Board meeting: 17 May 2023
Agenda item: 9
Subject: Performance Monitoring Data Update Q1
Action: To note

Purpose

To provide the Board with an overview of operational performance for Q1 of 2023

Recommendations

The Board is asked to note and comment on the operational performance of ARB as set out in the paper.

Annexes

Performance dashboards for ARB's main functional areas are included in Annex A

Author/Key Contact

Hugh Simpson, Chief Executive and Registrar (hughs@arb.org.uk)

1. Open

It is important for public and stakeholder confidence that the Board reviews operational data and performance monitoring reports in open session.

2. Background and Key points

2.1. The Board's responsibilities cover, broadly, three main areas: Setting of strategy, approving regulatory policy and standards, and assurance of the operational performance of the ARB.

2.2. Additionally, as part of the Framework Agreement with the Department for Levelling Up, Housing and Communities, there is an expectation that we regularly report on performance across each of our statutory functions, as well as finance and human resources.

2.3. The report blends a summary narrative in this cover paper with the highlighted performance data set out in a single Annex presentation document.

2.4. The narrative for each section below, in some places replicates information in the Annex and draws out the key points for consideration.

3. Professional Standards: performance update

3.1. Data for Q1 in professional standards has shown a stabilising of screening and investigations caseload, and a notable drop in the Investigations Panel caseload because of additional resource being employed in this area. We will be monitoring the caseload to see whether this translates into a reduced number of cases being referred through to the PCC.

3.2. The considerable PCC caseload is creating unavoidable delays in listing and concluding cases. This is the primary cause of the poor KPI compliance for listing hearings and the end-to-end performance. We have committed significant additional resource in this area from the start of the year: a new dedicated hearings manager and hearings officer, and two new PCC legally qualified members. While the additional capacity we have in place will take some time to be reflected in the KPIs, we have now scheduled in cases for the remainder of 2023, and are on track to conclude twice as many cases at the PCC than we did in 2022.

3.3. We have also embedded the new QA system that was reported to the Board last year. This is already identifying themes in respect of delays which, now identified, can be tackled at an earlier stage.

4. Registration: performance update

UK routes to registration

4.1. The Annex provides an overview of the 2022 and 2021 comparative data which shows consolidation of performance improvements across registration.

4.2. The numbers of new applications in 2023 are slightly higher than the previous year, but within resourcing levels available.

4.3. The strong performance in processing continues, with 99% of the 352 applications processed with an average of 4.2 working days. We will continue to monitor the processing time and triangulate against quality assurance audits to ensure the consistent quality of the processing does not deteriorate.

4.4. We are looking to introduce a complexity score for applications, which may allow a variable KPI (more complex ones retaining the 15 working days, but less complex ones having a lower KPI). The advent of the CRM will support this differential measurement and easier reporting.

EU route to registration

4.5. The number of EU applications is in line with resource planning and forecast.

4.6. The performance in meeting the KPI has improved when compared to 2022 and is likely to be a result of the enhanced guidance for required documentation.

4.7. The time to process applications has also decreased, which supports the impact of the guidance.

Re-joining the register

4.8. The rate of re-joining the Register is significantly higher than in 2022 and 2021 (Blue line is 2023, Red line is 2022, Green line is 2021). Whilst a larger number of architects were removed for non-payment of the retention fee (1656 versus 1331), the proportion of those having re-joined by end of Q1 is higher (39% versus 33%).

4.9. The trends over the last 3 years are sustained in pattern, with more people returning to the Register. This includes those who left, or were removed, more than 2 years ago.

4.10. The performance of returning architects to the register within 5 working days continues to be sustained, with only 3 months in the last 15 where the KPI was not met or exceeded. In months where it was not, the volumes were very low, skewing

the %. In the last 15 months, only 22 re-joins (out of 1375 applications) were not concluded in time. These were due to missing information, or IT system issues.

5. Policy and Communications

5.1. The first quarter of 2023 has seen an exceptionally busy period of engagement. The Annex includes an overview of performance against a mixture of quantitative and qualitative success criteria, as well as key insights.

5.2. We continue to engage through larger facilitated meetings as well as smaller targeted meetings and briefings with government, parliamentarians, and stakeholders from the built environment.

5.3. Our open rate for eBlasts has remained high – we are yet to fall below a 50% open rate for any single campaign this year.

5.4. On the March edition of ARB Insight, our most popular links were:

- Chief Executive article about our education proposals, published by Wonkhe (a higher education platform)

- PCC decisions

- Recording of our Q&A webinar for Tomorrow's Architects

5.5. Our major campaign (i.e.. a campaign going to the whole Register) with the best click rate was the launch campaign for Tomorrow's Architects, with a 5% click rate. The most popular link on that campaign was for the consultation landing page.

5.6. We are seeing an increase in website traffic in Q1 2023 when compared to 2022.

5.7. February was a particularly busy month for media and our YouTube channel with a particular focus on education reform proposals.

5.8. February and March also saw the launch and promotion of our MRAs with the United States, Australia and New Zealand which generated a lot of media interest.

6. Human Resources

6.1. An update on the People Strategy is included within the CEO report elsewhere on the agenda. The People Committee will receive a more detailed data report at its next schedule meeting. Included in the Annex is a high-level overview of HR data.

6.2. What the Annex shows is that headcount increased in line with budgets and that the success in reducing high levels of turnover seen previously at ARB has been consolidated in 2023.

6.3. There has been a small increase in the average numbers of sick days seen when comparing year on year for 2022 and 2023.

7. Risk implications

7.1. The risks in relation to the performance against KPIs are referenced earlier in the paper or are covered elsewhere in the Board's report.

7.2. As reported to the Board in October 2022 we have had to increase capacity in Professional Standards to respond to the changing case mix and increased number of hearings. We would expect this to have an impact in the second half of 2023.

7.3. The second half of year will see Phase 1 of our CRM project reach completion. This will place additional pressure on staff in Registration as well as support staff as we work to deliver this project alongside business as usual.

7.4. As with other areas, such as accreditation, there are performance risks as we seek to maintain high performance in business as usual, while also seeking to undertake and delivery major reforms.

8. Communication (Delete as appropriate)

8.1. This performance monitoring report is an important public record of ARBs performance so that we can be transparent and that key stakeholders, including our sponsor department, can receive assurance that we are delivering our statutory functions.

9. Equality and Diversity implication

There are no specific equality, diversity or inclusion implications specifically relating to this report. Any EDI implications will be reported against specific papers relating to our policy development.

10. Recommendations

The Board is asked to note and comment on the operational performance of ARB as set out in the paper.

