Professionalism in Architecture

ARB / Thinks Insight & Strategy

Architects Registration Board

Thinks
Insight & Strategy

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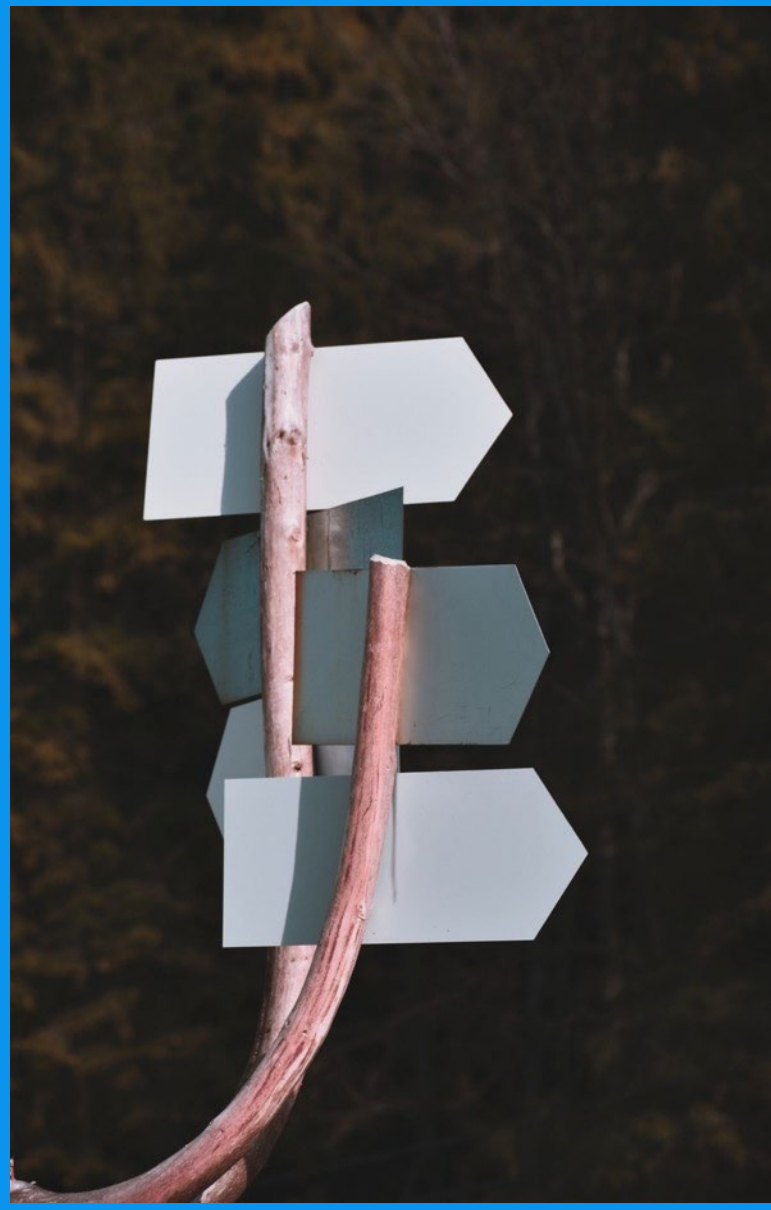

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01. Background and method

- Background & objectives
- Our methodology

Background and objectives

ARB want to understand **people's expectations of professionalism in architecture** to inform the development of **a new Code of Conduct and Practice.**

ARB are keen to hear what professional conduct in architecture means to **two key audiences**:

SSC

1. Small-Scale Clients
i.e. homeowners who have used an architect

UPS

2. Users of Public Space
i.e. members of the public who use designed public spaces such as hospitals and libraries

The research explores:

1. How the **architects' profession** interacts with **end users' lives**

2. The **professional qualities** and **conduct** end users expect of architects

3. The **standards** expected of architects regarding **safety**, **sustainability**, **ethics**, and **equality, diversity and inclusion (EDI)**

Our methodology to answer ARB's key questions

STAGE 1: Qualitative fieldwork

Online community
with 12 x Small-Scale Clients
to understand their experiences and expectations when working with architects.

Deliberative workshop
with 10 x end Users of Public Space
to explore the qualities, conduct and standards they expect of architects.

Fieldwork was conducted in August 2023.

STAGE 2: Quantitative omnibus survey

A nationally representative omnibus survey with 2,070 UK adults to explore nationwide perceptions of professionalism in architecture.

The survey questions were informed by and quantified the insights from the qualitative stage.

Fieldwork was conducted 8-10th September 2023.

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Who did we hear from?

SSC

Online community

- 12 x Small-Scale Clients i.e. individual homeowners who have used the services of an architect.
- Commission types: 5x renovation, 5x extension and 2x new build.
- Nation: 7x England, 2x Scotland, 2x Wales, 1x Northern Ireland.
- Spread of age, gender, SEG, ethnicity, location, region and employment.

