



Subject	Stakeholder Engagement /Communications Plan		
Status	Open session		
Purpose	For Note		
From	Sandra Ison		
History	Parent Committee	First Submitted	Revision Number
	N/A	18/09/2014	1

If you have any enquiries on this paper, please contact Sandra Ison on 020 7580 5861

1. Purpose

To note the Stakeholder Engagement Plan/Communications Plan for ARB. The Stakeholder Engagement/Communications Plan is included as **Annex A**.

For Note

2. Terms of Reference

The Stakeholder Engagement/Communications Plan sets out ARB's objectives and intentions in relation to contacts with stakeholders. It is an operational document that underpins the Communications Strategy as previously agreed by the Board.

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 and requested to see the operational Stakeholder Engagement/Communications Plan which outlines our planned communications activity and progress to date.

5. 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 Stakeholder Engagement/Communications Plan sets out the tasks which are undertaken to achieve the aims of the ARB's Communications Strategy.

The ARB mitigates reputational risk by communicating in accordance with the objectives, 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.

6. Key Points

- i. Our work with stakeholders involves both maintaining and developing existing relationships and building new connections. We work to engage with and inform stakeholders as well as learning from their experiences, expertise and knowledge.
- ii. In February 2014 the Board agreed the organisations Communications Strategy. It was agreed at the meeting that the working document which sits below the strategy would be provided to the Board for information, once more work on the document had taken place.

The Stakeholder Engagement/ Communications Plan has been developed to support the delivery of the overarching Communications Strategy, the Board's Purpose and Objectives and the Board's Priorities.

The Plan is an evolving operational document that includes measures of success and progress to date. Relationships with stakeholders are constantly evolving and new stakeholders are frequently developed and contacted. As such, this should be seen as a snapshot in time, as this document is regularly updated.

Every stakeholder is important and as a Board and staff team we are committed to building and maintaining strong relationships. It is paramount that we keep stakeholders informed, understand their views, and respect and consider their opinions and valued feedback.
- iii. It is preferable for stakeholders to hear about ARB's work direct, so that information is received in context and without the risk of misinterpretation by third parties. We ensure this happens in various ways, often through direct contact, but also by ensuring our website is up to date and provides relevant and helpful information to the wide range of people who use our services and interact with us.
- iv. ARB has a number long standing relationships with stakeholders including the UK and European government, professional bodies and Schools and Institutions of Architecture. In addition to this, it continues to build relationships with new stakeholders, particularly those representing clients and consumers; organisations and groups operating in the construction sector, and other regulators.

- v. The Plan has the status of being an operational document, and responsibility for it rests with the Executive. However it is presented to the Board to provide an update and assurance that Communications Strategy is being effectively implemented.

Over the next few months we will be reviewing the plan, to further reflect our commitment to Equality and Diversity, as we recognise that we currently have limited interactions with stakeholders who represent minority groups.

Within the 2015 Business Plan some specific communication objectives have been set. Those objectives will feed in to the Stakeholder Engagement/Communication Plan going forward in to next year.

7. Resource Implications

The financial implications of Stakeholder Engagement/Communications Plan have been factored into the 2014 budget and the proposed 2015 budget.

8. Communication

This plan is a working document for internal use; iterations of it will not be published on the website. The Communications Strategy is available in the policy section of the website.

9. Equality and Diversity Implications

As set out in the Communications Strategy, the 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.

As set out in the Communications Strategy, ARB is committed to communicating in a way which reflects its role as an inclusive organisation. 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, we are about to undertake an equality and diversity data collection exercise of registrants.

ARB recognises that not all stakeholders are proactive communicators, neither are they all well-represented nor well-resourced. As an independent statutory regulator, we are also committed to seeking out and responding to the voices of less heard groups.