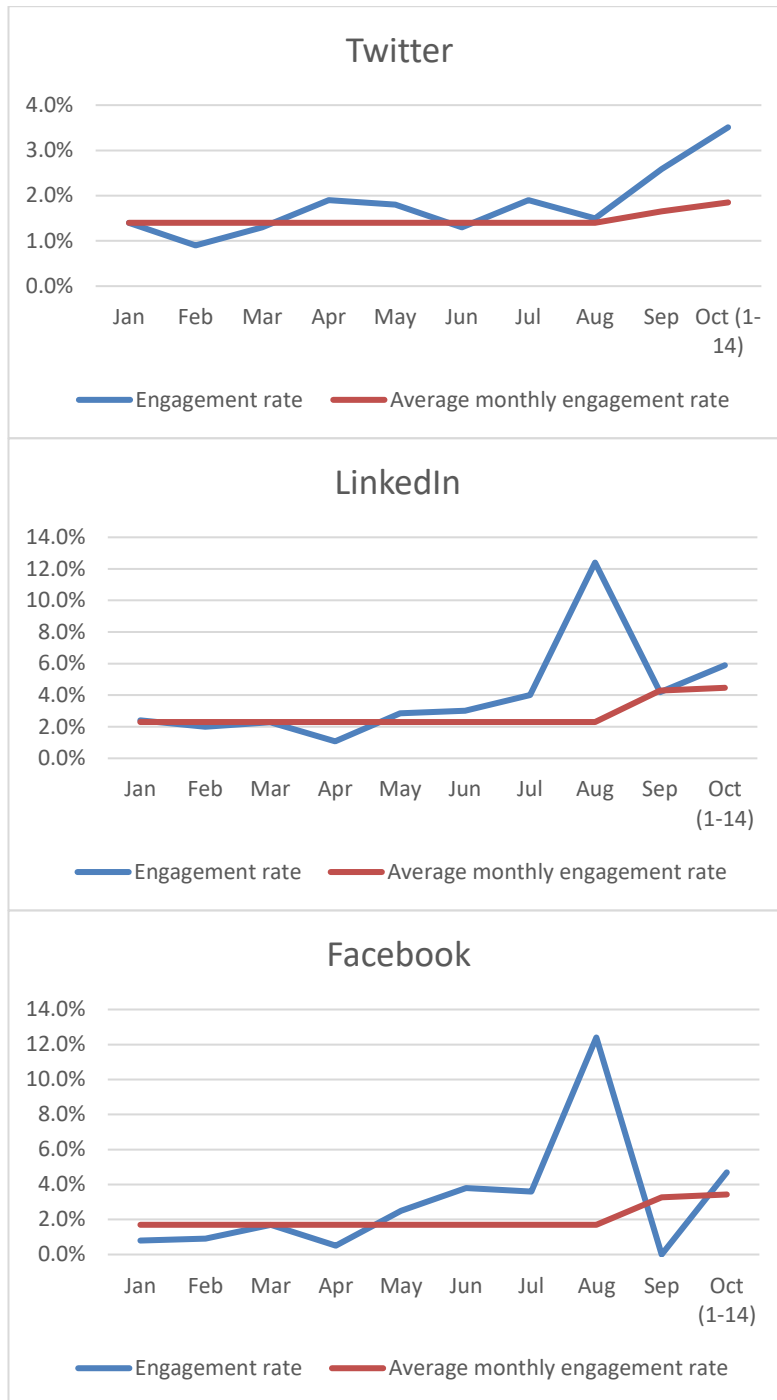


Ebulletin

- September's edition was sent on Tuesday 28 September to 44,081 architects
- It had an open rate of 33% and click through rate (% of openers who clicked) of 4.7%.
- The most read items were:
 - #1 PCC decisions
 - #2 Personal details
 - #3 Dear Architect
- Since August, PCC decisions have been included in the eBulletin and dedicated press releases will no longer be issued. Whilst we have changed the manner in which we share this information, we observed last month that architects are clearly interested in the decisions. That seems to have continued for this month.

Social

- Social engagement dipped in September, due to a lack of new content across all channels. For example, our followers on Facebook reduced by 40.
- Engagement and interaction have however started to pick up again for October. Some highlights from the month so far are:
 - We have recorded 54 engagements on Twitter; if we maintain this level of engagement it will be our best performing month of 2021.
 - We have already recorded 22 engagements on Facebook – more than double the next best performing month.
 - Have hit the milestone of over 3000 followers on Twitter.



Media coverage

Please find below a selection of coverage where ARB is mentioned:

September

- Housing management and maintenance: [Fire Door Safety – Time to Bridge the Gap](#)
- Building Design: Watch out for more changes as Building Safety Bill makes progress

October

- Architects' Journal: ARB chief on education shake-up 'We want to remove unnecessary barriers'

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- Architects' Journal: ARB plans biggest revolution in architectural education in 50 years
- Architects' Journal: UCAS data More women than men start architecture courses in 2021
- Modern Building Services: 2021 Fire Safety Regulations Explained
- Scottish Construction Now: Major reforms to architectural education outlined by ARB
- Building Design: [Arb unveils 'biggest shake-up of profession in 50 years'](#)
- Building Design: [Legend of brutalism Owen Luder dies at 93](#)
- RIBA: [RIBA responds to ARB architectural education reforms](#)
- Building Design: [Arb announces record 25% rise in retention fee](#)
- Architects' Journal: [ARB to hit architects with highest ever hike in retention fees](#)

Looking ahead

Topic	Activity	Planned date
CPD	Engagement and promotion of survey	Ongoing
	CPD survey closes	29 November
IET	Engagement and promotion of survey	Ongoing
	We hope to hold regional workshops to discuss our plans in more detail.	End November
	Survey closes	10 January
International routes to registration	Publishing an update on international routes to registration and providing the opportunity for interested parties to comment.	End of October
[ARB, EDI]	Organising a private roundtable to discuss this further with key stakeholders.	2 November
P11 [ARB]	Organising a private roundtable on indemnity insurance with external stakeholders. This aims to explore our regulatory options by providing a platform to consider what the minimum requirements for architects should be and whether ARB's current position is realistic in the current market.	End of November
External: Grenfell Inquiry	Module 6 is expected to start by 28 October and will include the role of central government.	Ongoing
External: Government and Parliament	<p>Parliamentary activity including:</p> <ul style="list-style-type: none"> • The Building Safety Bill's remaining stages in the House of Commons [CPD] • The Professional Qualifications Bill's Report and remaining stages in the House of Lords • Ongoing committee inquiries, including on sustainability in the built environment • DLUHC questions in the House of Commons (25 October) <p>We anticipate potential announcements on the Government's overall approach to regulation, following the</p>	Ongoing

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	<p>conclusion of its consultation on 'Reforming the framework for better regulation'</p> <p>We also expect an announcement on planning legislation, which we expect to include relevant points on design, and a 'levelling up' white paper soon.</p> <p>The call for evidence for MHCLG's review into architects regulation closes. We expect they will organise some further engagement workshops after this.</p>	8 November
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6. Resource Implications

Only as identified in the paper.

7. Risk Implications

ARB's CEO's Report provides the Board with an update on business activities, progress against the Business Plan, as well as highlighting any emerging risks which may impact on delivery.

Further detail of specific risks to the organisation and in relation to operations will be provided in the confidential CEO's report.

8. Communication

There are not specific communications implications arising from this paper.

9. Equality and Diversity Implications

None directly emerging as a result of updates in this paper.

10. Further Actions

These are referred to within the key points set out above.