# Performance Monitoring Data for Review Q1 2023

Contents

1. Professional Standards
2. Registration and Accreditation
3. Policy and Communications Management Information Dashboard
4. Human Resources (data to follow)
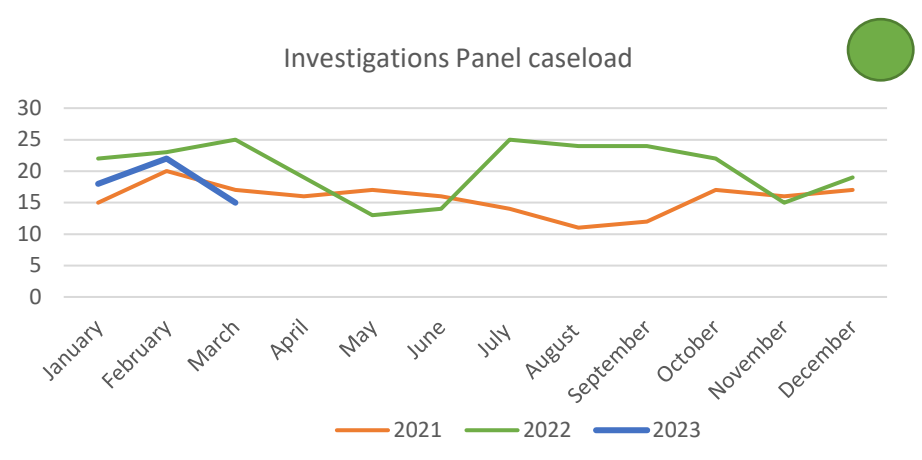
Professional Standards

Performance Update: Q1 2023

Professional Standards Management Information Dashboard
## Caseloads

### Screening and investigations caseload
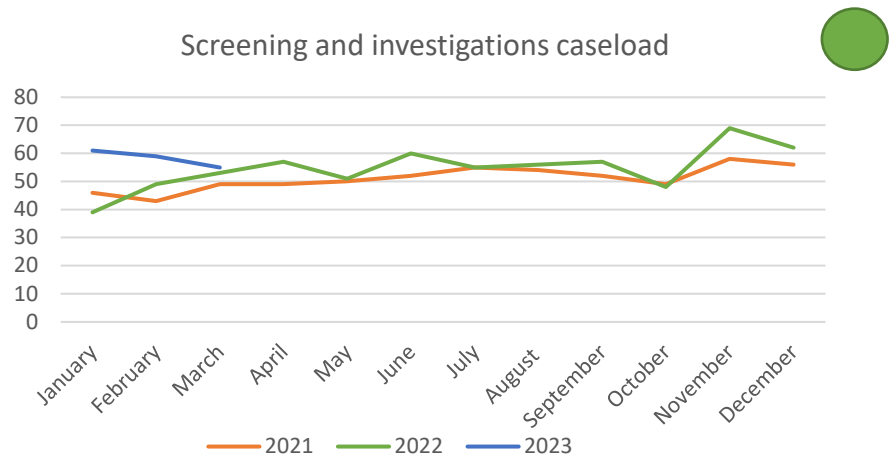
This graph shows the number of cases with staff at the initial screening and investigation stages. The caseload is sitting at an expected and consistent level.

Investigations Panel caseload

This graph shows the number of cases with the Investigations Panel. The caseload has dropped significantly in March, to a much more manageable level of 15.

Professional Conduct Committee caseload
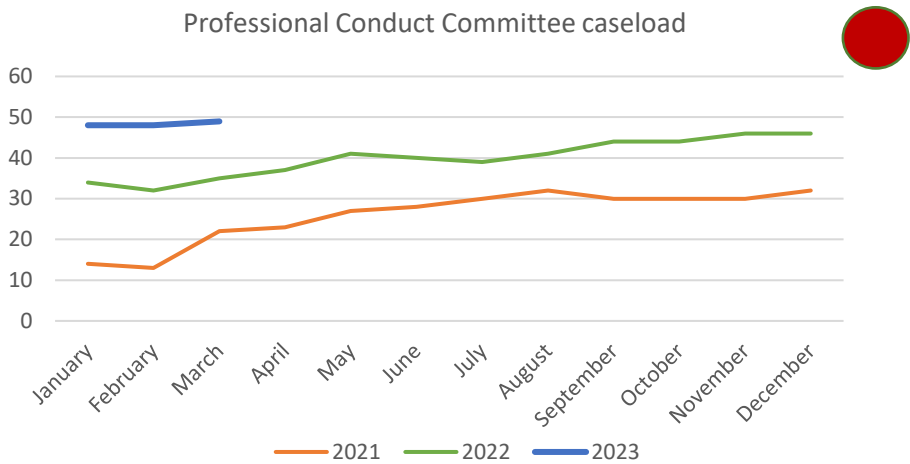
The number of PCC cases remains high, however we had 9 outcomes in Q1, in accordance with the forecasting exercise carried out in 2022. We have also blocked out panels every week for the rest of the year in order to accommodate a total of 52 hearings, which allows for a 15% adjournment rate to keep in line with the aim of 45 outcomes. As with last month's dashboard, we are still exploring the issue regarding inquirer availability.

### Misuse of Title caseload
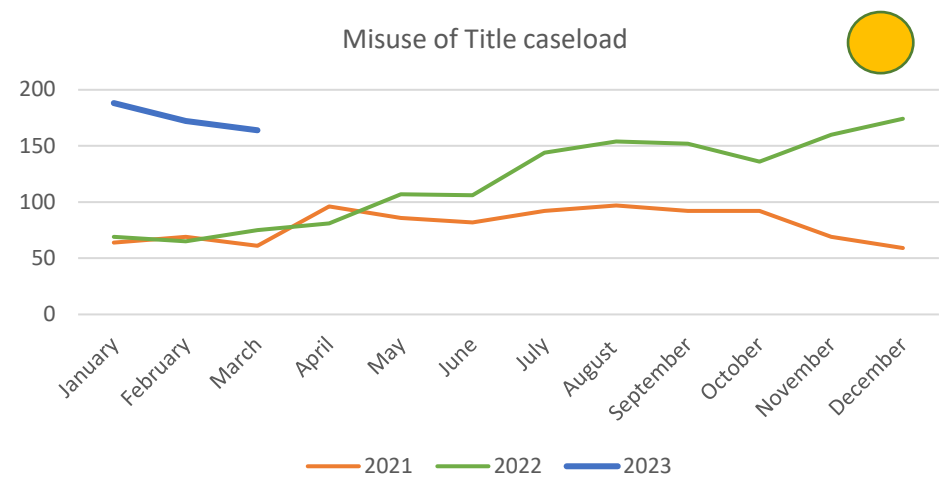
The plan to decrease the title caseload remains in place and is closely monitored. In Q1 we closed 55% more cases than Q1 of 2022. The caseload is heading in the right direction, however we received an 80% increase in cases in March compared to February and are reviewing our plans to reduce our caseload.

