

Area of Work	Actions	Measures of Success
Improve the accuracy of the Register	<ul style="list-style-type: none"> ▪ Develop the usability/access of the online registrant’s services area to maximise engagement. Highlight the value of ensuring architects keep their registration details up to date. ▪ To make the sites mobile friendly ▪ Undertake an accuracy review of the Register, to ensure accurate and relevant information is provided to the public. ▪ Add Equality & Diversity fields to Registrants Services to enable those who haven’t provided data to submit it. 	<p>90% of Change of Details requests received through online tool.</p> <p>95% of Change of Details requests are processed within three days.</p> <p>20% increase in the percentage of contact details, telephone numbers and email addresses in the public domain, making the Register search facility a more valuable tool.</p>
Maintain awareness of the Code and steps that architects can take to mitigate complaints.	<ul style="list-style-type: none"> ▪ Provide advice to architects on preventing and handling complaints. ▪ Maintain the frequency of relevant articles in the eBulletin. ▪ Provide guidance to the profession on any changes to legislation or professional developments. 	<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>
Raise awareness of the Code with users and potential users of architects’ services.	<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. 	<p>Difficult to measure success of the general effect of actions, but an increase in the mention of the Code in publications.</p>
Increase use of the online Register which will mitigate the risk of consumers being misled by those misusing the title “architect”.	<ul style="list-style-type: none"> ▪ Continue to increase awareness of the Register through social media. ▪ Develop a strategic communications plan to keep the Register topical and in the public arena. ▪ Develop relationships/partnerships with relevant organisations/groups to raise awareness of the Register through advocacy. 	<p>Increase social referrals to the Register by 5%.</p> <p>The number of Register searches increases by a further 5% during 2016.</p> <p>Increase visits to the Register by 10%.</p>

Area of Work	Actions	Measures of Success
<p>Encourage architects to promote their registered status to increase awareness and value of the Register.</p>	<ul style="list-style-type: none"> ▪ Explain to registrants the value of referring to their registered status. ▪ Expand the secure area in which architects can have access to their details and embedded logo information. <p>Increase links to the ARB Register via websites.</p>	<p>Increased number of downloads of ARB logo from website.</p>
<p>Communications</p>	<ul style="list-style-type: none"> ▪ Develop and implement a plan to continuously improve our communications with stakeholders, including updating the layout accessibility and content of ARB’s website; developing our social media profile; and raising awareness of ARB and the Register of Architects. ▪ Develop effective relationships with Consumer Organisations. 	<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>Regular updates to the Board providing detailed information on progress.</p>
<p>Explore and take up opportunities to work with stakeholders and partners to deliver ARB’s objectives.</p>	<ul style="list-style-type: none"> ▪ Actively seek opportunities for working with others. ▪ 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>
<p>Continue to review, develop and implement our equality and diversity action plan</p>	<ul style="list-style-type: none"> ▪ Review and amend the plan as required, introducing targets. ▪ 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. 	<p>Annually published data which is of value to the Board and other stakeholders.</p> <p>Implications of E&D considered as part of all policy discussions.</p>
<p>Manage ARB’s reputation to ensure there is public confidence in the regulation of architects</p>	<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. 	<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</p>

Area of Work	Actions	Measures of Success
	<ul style="list-style-type: none">▪ 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>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>

