



ARB Priorities

2014 - 2016

ARB's Purpose and Objectives

ARB's primary purpose is to deliver the Act and the Board has identified two objectives from the Act which underpin our work. These are:

Protect the users and potential users of architects' services, and

Support architects through regulation

Protect the users and potential users of architects' services: We will protect the users and potential users of architects' services by regulating architects so that the public can be confident that architects are appropriately qualified. We will raise the public's awareness of the Register.

Support architects through regulation: We will maintain and publicly demonstrate the status of architects as competent, qualified professionals, and we will regulate use of the title "architect". We will raise awareness of the Architects Code of Conduct and Practice and the need to maintain competence.

These objectives guide all of our work and further information is contained in ARB's Statement of Purpose and Objectives.

ARB's Priorities

ARB has considered the priorities which it should focus on and address during 2014 – 2016. These are outlined below and will be taken forward through the Business Plans for each year. In determining the work for each year, ARB will take into account the priorities for each year, the appropriate timescales and any external drivers which may impact on timescales, which are outside ARB's control. ARB has identified that there is a consistent first priority for the organisation which is shown below.

First Priority

To deliver ARB's statutory responsibilities as identified under the Architects Act 1997.

	Key Areas	Activities
a.	Registration	<ul style="list-style-type: none">• To maintain and publish the Register of Architects• To prescribe ("recognise") the qualifications needed to become an architect• To register those who meet ARB's requirements for qualifications, experience and competence• To set standards for professional competence
b.	Professional Standards	<ul style="list-style-type: none">• To issue a code laying down standards of conduct and practice expected of architects• To deal with complaints and enquiries from members of the public regarding the conduct and competence of architects
c.	Title Regulation	<ul style="list-style-type: none">• To regulate use of the title "architect"
d.	Competent Authority	<ul style="list-style-type: none">• ARB is the Competent Authority for architects in the UK. In this capacity, ARB liaises with its counterparts in other European countries to fulfil its obligations

Additional Priorities

To engage effectively with the users and potential users of architects' services, architects, Government and key stakeholders.

	Key Areas	Activities
e.	For ARB as a whole, to engage effectively in the process of the periodic review of the ARB and to work with Government to prepare for the implementation of any	<ul style="list-style-type: none">• Encourage transparency and contribution to the review process from the outset, particularly from users and potential users of architects' services.

ARB's Priorities 2014 - 2016

	Key Areas	Activities
	change.	<ul style="list-style-type: none"> • Provide ARB's opinion on policy questions relating to the registration and regulation of the title architect. • Provide evidence in a timely and constructive way, identifying areas for improvement in line with ARB's objectives, and giving detailed consideration to all areas raised in consultation. • Continue to deliver ARB's statutory responsibilities throughout the process.
f.	To both inform and learn from users and potential users of architects' services, architects, and professional and representational bodies in order to improve ARB's effectiveness in meeting its objectives.	<ul style="list-style-type: none"> • Consider and implement a programme of stakeholder engagement.

To increase consumer protection through informed choice

	Key Areas	Activities
g.	To review the protection offered through title regulation and how it can best be delivered in today's technological environment	<ul style="list-style-type: none"> • Identify and review the prevalence of misuse of title through different media. • Consider consumer understanding of the title architect. • Continue to mitigate the impact of title misuse by raising the profile of the Register.
h.	To utilise technology effectively to increase consumer awareness	<ul style="list-style-type: none"> • ARB's digital media strategy will be implemented to enhance consumer awareness and access to ARB's information will be made readily available through digital media and other appropriate means.
i.	To increase awareness of issues affecting consumer choice	<ul style="list-style-type: none"> • Raise awareness of the Register • Encourage architects to promote their registered status. • Increase consumer understanding of the registered status of architects • Provide useful consumer information targeted at those who are considering procuring architectural services and those using the services of an architect.

To maintain the standards of competence, conduct and practice of architects

	Key Areas	Activities
j.	Manage an effective and accessible process for considering issues arising in respect of conduct and competence.	<ul style="list-style-type: none"> • Consider and when possible implement any enhancements which can be made to streamline the process. • Ensure information is readily available and understandable for both architects and complainants on complaints. • Increase awareness of common areas of complaint and the steps which can be taken to mitigate this.

To maintain the effectiveness of the delivery of ARB's statutory duties

	Key Areas	Activities
k.	Ensure that all decisions (policy and operational) are based on adequate information.	<ul style="list-style-type: none"> • Increase the information and accessibility of information available with regard to the make-up of the Register, with regard to diversity, routes through which registration was achieved and enhance understanding of the routes to registration. • Working with partners, increase information with regard to the profession and students through assessment of trends.
l.	Undertake a fundamental review of routes to registration and whether the routes remain fit for purpose	<ul style="list-style-type: none"> • Undertake a review from fundamental principles through to consideration of detailed routes to registration. • Identify any areas for change, consult and engage stakeholders and implement final decisions.
m.	Effectively monitor ARB's delivery of its operations and identify areas for continuous improvement.	<ul style="list-style-type: none"> • Maintain Key Performance Indicators, which are monitored and regularly reviewed. • Monitor the outcome of legal challenges for areas for improvement and trends, particularly where there may be reputational or financial risk.
n.	Implement any necessary changes to meet the revisions to the Qualifications Directive.	<ul style="list-style-type: none"> • With DCLG and other stakeholders, consider changes necessary to the legislation and procedures. • Ensure processes and information are ready for the implementation date.

ARB's Priorities 2014 - 2016

	Key Areas	Activities
		<ul style="list-style-type: none">• Communicate changes to interested parties.• Monitor the impact and effectiveness of changes made.
o.	To invest in technology in order to ensure sufficient resources are available to be able to deal with growing demands and services.	<ul style="list-style-type: none">• The additional human resources needed to deal with the growing demands placed upon the organisation.• Further develop "self-service" facilities on the website.• Continue to invest in back office integration.• Assure stability of existing systems, increase reliability and access.