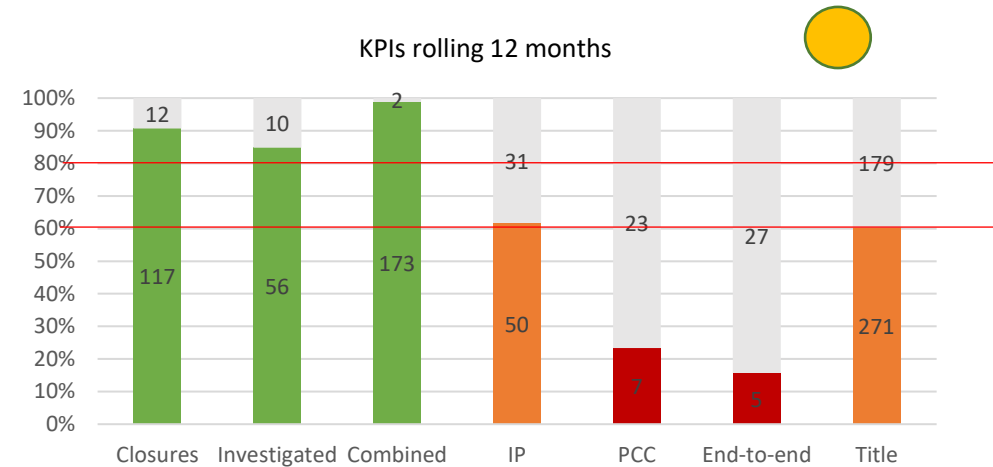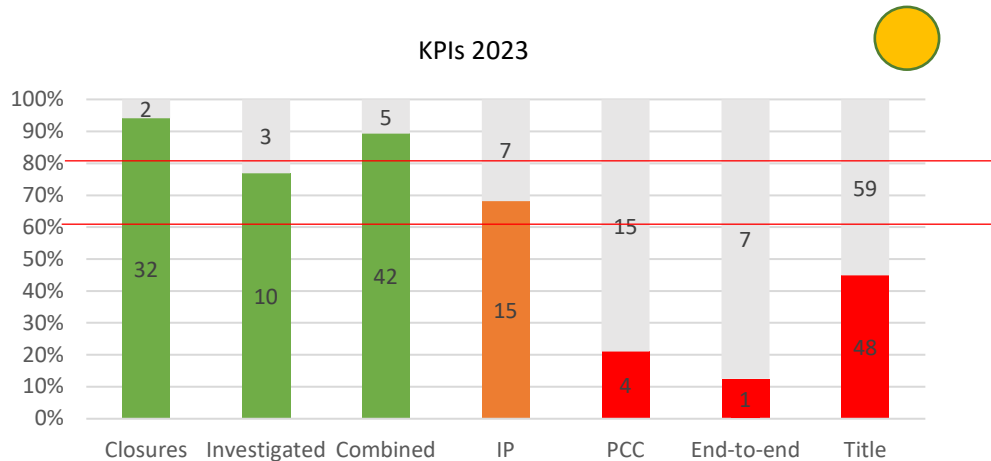# Professional Standards Management Information Dashboard
Referral activity and KPIs

New complaints (year to date)
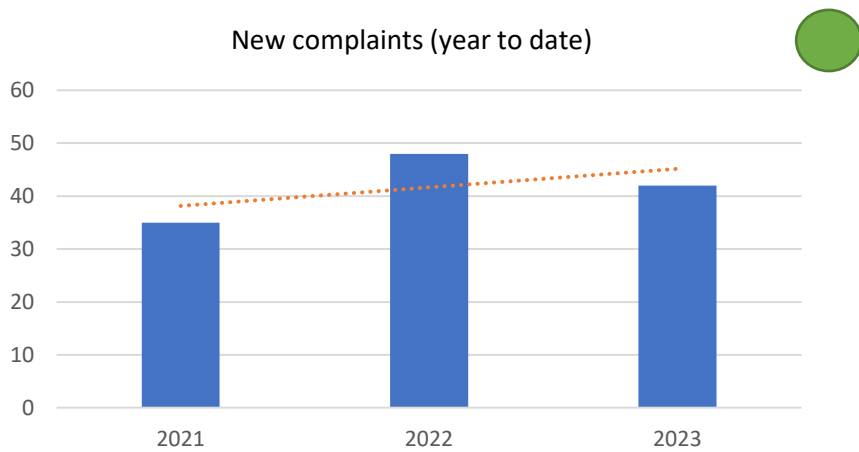
We have seen a consistent number of new complaints as during the same period last year.

New title cases opened
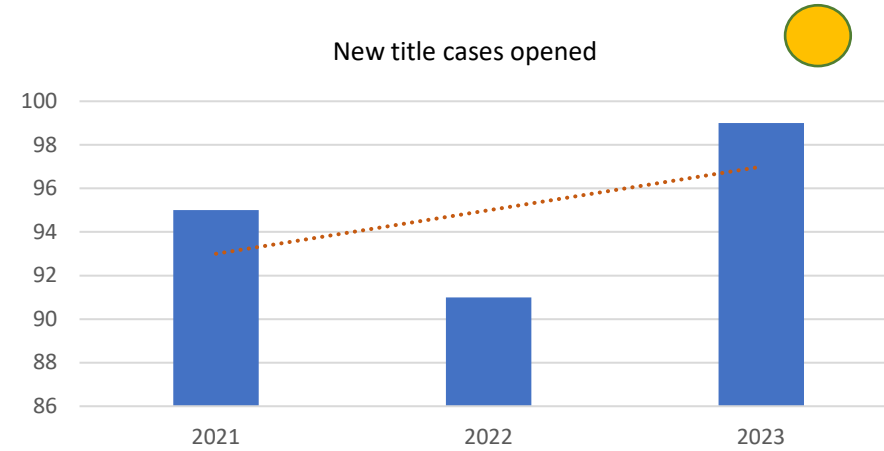
After a quieter start to the year, we received 43 title complaints in March, an 80% increase on February.

KPIs 2023

Closures: 2, 32
Investigated: 3, 10
Combined: 5, 42
IP: 7, 15
PCC: 15, 4
End-to-end: 7, 1
Title: 59, 48

KPIs rolling 12 months

Closures: 12, 117
Investigated: 10, 56
Combined: 2, 173
IP: 31, 50
PCC: 23, 7
End-to-end: 27, 5
Title: 179, 271

The KPI figures reflect the challenges we face in listing hearings. The combination of the sizeable caseload, issues with the performance and availability of inquirers, and availability of PCC Chairs has led to delays in listing cases. QA sampling is taking place across all conduct casework to look for areas we can act more effectively and efficiently. The title compliance rate has dropped dramatically as a number of historic cases were closed in January. While the KPI will improve across the year, we are beginning further targeted work to close older title cases and so the KPI will continue to be affected during Q2. At the IP stage, three new Panel members will be taking on cases from April and so we expect the KPI to improve during Q2.

Professional Standards Management Information Dashboard
Notes on data

Caseload and referral RAG ratings

No apparent risk or concern over caseload or referral numbers

Growing concern over caseload or referral numbers. To be monitored closely.

Caseload or referral rate reaching critical level, posing risk to operational delivery.

KPI RAG ratings

Achieving 80% or above

Achieving between 60% and 80%

Compliance below 60%

NB:
Some of the data sets in these dashboards are areas not reported upon historically. Therefore some 2019/20 data is estimated based on averages of the data available.