UPS

Deliberative workshop

- 10 x end Users of Public Space
- Spread of age, gender, SEG, ethnicity, access to private outdoors space, tenure, employment, childcare responsibilities and disability

Quantitative survey

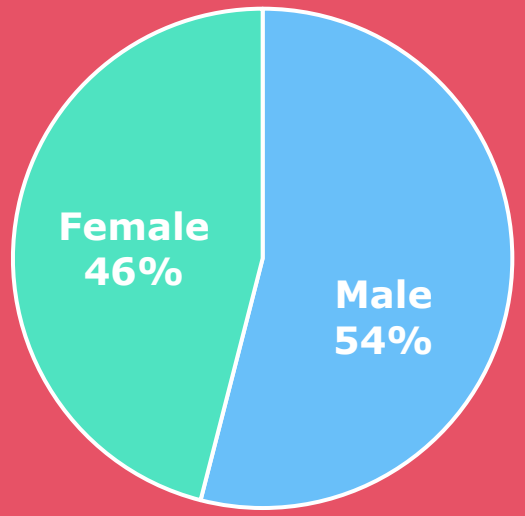
- 2,070 respondents
- Nationally representative (e.g. age, gender, SEG, ethnicity and disability)
- 13% of the sample are small-scale clients (defined as using an architect for residential new-builds, extensions or renovations)
- 87% of the sample are users of public space (defined as using one or more of a range of public spaces at least once a month)
- Unless stated otherwise, statistics represent the full sample of 2070 respondents

Introducing Small-Scale Clients:

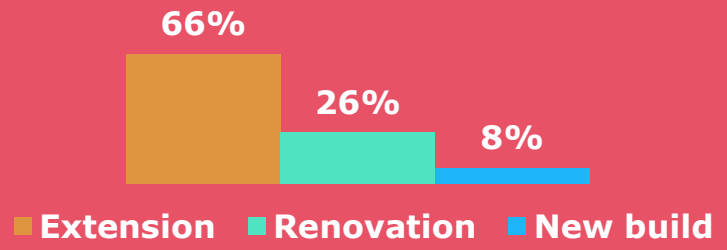
13%
of the UK population
*261 in our quantitative sample

52 years
average age

Gender



Type of commission



SSCs are consistently more engaged with the profession than others:

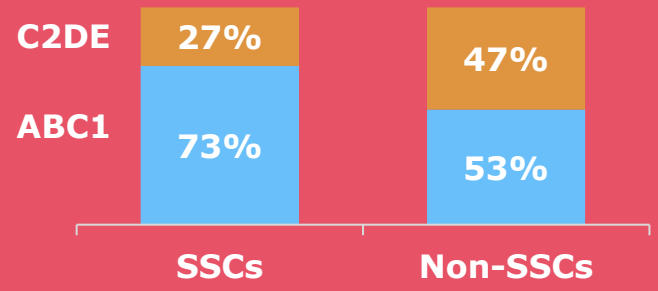
- 66% take an interest in the design and look of buildings in their local area (51% non-clients)
- 70% take an interest in the design and look of public spaces in their local area (52% non-clients)
- 63% follow news about town planning in local area (41% non-clients)
- 32% follow news about architecture and architects (18% non-clients)

"My home is my sanctuary. I spend 90% of my time here as I work from home a lot of the time and I am quite a homebird in wanting to be at home when it's cold or rainy."

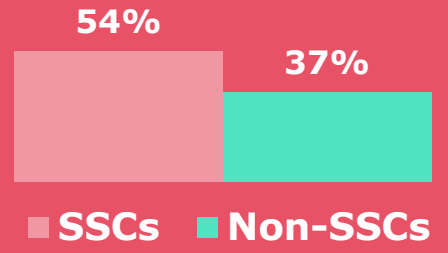
SSC

£44,860
average household income

Socioeconomic Grade (SEG)



Taken a foreign holiday in the past three years



SSC

Q7. Have you commissioned a building project which employed an architect for any of the following purposes? Base: All respondents (n=2070); small-scale clients (n=261); non-clients (n=1809).
Demographics: Age, gender, household income, socioeconomic grade, foreign holiday.

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They use architects for…

Extensions

"We wanted to reconfigure the layout and open a few rooms up so thought an architect would be best to advise and give suitable recommendations."
SSC

Renovations

"I decided to use an architect but sought out someone who was happy to work to my design – it was more of a functional role rather than a creative one."
SSC

New-builds

"It was a huge project and I had no idea how to go about doing it. How to do the drawings and design. So, an Architect was needed!"
SSC

SSC

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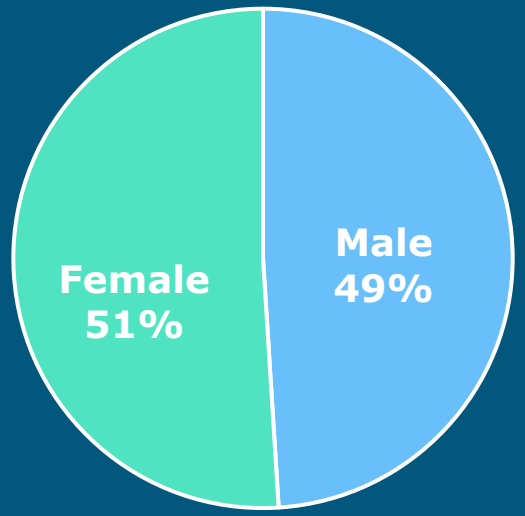
Introducing Users of Public Space:

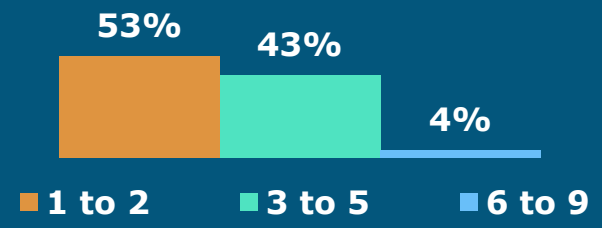
87%
of the UK population
*1820 in our quantitative sample

