

| Area of Work  | Actions  | Measures of Success  |
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| <p><b>Improve the accuracy of the Register</b></p>  | <ul style="list-style-type: none"> <li>▪ Further increase the use of online tools for updating details.</li> <li>▪ Undertake an accuracy and quality assurance review.</li> <li>▪ Explain to architects the benefits of providing accurate details through our communications with them.</li> <li>▪ Seek opportunities to encourage architects to ensure their details are up to date.</li> <li>▪ Develop an integrated system for Part 2 of the Register (Temporary Register).</li> </ul> | <p>85% of Change of Details requests received through online tool (80% in 2014)</p> <p>95% of Change of Details requests received online processed within three days</p> <p>20% increase in the percentage of contact details, telephone/ email addresses in the public domain, making the Register search facility a more valuable tool.</p>  |
| <p><b>Maintain awareness of the Code and steps that architects can take to mitigate complaints.</b></p>   | <ul style="list-style-type: none"> <li>▪ Use the website to provide advice to architects on preventing and handling complaints.</li> <li>▪ Maintain the frequency of relevant articles in the eBulletin.</li> <li>▪ Seek opportunities to work with others (RIBA/ACA etc) to provide written information or presentations to architects.</li> <li>▪ Develop and publish online assistance to architects in relation to professional standards through online presentations.</li> </ul>     | <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><b>Support consumer confidence through raising awareness of the Code with users and potential users of architects' services.</b></p>           | <ul style="list-style-type: none"> <li>▪ Ensure that the Code is embedded within all of the key communication documents published by ARB.</li> <li>▪ Publish articles throughout the year highlighting the benefits of using a registered professional.</li> </ul>   | <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 in the hits on the relevant sections of the ARB website by 10%.</p>  |
| <p><b>Increase use of the online Register which will mitigate the risk of consumers being misled by those misusing the title "architect".</b></p> | <ul style="list-style-type: none"> <li>▪ Continue to increase awareness of the Register through social media.</li> <li>▪ Develop a strategic communications plan to keep the Register topical and in the public arena.</li> <li>▪ Develop relationships/partnerships with relevant organisations/groups to raise awareness of the Register through advocacy.</li> </ul>  | <p>Increase social referrals to the Register by 5%.</p> <p>The number of Register searches increases by a further 5% during 2015.</p> <p>Increase visits to the Register by 10%.</p>   |

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| <p><b>Encourage architects to promote their registered status to increase awareness and value of the Register.</b></p> | <ul style="list-style-type: none"> <li>▪ Explain to registrants the value of referring to their registered status.</li> <li>▪ Expand the secure area in which architects can have access to their details and embedded logo information.<br/>Increase links to the ARB Register via websites.</li> </ul>   | <p>Demonstrable evidence that the online Register has greater prominence on internet search engines.</p>   |
| <p><b>Communications</b></p>   | <ul style="list-style-type: none"> <li>▪ Develop and implement a plan to continuously improve our communications with stakeholders, including updating the layout and content of ARB's website; developing our social media profile; and raising awareness of ARB and the Register of Architects.</li> <li>▪ Develop effective relationships with Consumer Organisations</li> </ul>  | <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><b>Explore and take up opportunities to work with stakeholders and partners to deliver ARB's objectives.</b></p>    | <ul style="list-style-type: none"> <li>▪ Actively seek opportunities for working with others.</li> <li>▪ Build partnerships with others to influence the regulation of architects to protect consumers.</li> </ul>   | <p>Demonstrable evidence of broader working relationships with Stakeholders and Partners from the built environment, consumer and regulatory sectors.</p>  |
| <p><b>Manage ARB's reputation to ensure there is public confidence in the regulation of architects</b></p>             | <ul style="list-style-type: none"> <li>▪ Raise the profile of ARB's role, in order to communicate the role of regulation</li> <li>▪ Strengthen our relationships in the regulation and consumer sectors.</li> <li>▪ Gather feedback from those that use our services, to ensure we are offering relevant and accessible services in a way which adds value</li> <li>▪ Deliver a communication plan which raises awareness of the role of ARB, in particular the public Register of Architects</li> <li>▪ Communicate the value of using a registered architect to enhance public/consumer/client understanding</li> <li>▪ Attend relevant consumer events to raise awareness of ARB's role and the public Register, through exhibiting and speaking opportunities</li> </ul> | <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> |