KPI timeframes
Initial screening closures*: 14 weeks
Cases investigated*: 14 weeks
IP decisions: 12 weeks
PCC scheduling: 29 weeks from IP decision
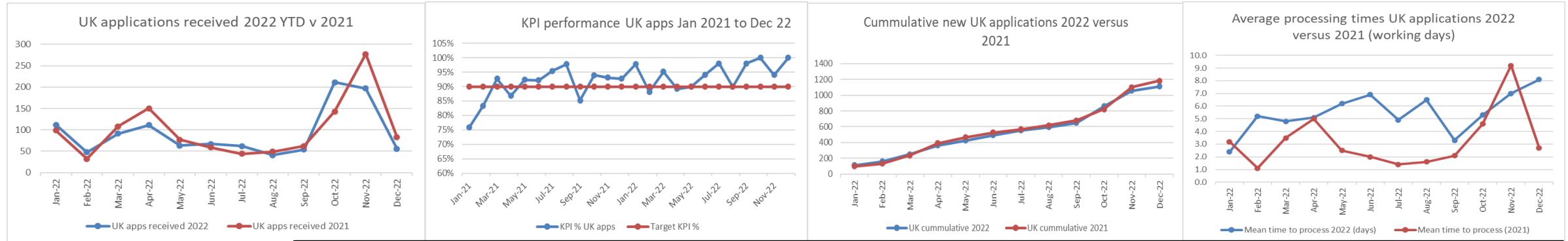End-to-end: 56 weeks
Title: 14 weeks

*reported as a combined KPI to the Board

Registration and Accreditation

Performance Update: Q1 2023
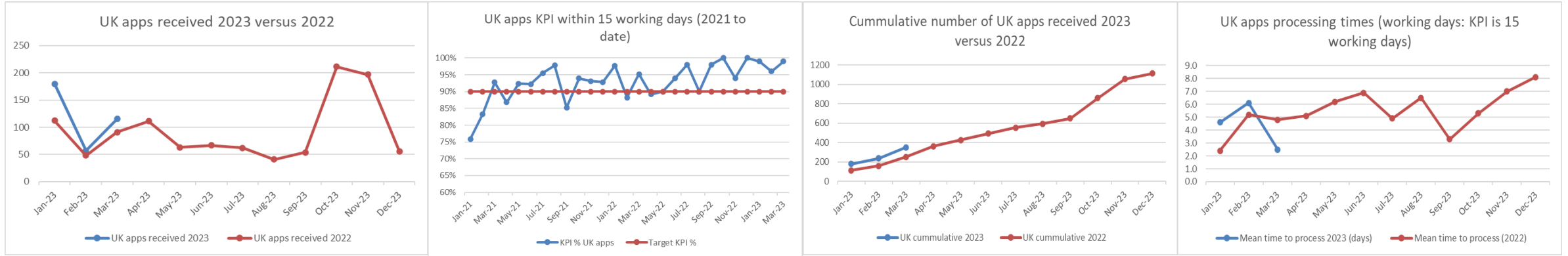
UK route to registration 2022 versus 2021

UK applications received 2022 YTD v 2021

KPI performance UK apps Jan 2021 to Dec 22

Cummulative new UK applications 2022 versus 2021

Average processing times UK applications 2022 versus 2021 (working days)

Date	Jan-22	Feb-22	Mar-22	Apr-22	May-22	Jun-22	Jul-22	Aug-22	Sep-22	Oct-22	Nov-22	Dec-22	Total 2022
UK apps received 2022	112	48	91	111	63	67	62	41	54	211	197	56	1113
UK added to register	132	51	83	111	72	64	45	51	46	109	252	84	1100
Processed under 15 days	129	45	79	99	65	60	44	46	45	109	238	84	1043
Processed over 15 days	3	6	4	2	7	4	1	5	1	0	14	0	47
KPI % in 2022	98%	88%	95%	89%	90%	94%	98%	90%	98%	100%	94%	100%	95%
Mean time to process 2022 (days)	2.4	5.2	4.8	5.1	6.2	6.9	4.9	6.5	3.3	5.3	7.0	8.1	5.5
Mean time to process (2021)	3.2	1.1	3.5	5.0	2.5	2.0	1.4	1.6	2.1	4.6	9.2	2.7	3.2
UK apps received 2021	99	32	108	150	77	59	44	49	62	143	277	83	1183
Added to Register 2021	141	42	69	144	105	77	44	45	61	82	275	97	1182
KPI % in 2021	76%	83%	93%	87%	92%	92%	95%	98%	85%	94%	93%	93%	90%

Performance update:

- The overall performance against the 15 working day KPI (90% of applications processed) continued to be strong, with 95% meeting the KPI.
- Volumes of applications were as forecasted, and were received broadly in the same pattern as in 2021. Resourcing for meeting the peaks (which also corresponds with retention fee collection) worked as planned.
- Time to process UK applications was more variable than in 2021, with those received requiring greater follow up for missing documents. The mean processing time per month, and over the full year remained significantly under the KPI, with high volumes of applications being processed on the day of receipt. We have been trialling a triaging process, with earlier escalation for more complex applications. This will be built into the new IT system.
- Applications are now listed by Registration Officer, rather than a single, mixed list, with the owner taking the application from receipt through to completion, providing greater sense of ownership and reduction in data entry errors.

UK route to registration 2023 YTD

UK apps received 2023 versus 2022

UK apps KPI within 15 working days (2021 to date)

Cummulative number of UK apps received 2023 versus 2022

UK apps processing times (working days: KPI is 15 working days)

Date	Jan-23	Feb-23	Mar-23	Apr-23	May-23	Jun-23	Jul-23	Aug-23	Sep-23	Oct-23	Nov-23	Dec-23	Total 2023
UK apps received 2023	180	57	115										352
UK added to register	156	70	110										336
Processed under 15 days	155	67	109										331
Processed over 15 days	1	3	1										5
KPI % in 2023	99%	96%	99%										99%
Mean time to process 2023 (days)	4.6	6.1	2.5										4.2
Mean time to process (2022)	2.4	5.2	4.8	5.1	6.2	6.9	4.9	6.5	3.3	5.3	7.0	8.1	5.5
UK apps received 2022	112	48	91	111	63	67	62	41	54	211	197	56	1183
Added to Register 2022	132	51	83	111	72	64	45	51	46	109	252	84	1100
KPI % in 2022	98%	88%	95%	89%	90%	94%	98%	90%	98%	100%	94%	100%	95%