49 years
average age

Gender



Spaces regularly visited
% visiting once a month or more

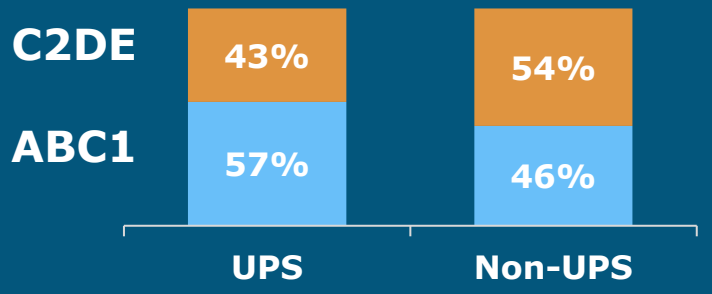


Most common spaces are:
- Parks (70%)
- Town squares (57%)
- Transport hubs (28%)
- Leisure centres (26%)
- Libraries & museums (24%)
- Healthcare buildings (20%)
- Education buildings (15%)
- Religious buildings (15%)
- Community centres (13%)

"The photo that I brought in is our local library. It's a place that I can come to with my son, who's autistic, and have all different things to do."
UPS

£39,870
average household income

Socioeconomic Grade (SEG)



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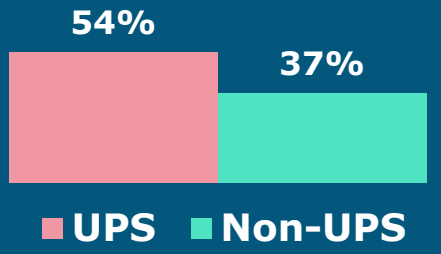


UPS

Q1. Which of the following public spaces do you spend time in roughly once a month or more? Base: All respondents (n=2070); users of public space (n=1820); non-users of public space (n=250).
Demographics: Age, gender, household income, socioeconomic grade, foreign holiday.

Thinks

They feel strongly about the design of public spaces…

Library

"It's a lovely building but they aren't making full use of it - I don't know if it's laziness or if they haven't got the budget."

UPS

Hospital

"The older hospitals are a bit dingy and dark. It does make a difference if it is bright. People like the feeling of things being open and airy."

UPS

Transport hub

"It's awful… it's just really dark. I think it needs some maintenance. The really bad thing is there is no access for someone with a wheelchair."

UPS

02. Key findings from the research

Key findings:

1

The architects' profession is not top of mind.

The public value the spaces they use, but rarely think about who designs them, including architects.

The profession is more top of mind for those who have commissioned an architect in the past (unsurprisingly).

2

And so, controversy about the profession has largely gone unnoticed.

The public are increasingly aware of (mis)conduct stories, but few associate architects / the profession with controversy… despite recent headlines.

This is likely because the names and firms involved are largely unknown to the public.

3

In fact, most assume the profession has high standards... which is important.

The public value high professional standards and believe this matters across professions.

Architecture is assumed to have high standards because of a perceived absence of bad news and extensive training requirements.

4

Having the right values and abilities is key to upholding standards (including in architecture).

Having the right values e.g. empathy, integrity and commitment are crucial for professionalism according to the public.

So is having the right abilities, which is seen to be especially important in a sector requiring strong creative and scientific skills.

5

The four key themes explored have a key role too.

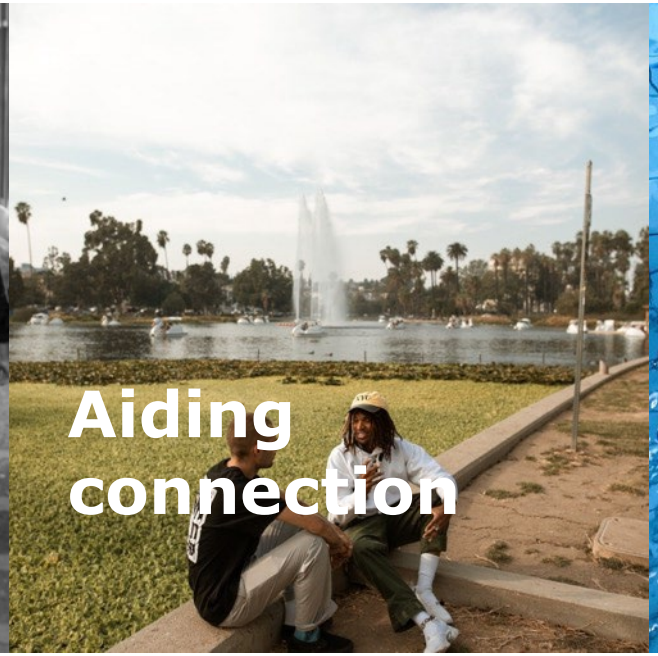
When probed, safety, sustainability, ethics and ED&I are felt to be key in ensuring the profession is proactive in implementing standards.

The themes relate directly to the values and abilities lens used to describe professionalism.

03. The context: awareness about the role of architects in designing space

Users of public space identify the value that it adds to their lives:

Responding to practical demands like transport, travel, education and healthcare.



It brings people together – a key benefit especially during lockdowns.

Providing a space to socialise, relax and exercise outside of the home.