Performance update:
- The numbers of new applications is slightly higher than the previous year, but within resourcing levels available
- The strong performance in processing continues, with 99% of the 352 applications processed with an average of 4.2 working days. We will continue to monitor the processing time and triangulate against quality assurance audits to ensure the consistent quality of the processing does not deteriorate.
- We are looking to introduce a complexity score for applications, which may allow a variable KPI (more complex ones retaining the 15 working days, but less complex ones having a lower KPI). The advent of the CRM will support this differential measurement and easier reporting.
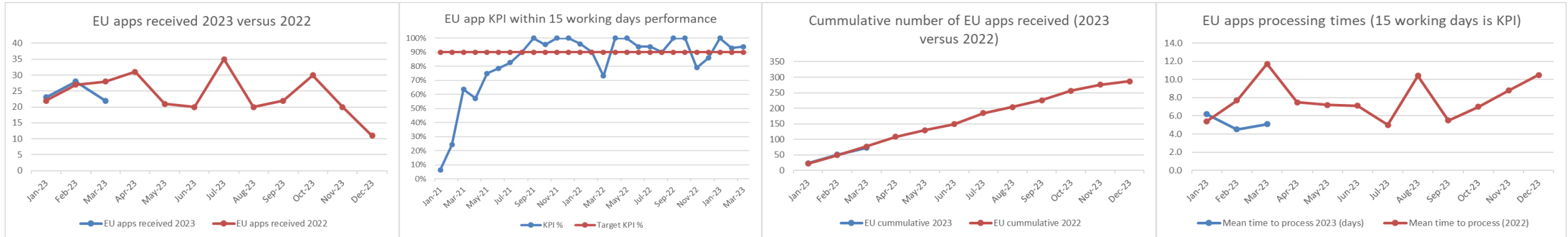
EU route to Registration 2022 versus 2021
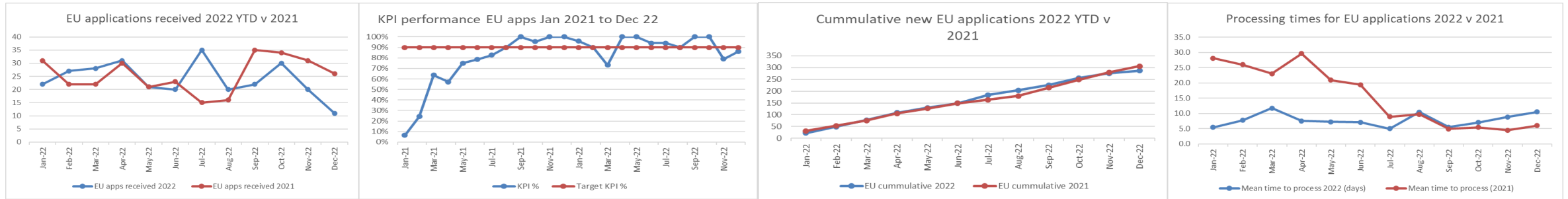
Date	Jan-22	Feb-22	Mar-22	Apr-22	May-22	Jun-22	Jul-22	Aug-22	Sep-22	Oct-22	Nov-22	Dec-22	Total 2022
EU apps received 2022	22	27	28	31	21	20	35	20	22	30	20	11	287
EU added to register	25	10	26	18	12	16	18	10	30	20	14	7	206
Processed under 15 days	24	9	19	18	12	15	17	9	30	20	11	6	190
Processed over 15 days	1	1	7	0	0	1	1	1	0	0	3	1	16
KPI % 2022	96%	90%	73%	100%	100%	94%	94%	90%	100%	100%	79%	86%	92%
Mean time to process 2022 (days)	5.4	7.7	11.7	7.5	7.2	7.1	5.0	10.4	5.5	7.0	8.8	10.5	7.3
Mean time to process (2021)	28.1	26	23	29.6	20.9	19.4	8.9	9.7	4.9	5.4	4.5	6	19.2
EU apps received 2021	31	22	22	30	21	23	15	16	35	34	31	26	306
Added to Register in 2021	47	62	33	28	20	28	23	10	20	22	22	9	324
KPI % 2021	6%	24%	64%	57%	75%	79%	83%	90%	100%	95%	100%	100%	59%

Performance update:

- As with UK applications, the overall performance for this stream exceeded the 90% KPI for the year. In 2022, the overall performance was 92%. In 2021, it was 59%. The triage system to identify missing information from applications has allowed earlier problem identification and resolution.
- In the last year, nearly 30% of EU applications have been closed as they are ineligible, or the applicant was unable to provide the information required by the Board. We have updated our guidance on the documentation required, and are monitoring this in the coming months to gauge the impact.
- The volumes of EU applications is on forecast, and we have been able to use resources flexibly.
- The time to process applications has reduced dramatically (19.2 days in 2021, to 7.3 days in 2022). This is a function of the earlier triage and enhanced guidance.
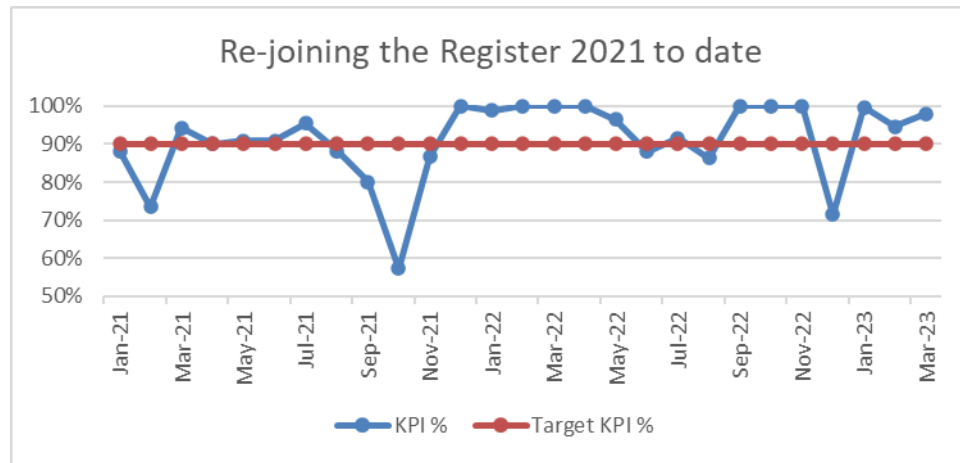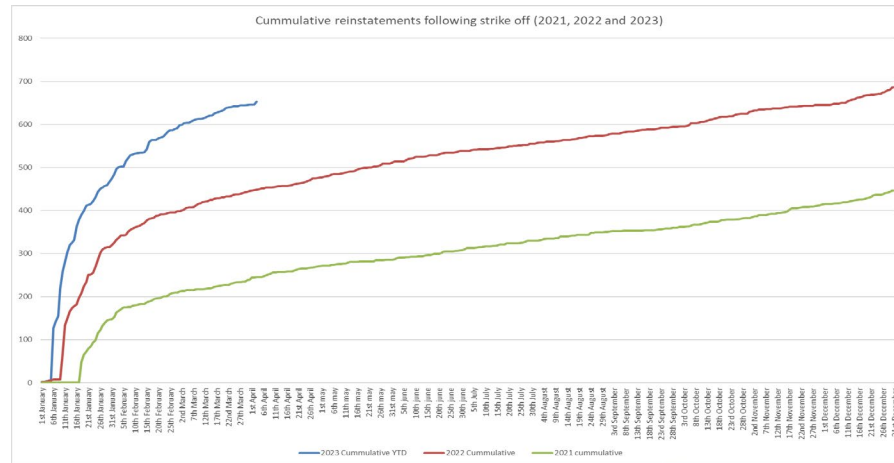
EU route to Registration 2023 YTD

EU apps received 2023 versus 2022

EU app KPI within 15 working days performance

Cummulative number of EU apps received (2023 versus 2022)

EU apps processing times (15 working days is KPI)

Date	Jan-23	Feb-23	Mar-23	Apr-23	May-23	Jun-23	Jul-23	Aug-23	Sep-23	Oct-23	Nov-23	Dec-23	Total 2023
EU apps received 2023	23	28	22										73
EU added to register	18	14	18										50
Processed under 15 days	18	13	17										48
Processed over 15 days	0	1	1										2
KPI % 2023	100%	93%	94%										96%
Mean time to process 2023 (days)	6.2	4.5	5.1										5.3
Mean time to process (2022)	5.4	7.7	11.7	7.5	7.2	7.1	5.0	10.4	5.5	7.0	8.8	10.5	7.3
EU apps received 2022	22	27	28	31	21	20	35	20	22	30	20	11	287
Added to Register in 2022	25	10	26	18	12	16	18	10	30	20	14	7	206
KPI % 2022	96%	90%	73%	100%	100%	94%	94%	90%	100%	100%	79%	86%	92%

Performance update:
- The number of EU applications is in line with resource planning and forecast.
- The performance in meeting the KPI has improved when compared to 2022, and is likely to be a result of the enhanced guidance for required documentation.
- The time to process applications has also decreased, which supports the impact of the guidance.