If public space is attractive, or draws attention to history and heritage, it can instill pride.

They want these spaces to be accessible, visually appealing and spacious

Access is one of the most important priorities…

- The public believe **space should be physically accessible for all**, designed with disabled users in mind.
- Plus, it **should not price potential users out** and be accessible by people despite financial barriers.

"Space has to think of how everyone will use it, so consider things like disabled toilets."

UPS

Visually pleasing spaces are a 'nice to have' but preferred

- The public believe **visually appealing spaces will be more looked after and cherished**.
- It's not the most important factor (like accessibility), but it's still highly valued.

"I like going there [museum], it looks nice, it feels grand and historic."

UPS

Spacious environments really matter in some contexts

- Creating the **feeling of space is important to aid relaxation** and can be achieved through very light, open public space.
- This is **especially so in the context of hospitals** – which need to feel light, airy and spacious to be relaxing rather than scary.

"Being light and airy is important for leisure, dark spacious can make you anxious."

UPS

But most users haven't thought much about *who* creates public spaces: when probed, the role of architects is not top of mind

Spontaneously mentioned as having key responsibilities for delivering and shaping public space

Architects

Very few mention architects when probed on who designs public space.

When probed, architects are more associated with specific public ***buildings*** especially when they are seen as visually appealing **e.g. libraries** but not public space in the round **e.g. parks.**

The public

"We don't really have a role at all… consultations can feel pointless and don't really mean anything."
UPS

Government

"I suppose the people involved would be the government."
UPS

The Council

"The Council make the decisions on the space we use."
UPS

Private developers

"These days property developers have all the power."
UPS

That said, the profession is more tangible to Small-Scale Clients

Experience commissioning an architect means **the profession is more top of mind for this audience.**

The role of the profession is thought about through **the lens of their commissions**… rather than their role in society at large.

Specifically, this audience see the profession as…

Supporting customers to build their dream home / sanctuary

"It's been a labour of love to get it to this point, but it truly feels like home."
SSC

Giving customers a creative outlet

"He [the architect] saw what I was trying to create and bring to life."
SSC

Create more space and solve practical problems

"We wanted to restructure and make more space."
SSC

This bears out quantitatively too, with SSCs more likely to follow news about architecture:

32% who have commissioned work vs.

18% of those who haven't.

Q2. To what extent do you agree with the following statements? 'I follow news about architecture and architects'. Total agree. Base: All respondents (n=2070); small-scale clients (n=261); never commissioned an architect (n=1809).

This puts a lot of responsibility on ARB's shoulders

We know end users care about public space

But they aren't thinking about who makes it – **and who is responsible for its design**…

…Even when probed, **architects aren't top of mind** for designing and taking responsibility for public space

This means the public are unlikely to be holding the profession to account for their conduct / professionalism in the **design of public space**

This increases ARB's responsibility, to make sure professionalism and conduct is upheld and to act as a voice for the public.

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04. Perceptions of (mis)conduct – how do architects fit in?

We know the issue of (mis)conduct is increasingly important

This research and other research tells us that (mis)conduct is increasingly an important issue…it dominates headlines*

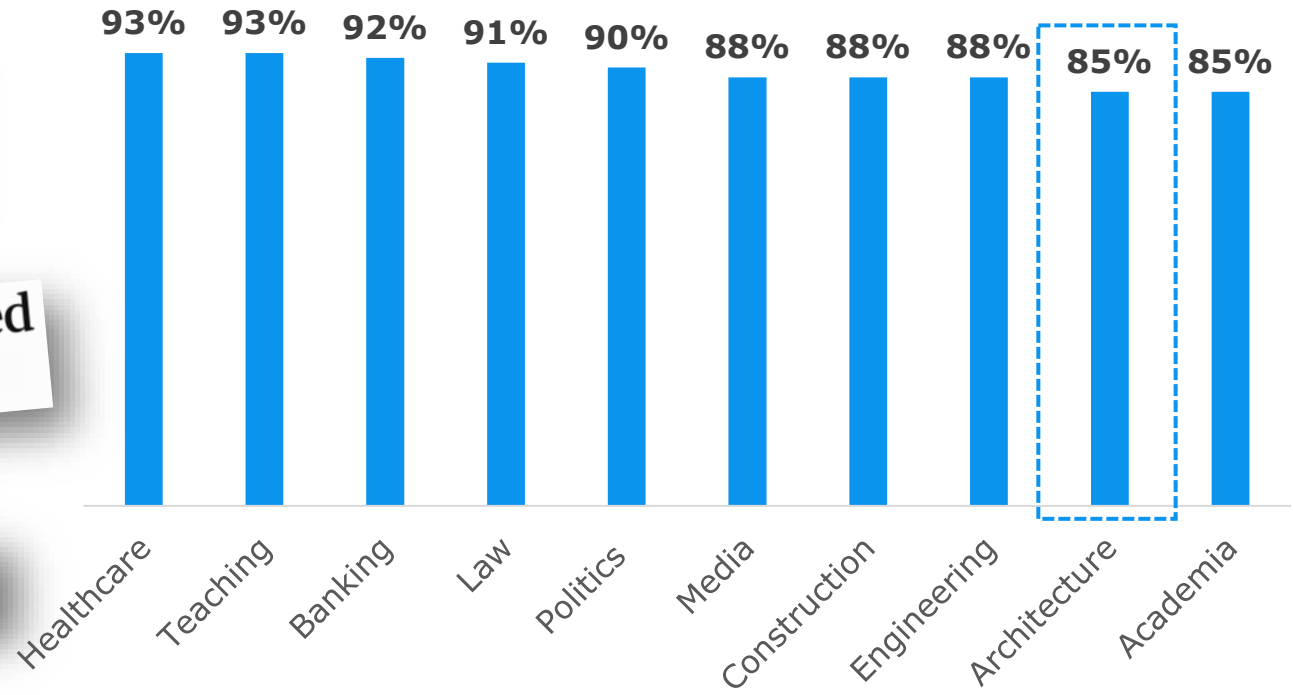
And high standards are important across professions….

% who say conduct is important in each profession:

Female surgeons sexually assaulted while operating

More than 150 Met officers investigated over sexual misconduct or racism

Spain World Cup star insists she didn't consent to Luis Rubiales kiss as 81 players boycott



Q3. We now have some questions about how professions act and behave. How important do you feel that it is for the following sectors to follow high standards of professionalism and conduct? Total Important. Base: All respondents (n=2070).

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But very few are aware of (mis)conduct stories relating to architecture specifically

(Mis)conduct stories are most likely to grab attention when they **involve a person well known to the public**. **Just 20% of the general public say they follow architecture in the news**, and **no one in our qualitative sample had picked up on misconduct stories** related to the profession... even though they exist!

The public engaged in this work are not familiar with recent scandals related to conduct

UCL apologises for 'bullying and sexual misconduct' at architecture school

Herzog & de Meuron's Museum of the 20th Century an "environmental disgrace" say critics

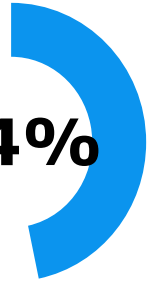
NEWS ANALYSIS

Four years on from Grenfell: the cladding scandal and architects' role in solving it

AJ student survey highlights crisis in cost of education

*% who say they **follow news** about architecture and architects:*

*% say they follow news about **local town planning***



"I don't really follow much about architects, I just know they have to go to university for a long time."

UPS

Q2. To what extent do you agree with the following statements? 'I follow news about architecture and architects'. 'I follow news about town planning in my local area'. Total agree. Base: All respondents (n=2070).

In fact, the architects' profession is assumed to follow *high* standards (though not the *highest*)

This assumption is built on:

- A perceived absence of 'bad news' (see prev. slide)
- A belief that long training required for the role promotes professionalism
- Positive personal interactions with architects amongst Small-Scale Clients
- However, there is a common assumption that standards aren't as high as some other professions (e.g. law, healthcare) which are more in the public eye.
- And some clients are not sure about what forms of external accountability or regulation exist in architecture.

"I think the profession has high standards – our architect went above and beyond. My neighbour is an architect and he's lovely."
SSC

"I think I wouldn't put it on the same levels of maybe a lawyer or even a doctor. I'd want [those roles] to be held to a higher standard of code of ethics."
UPS

"I'm not aware of there being very high standards set by industry watchdogs. I have always experienced architects to hold themselves to high standards, but not rigidly so (as in law)."
UPS

05. Defining professionalism

a) What does it mean to be professional?
b) What does it mean to be professional *in architecture specifically*?

Defining what being professional means is challenging, with a focus on superficial factors

Many of these factors are visual, with comments about the 'look' of professionalism.

"Being well-presented, with good hygiene." UPS

"Dressing appropriately. Definitely not sloppy dress." SSC

"Appearance is the first thing we're drawn to, so it's about presentation." UPS

"It's ties up to the neck and everything else." UPS

Another major theme in initial discussions of what professionalism looks like is 'polite' communication.

"A courteous and respectful disposition when speaking or being spoken to." SSC

"Effing and blinding, smoking.. It's just the most unprofessional environment." UPS

"Not using bad language or swearing […] not rudeness." SSC

"Say the right things in the right manner." UPS

But after further consideration, a range of key values and abilities come to the fore

Values

Integrity	**A combination of honesty, transparency and incorruptibility** defines a professional who acts with integrity.
Commitment	In some professions, a sense of commitment is seen as valuable – **being in it for the long haul.**
Empathy	**Understanding the impact of one's actions in the role** – on customers, colleagues and the wider world.

Abilities

Technical excellence	**Having the skills to perform in the role at a high standard** is seen as a key plank of professionalism.
Extensive knowledge	A great professional is seen to have a **wealth of knowledge in the field,** but also understands where their area of specialism ends.
Communication	**The ability to communicate clearly, succinctly and effectively**, especially with others without specialist knowledge.

These views are attributed to experiences at work, media stories and advice from family or friends.

But after further consideration, a range of key values and abilities come to the fore

Values

Integrity

"Behave with integrity, this includes not being a grifter or just looking to exploit the good nature of others."

SSC

Commitment

"A proper professional is committed to doing things properly and doing a good job, not just showing up and collecting the money."

UPS

Empathy

"To be morally and ethically aware, with empathy as well. Be respectful, be considerate that everybody has feelings."

UPS

Abilities

Technical excellence

"Performing a task to a high standard in the most time-efficient and cost-efficient process."

SSC

Extensive knowledge

"[To be professional] you have to be knowledgeable in the field and you need to know when to recognise the limit of your knowledge."

UPS

Communication

"Not someone who doesn't communicate effectively, someone who is not receptive to feedback."