Re-joining the Register

Date	Jan-21	Feb-21	Mar-21	Apr-21	May-21	Jun-21	Jul-21	Aug-21	Sep-21	Oct-21	Nov-21	Dec-21	Jan-22	Feb-22	Mar-22	Apr-22	May-22	Jun-22	Jul-22	Aug-22	Sep-22	Oct-22	Nov-22	Dec-22	Jan-23	Feb-23	Mar-23
Within 5 working days (2021)	134	72	33	27	10	20	21	15	8	12	13	8	344	106	56	28	27	22	11	19	14	33	20	5	513	105	50
Outside KPI	18	26	2	3	1	2	1	2	2	9	2	0	4	0	0	0	1	3	1	3	0	0	0	2	1	6	1
Total	152	98	35	30	11	22	22	17	10	21	15	8	348	106	56	28	28	25	12	22	14	33	20	7	514	111	51
KPI %	88%	73%	94%	90%	91%	91%	95%	88%	80%	57%	87%	100%	99%	100%	100%	100%	96%	88%	92%	86%	100%	100%	100%	71%	100%	95%	98%

Cummulative reinstatements following strike off (2021, 2022 and 2023)

Re-joining the Register 2021 to date

Performance update:
- The rate of re-joining the Register is significantly higher than in 2022 and 2021 (Blue line is 2022, Red line is 2022, Green line is 2021). Whilst a larger number of architects were removed for non-payment of the retention fee (1656 versus 1331), the proportion of those having re-joined by end of Q1 is higher (39% versus 33%). The trends over the last 3 years are sustained in pattern, with more people returning to the Register. This includes those who left, or were removed, more than 2 years ago.
- The performance of returning architects to the register within 5 working days continues to be sustained, with only 3 months in the last 15 where the KPI was not met or exceeded. In months where it was not, the volumes were very low, skewing the %. In the last 15 months, only 22 re-joins (out of 1375 applications) were not concluded in time. These were due to missing information, or IT system issues.

Policy and Communications Management Information Dashboard

Performance Update: Q1 2023

Architects Registration Board

Policy and Communications Management Information Dashboard - Q1 2023

Measures of success:

Events and targeted meetings

- Number and profile of attendees (i.e. whether the attendees are from our target audiences)
- Value of insights gathered in the meetings (i.e. whether we hear useful anecdotes that help us understand the sector or policy topics)
- Whether participant feedback is positive (i.e. satisfaction surveys or positive comments about the event or ARB)

ARB Event	SUBJECT DETAIL	DATE	AUDIENCE
Education webinar	Information event to explain consultation proposals and invite questions	1 Mar 23	160 attendees
EDI roundtable	EDI report pre-briefing	22 Mar 23	Black Females in Architecture; Decolonise Architecture; Open House; RIAS; RIBA.

MEETINGS	SUBJECT DETAIL	DATE
Lord Carrington	Introduction	9 Jan 23
RIAS education committee	Education reform	14 Jan 23
RIBA	Chief Executive intro	24 Jan 23
Lee Rowley and DLUHC	Ministerial catchup	1 Feb 23
RIBA	President-elect intro	2 Feb 23
RPTI	Education reform	3 Feb 23
CIOB	Education reform	31 Mar 23

Key insights - Events

Our education webinar was held several weeks after the launch of the consultation, to give people time to consider the proposals. We invited a mixed group that included learning providers, stakeholders and Architects Engagement Group invited. 200 people registered with 160 attending. The event meant that over 40 questions could be asked. Feedback was positive, with 90% saying they found the event useful.

In late March we held an EDI roundtable with a targeted group of interested organisations and individuals. We used the event to share the findings of our upcoming report on the Register and how its composition compares to society, while testing the next steps we propose to take.

Key insights - meetings

Our meeting with the DLUHC minister Lee Rowley was productive, with a helpful exchange of views on our CPD scheme development, education reforms and international work. The meeting underlined the Department's support for our work to improve access to the profession and interest in our pursuit of international mutual recognition agreements.

Senior meetings with institutes and others continued during this period alongside working-level meetings between ARB staff and other organisations. These were focused on our education reforms.

Measures of success:

Parliamentary and stakeholder activities

- Number and profile of respondents (i.e. whether the respondents are from our target audiences)
- Whether we have sent out briefings on the issues (i.e. Bill debates) that matter to us, and whether they have been read and/or resulted in positive comments about ARB or architects
- Number of primary target individuals or organisations that agree to meet with us

STAKEHOLDER AND PARLIAMENTARY COMMUNICATIONS	DATE
Education consultation launch	8 Feb 23
MRA announcement – USA	16 Feb 23
MRA announcement – Australia / NZ	15 Mar 23

Key insights – other MRAs

Australia and New Zealand - In March we signed and announced the MRA with a joint statement between the three regulators. This included a quote from the Business and Trade Secretary, welcoming the agreement. The announcement received less commentary than the USA agreement but was nevertheless positive, particularly from individual architects who had been waiting.

EU - We continue to receive queries about progress on the agreement and are using a response that has been agreed between us and the Government to ensure we're aligned.

A minister's response to a Parliamentary question used the EU MRA as the example of regulators using the TCA framework to pursue mutual recognition. The minister's response highlighted the joint recommendation and that this had been discussed at the Services, Investment and Digital Trade Specialised Committee

Key insights – USA MRA

Alongside our education launch covered in the previous slides, the signing of our new mutual recognition agreements has been another major piece of external engagement.

The MRA signing was hosted by DBT and the permanent secretary, bringing together senior stakeholders from both countries to see and celebrate the signing. Its announcement was coordinated across ARB, NCARB and our UK Government departments, with a quote from the UK Business Secretary in support of the announcement.

The response to the news was positive and received political interest, with the chair of the Lords Built Environment Committee welcoming the news. The previous minister who took the legislation through Parliament also emailed positively in response. We also received positive media coverage in several publications.

The response from the profession was positive, particularly from the RIBA, welcomed the new across their media response and updates to members. Alongside the signing, we attended a RIBA/AIA information event with NCARB, where we updated on the route and answered questions from attendees.

DBT have since included the MRA in their newsletter to professional regulators, showing the progress and what ARB has done within the Act and other legislation. They have also used the MRA as an example of reducing US trade barriers as part of their response to a Parliamentary question.