UPS

These views are attributed to experiences at work, media stories and advice from family or friends.

When it comes to architecture specifically, experience with architects has a big impact

Small-Scale Clients

Perspective

This audience's perspective is shaped by **personal experiences of working with architects,** particularly small practices and sole architects.

Their commission has a **major impact on their lives**, during and beyond the point of completion.

Impact

Personal experiences put a **positive client experience front of mind** for this group when conceptualising professionalism.

They are **highly attuned to practical risks**, like timelines slipping and unclear fee structures.

Users of Public Space

Perspective

This audience does **not immediately feel close to the architects' profession.**

When thinking about professionalism in architecture, after some reflection they **combine broader opinions about professionalism with thoughts about the role of public space**.

Impact

This audience speak more about the **social impact of different standards of professionalism**.

They often discuss the **imagined effects of (un)professionalism on colleagues** (based on their experiences in work) or **communities** (based on thoughts about public space).

Despite this, integrity, commitment & empathy take on specific meaning for architecture

Values		
Integrity	Integrity is felt to be particularly important for architects given **knowledge imbalances** with SSCs leading to a risk of exploitation. For UPS, integrity is often seen through the lens of **honesty and transparency with communities** affected by work.	*"Members of the public don't tend to use architects very often […] You need someone who has the integrity to recognise this and [to not] fleece the customer."* SSC
Commitment	**Commitment and passion are seen to guard against complacency and slipping standards.** SSCs want an architect who genuinely cares about the success of their project and will be proactive, rather than trying to get off with the bare minimum.	*"That profession is a real calling unlike some other professions, and it should be exactly that."* UPS
Empathy	**They see empathy as key to professionalism**. For SSCs, this means putting yourself in the customer's shoes (e.g. with transparent pricing). For UPS, empathy is seen to help guide treatment of colleagues, clients and communities.	*"I think there is a great deal of empathy that has to come into the role. I'm thinking of Grenfell especially."* UPS

Despite this, integrity, commitment & empathy take on specific meaning for architecture

Values			
Integrity	*"Do what you say you're going to do, be honest. Don't do work that is unnecessary to justify an inflated fee to slightly naive clients."* SSC	*"There is a weight to the decisions for communities using these places for years - this integrity is particularly important in this line of work."* UPS	*"Generally, be a 'nice' person and behave with integrity. This includes not being a grifter or just looking to exploit the good nature of others."* SSC
Commitment	*"They have to produce work to the highest standards that they've got to keep to. They need dedication to the work."* UPS	*"Someone who takes pride in their work and development. Keeps their word and sticks to deadlines they set."* SSC	*"I'd want someone who drove the project forward and didn't need constant checking in from myself."* SSC
Empathy	*"Be considerate around feelings, beliefs and backgrounds. Being aware, ethical and empathic is really important."* UPS	*"Somebody that puts themselves in the shoes of the consumer – explaining like they genuinely care about the client and their project."* SSC	*"Be friendly, understanding and give everyone the same chance. Don't dismiss people just because your job-title is higher."* UPS

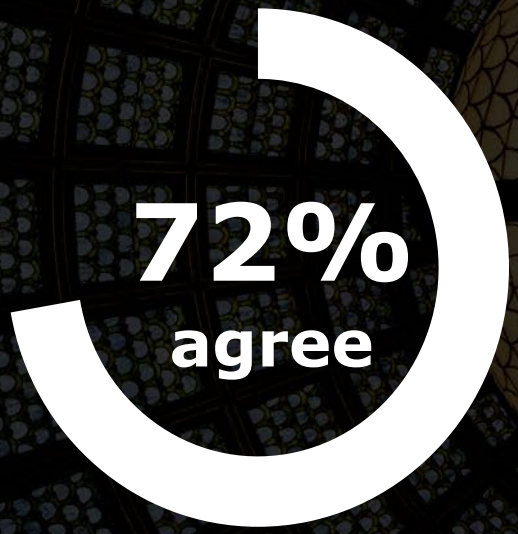
And abilities are extremely important when it comes to the architects' profession as well…

Abilities		
Technical excellence	The ideal architect is seen to be technically excellent, **delivering work to a consistently high standard**. Falling short of technical excellence is seen to carry significant risk (e.g. to safety) by both audiences.	*"The perfect architect would be very exact in their calculations and the way they deliver any information."* SSC
Extensive knowledge	Extensive knowledge is often understood as the **bedrock for architects' technical competency**. For SSCs, particular forms of knowledge (such as how to deal with building control) are often front of mind when defining professionalism.	*"In my opinion the most critical element for an architect would be the ability to work with planning and building control."* SSC
Communication	**Communication skills are very important for architects.** Listening is felt to be vital to represent client and public voices in work, and the **ability to translate technical information** to laypeople is particularly valued by SSCs.	*"The listening is the most important one. Listening and taking note and really understanding."* UPS

And abilities are extremely important when it comes to the architects' profession as well…

Abilities			
Technical excellence	*"Be efficient, creative and problem-solving."* UPS	*"Competence and the ability to get the job done quickly and efficiently."* SSC	*"Follow health and safety guidelines, know policies and procedures and do everything by the book."* UPS
Extensive knowledge	*"Knowledge of your role and responsibilities and have the skills to carry out the job at hand by training and practicing."* SSC	*"You have to know what you're talking about and explain to a client if their ideas are impossible, or how you get round them."* UPS	*"You have to be knowledgeable in your field and be able to explain things in simple terms."* UPS
Communication	*"Take thorough notes and pictures. Find out what the client really wants to achieve. Only give correct information, if you're not sure find out first."* SSC	*"Don't use technical jargon all the time. Listening and giving your opinion without being pushy."* UPS	*"Follow up with everything you say you will do. Have regular phone meetings or communication via email or face to face."* SSC

Outstanding performance is seen to hinge on combining creative and technical excellence



That "it's important that architects exhibit strong creative abilities when creating designs and ideas"

"Architects should be competent individuals who balance science and art."