Measures of success:	• Number of people who open, read and interact with (i.e. click on links in) our relaunched eBulletin.
Direct communications	• Number and profile of people who act upon our targeted communications (i.e. complete surveys, visit landing pages or download reports).
Consultations and surveys	• Number and profile of respondents (i.e. whether the respondents are from our target audiences)
	• Whether we have derived insights that support Board decision-making (i.e. whether we know the extent of support for our proposals, or have identified operational or policy risks we can mitigate)

REGISTRANT COMMUNICATIONS	DATE	NUMBER SENT	UNIQUE OPENS	UNIQUE CLICKS
Tomorrow's Architects - launch	8 Feb	55,223	31,093	2,911
Tomorrow's Architect – webinar invitation	15 Feb	567	327	122
USA MRA announcement	16 Feb	55,087	32,442	1,213
Tomorrow's Architect – webinar invitation (second round)	23 Feb	684	394	88
ARB Insight - March	2 Mar	44,502	24,290	1,718
Tomorrow's Architect – webinar follow-up email	7 Mar	240	157	46
Prescribed exams survey	10 Mar	108	92	20
Australia NZ MRA announcement	15 Mar	55,297	28,638	1,301
Prescribed exams survey	21 Mar	100	83	18
ARB Insight average in 2022	*2022*	*45,052*	*23,664*	*3,042*
eBulletin average in 2021	*2021*	*44,007*	*13,852*	*1,994*

Key insights

Our open rate for eBlasts has remained high – we are yet to fall below a 50% open rate for any single campaign this year.

On the March edition of ARB Insight, our most popular links were:

1. Interview with Hugh about our education proposals, published by Wonkhe (a higher education platform)
2. PCC decisions
3. Recording of our Q&A webinar for Tomorrow's Architects

Our major campaign (ie. a campaign going to the whole Register) with the best click rate was the launch campaign for Tomorrow's Architects, with a 5% click rate. The most popular link on that campaign was for the consultation landing page.

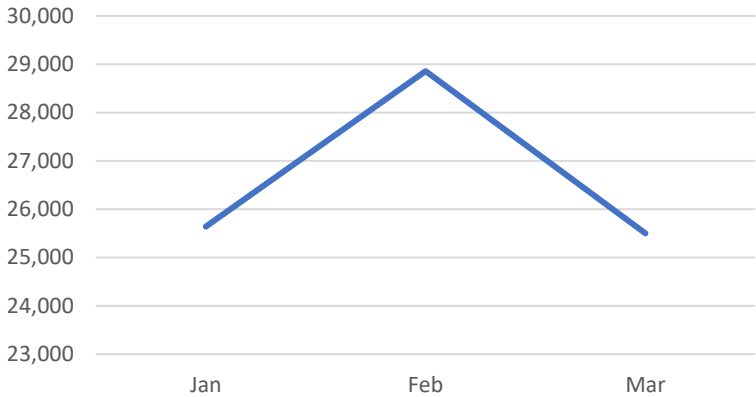| CONSULTATIONS AND SURVEYS	START DATE	CLOSE DATE	RESPONSES
Consultation on CPD scheme guidance	23 Sep 22	3 Jan 23	1350
Consultation on education and training reforms	8 Feb 23	10 May 23	TBC

Measures of success	• Number and (where possible) profile of users who have watched a video, completed a form or survey, read a page, downloaded a report, or requested a meeting.
Online (website and social media)	• Number of times our online social media posts have been seen and/or shared and/or commented on or have resulted in further engagement i.e. meetings.
Media	• Whether our key messages are included in the stories (i.e. stories about our retention fee increase also include details of our strategy and the rationale for our increase)

Users: Website

Users: Register

Key insights: media

In Q1 2023. we recorded 50 ARB mentions in media. Of these:
- ARB was the subject of 40
- 17 were proactively placed
- 43 reported our key messages
- 12 were about education and/or our reforms
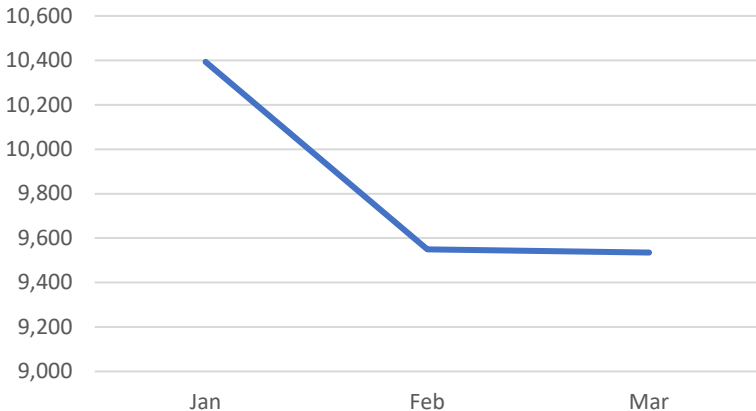
Users: Website Performance in 2022
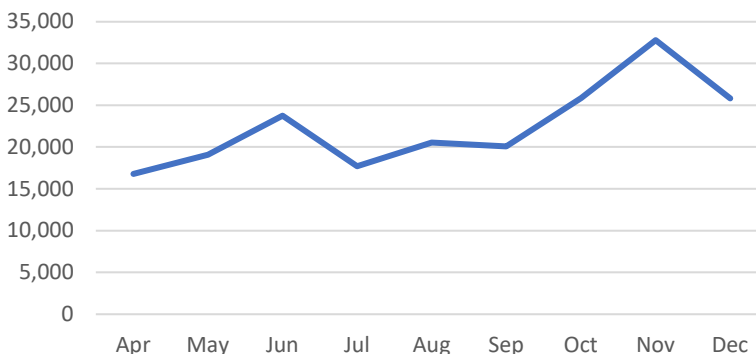
## Users: Register Performance in 2022

Key insights: website

Our website is seeing increased traffic for Q1 2023.
- In 2021 we had on average 21,111 users per month
- In 2022 we had on average 22,248 users per month.
- So far for 2023, we have 26,667 users visiting the website per month.

Excluding the home page, the most popular page each month for Q1 has been the portal page for the Architects Register.

Measures of success

**Online (website and social media)**

- Number and (where possible) profile of users who have watched a video, completed a form or survey, read a page, downloaded a report, or requested a meeting.
- Number of times our online social media posts have been seen and/or shared and/or commented on or have resulted in further engagement i.e. meetings.