UPS

"Architects need a combination of flair, ability and practicality."

UPS

"Architecture isn't just industry either, architects are artists. Leonardo Da Vinci dabbled in architecture."

SSC

Q5. To what do you agree with the following statements? 'It's important that architects exhibit strong creative abilities when creating designs and ideas.' Total agree. Base: All respondents (n=2070).

Personal accountability is seen as the ideal way to achieve these standards, but these should be backed up by external checks

Architects themselves

- Ultimately, both audiences want architects that **architects should hold themselves personally accountable for standards.**
- This sense of personal accountability is associated with **values of empathy and integrity**.

Employers

- At the firm-level it is felt that **the culture, rules and enforcement of architects' practices can play a role** in ensuring that architects are accountable and maintain high standards.
- The importance of employer-level accountability is felt by both small-scale clients and users of public space.

Regulators

- **External regulation is important to oversee professional standards, especially where other forms of accountability fall short.**
- As might be expected, knowledge of the ARB and the role that regulation plays in practice remains limited – even for small-scale clients.

Personal accountability is seen as the ideal way to achieve these standards, but these should be backed up by external checks

Architects themselves

"Someone who does something by the book, holding onto their morals because you're dealing with the end user. You are accountable if anything goes wrong."

UPS

Employers

"It should flow from the top down with companies and directors fostering a culture of professionalism, with appropriate consequences for not meeting this standard."

SSC

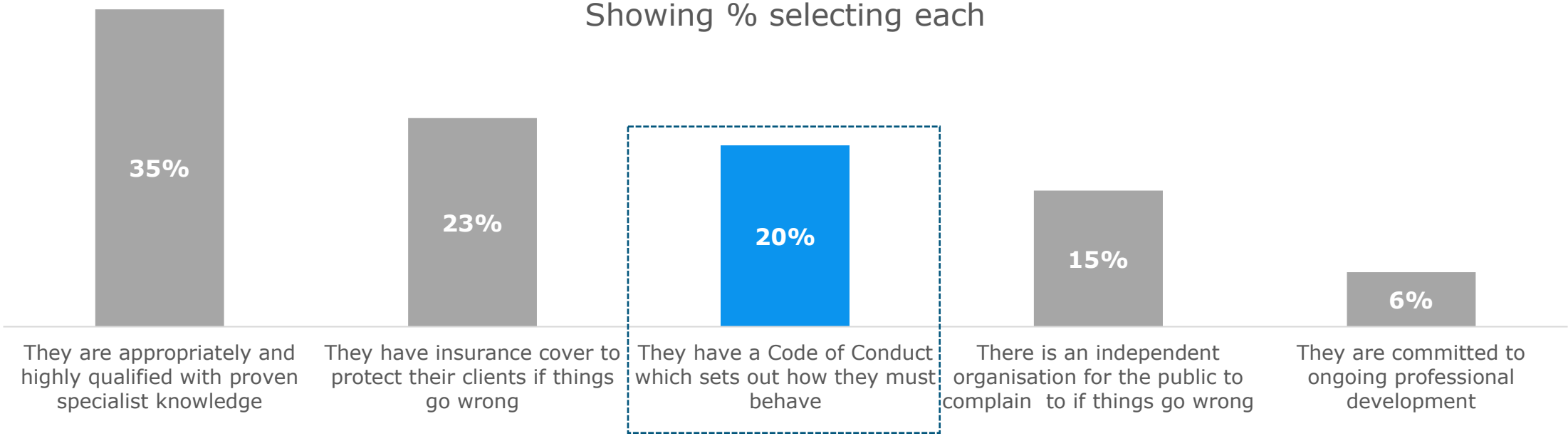
Regulators

"The entire profession should be accountable and answerable to a governing body."

SSC

When probed, a range of measures are seen as important for upholding professionalism

What is most important to you when thinking about registered professionals?
Showing % selecting each



Codes of Conduct are seen as an important measure for upholding professional standards. When we asked participants what the most important measure is for registered professionals, **a fifth said that a code of conduct is the most important thing.**