LinkedIn: Impressions

Twitter: Impressions

LinkedIn: Impressions in 2022
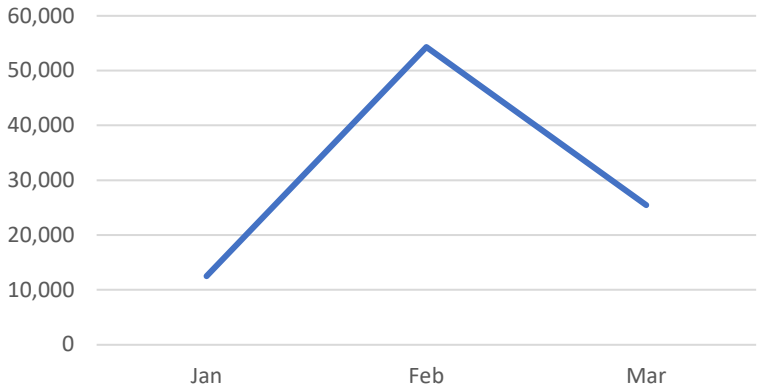
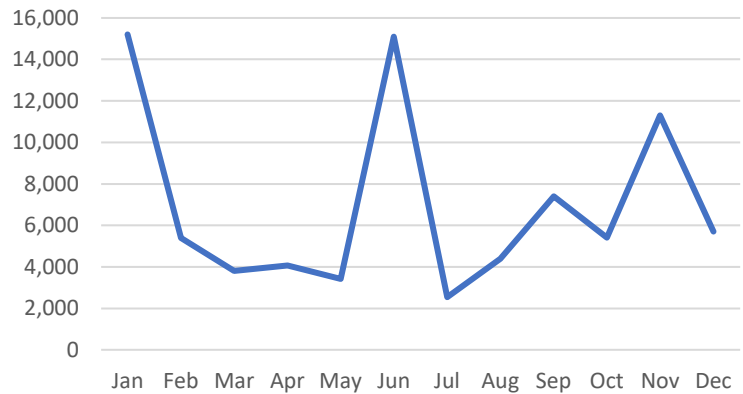## Twitter: Impressions in 2022
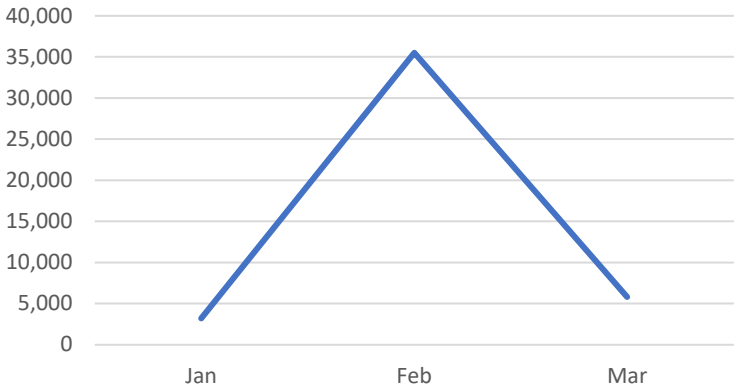
Key insights

February was of course a busy month in terms of announcements, with Tomorrow's Architects being launched and the US MRA being signed within the space of a fortnight.
- On LinkedIn, we averaged 30,748 impressions for Q1 2023 – up approximately 10k on our monthly average for 2022.
- February may have been the single best month we've ever had on social media. Overall, we received 54,280 impressions on LinkedIn in February, with our most popular post being the announcement of the US MRA. That post received 659 reactions.
- We had 39,944 followers on LinkedIn at the end of March, and it looks likely that we will hit 40k in April.

Our Youtube was also exceptionally busy in March, with viewers collectively watching 113 hours of content on our channel (normally viewers watch about 8-10 hours per month). Our most popular video was the recording of the Q&A webinar for Tomorrow's Architects.

February was a very busy month for media coverage. In the week 4 February to 10 February, we recorded 12 different mentions of ARB, and notably Elena and Hugh were both interviewed on our education proposals for a feature in The Times, published later that month.

We also have Facebook and YouTube accounts, which are currently less popular so we have not tracked their performance here. LinkedIn remains our key social media platform, given our professional role.

Policy and Communications Management Information
Look Ahead to Q2 2023

April

- Publication of our EDI report on composition of the profession and how this compares to society

- Visit to the US to promote the mutual recognition agreement with a programme of events and meetings

- Education roundtable with learning providers to discuss our proposals for reform

May

- Visit to Australia to promote the mutual recognition agreement with a programme of events and meetings

- Publication of the analysis report from our CPD consultation

June

- Start of engagement as part of our professionalism research

- Publication of ARB's annual report and financial statements for 2022

Human Resources

Performance Update: Q1 2023
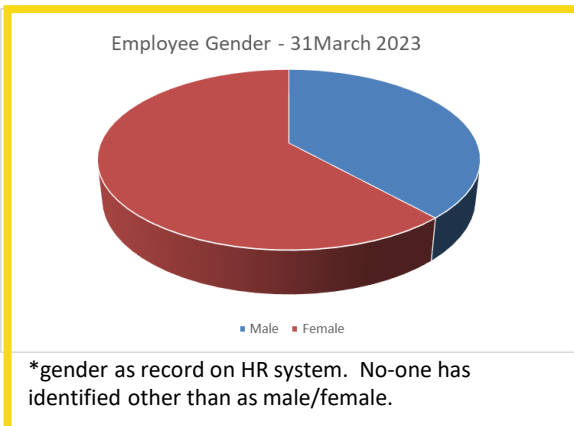
Human Resources Staff Data – 31 March 2023

AVERAGE HEADCOUNT

1 April 2021 to 31 March 2022	35.42
1 April 2022 to 31 March 2023	45.33

STAFF TURNOVER

1 April 2021 to 31 March 2022	19.76%
1 April 2022 to 31 March 2023	8.82%

GENDER OF STAFF

Employee Gender - 31 March 2023

Male Female

*gender as record on HR system. No-one has identified other than as male/female.

ABSENCE REASONS

Days off - by reason

April 21- March 22   April 22- March 23
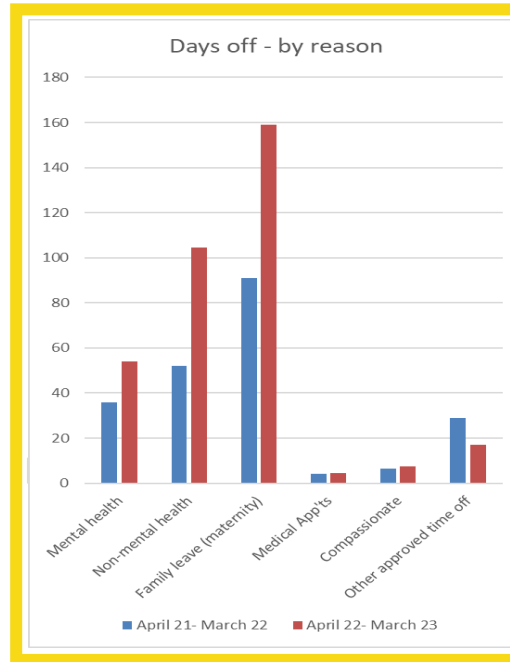
AVERAGE DAYS LOST (SICKNESS)

1 April 2021 to 31 March 2022	2.48
1 April 2022 to 31 March 2023	3.50

PROBATION PERIOD

Probations during April 2022 to March 2023

Successful   Unsuccessful (1)   Ongoing
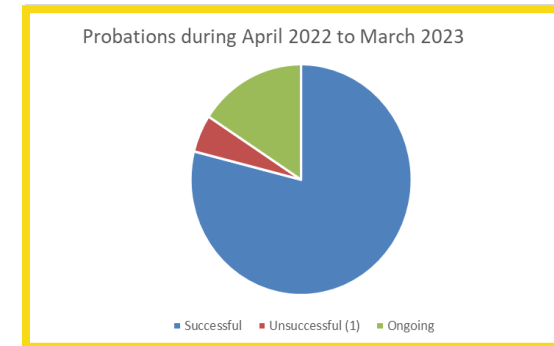
HEADCOUNT 31/3/23

47 Employees

SERVICE LENGTH

Length of Service at 31/3/2023 (plus Apr 22 to Mar 23 service on leaving)

under 6 months
6 months up to 12 months
1 year up to 3 years
3 years up to 6 years
6 years up to 10 years
10 years up to 15 years
15 years or more

Current   Leavers

arb Architects Registration Board