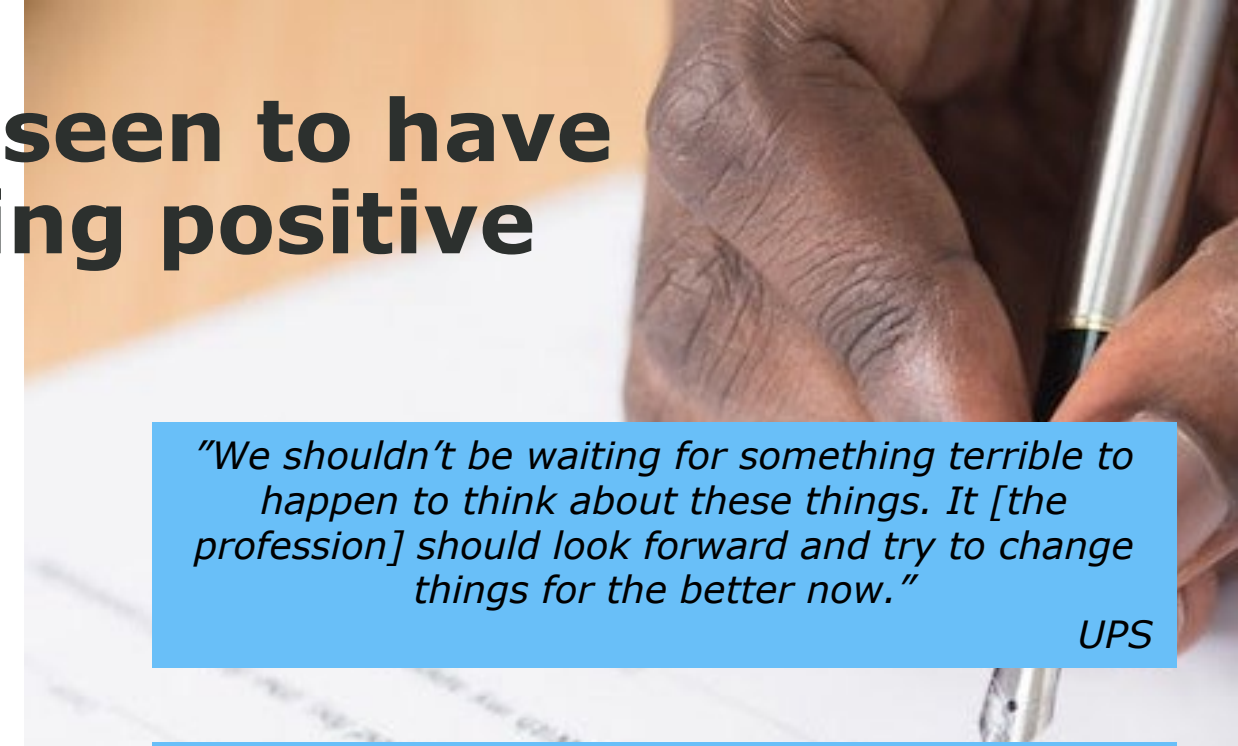
Q8. Architects are a regulated profession with a publicly accessible Register. What is most important to you when thinking about registered professionals? Base: All respondents (n=2070).

…and professionalism is seen to have a role in proactively driving positive change

Qualitatively, both audiences can see a role for the code of conduct in strengthening key values and abilities.

Small-Scale Clients put practical questions (e.g. transparency on costs) at the top of their wish-list for the code of conduct. Some feel that not enough is currently being done in this area.

After reflecting on the social importance of architecture, **Users of Public Space are keen for a proactive, forward-facing code of conduct** addressing a wide range of social concerns (including those outlined by ARB).



"We shouldn't be waiting for something terrible to happen to think about these things. It [the profession] should look forward and try to change things for the better now."

UPS

"For me it's about getting the basics and the people right; genuinely honest, hard-working, motivated and creative people, who get the basics like communication and reliability right."

SSC

"There doesn't seem to be an accepted level of standards or behaviour required from architects. As such you're beholden to the individual behaviour of an architect."

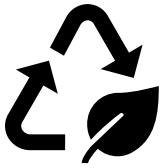
UPS

06. Deep dive on key themes identified as important by ARB

- Safety
- Sustainability
- Ethics
- Equality, Diversity and Inclusion (ED&I)

We explored four key themes for the code, as identified by ARB

Safety



Sustainability

Ethics

ED&I

And many of the key values and abilities for the sector sit underneath each of the themes:

N.B. More detail is available in the appendix.

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Safety matters most for both audiences

SSC

Small-Scale Clients want architects to…

- Have a good safety record.
- Keep up to date with safety guidelines.
- Thoroughly explain safety risks.
- Collaborate with other professions to ensure safety e.g. Fire and Rescue services.

"[Safety has] high importance as lives depend on this. Rogue individuals could seriously threaten lives."

SSC

UPS

Users of Public Space want architects to…

- Be accountable for the safety of their designs.
- Be involved in selecting materials and supervising construction.
- Have the end users' best interests at heart.
- Think ahead about how designs impact users.

"It makes you think 'why has it taken something terrible to happen for these things to be put in place?'"

UPS

People want to see architects take safety seriously

89%

Agree that **architects have a responsibility to make sure buildings are designed safely** e.g. with fire safety materials.

89%

Think that **architects should have guidelines in place** to make buildings as safe as possible.

87%

Think it is important for architects to **take accountability** for decisions made when it comes to safety.

Q5. To what extent do you agree with the following statements? Base: All respondents (n=2070)
Q6. How important is it for architects to embody the following characteristics in the workplace? Base: All respondents (n=2070).

Sustainability is not top of mind, though Small-Scale Clients are more attuned to this topic

SSC

Small-Scale Clients want architects to…

- Balance sustainability with cost effectiveness.
- Incorporate sustainability in their designs – e.g. green energy and energy efficiency.
- Be innovative – not just stick to the materials and processes they already know.

"Sustainability is very important… I particularly now would choose an architect if they had new ideas that would save costs as well as the environment."

SSC

UPS

Users of Public Space want architects to…

- Be environmentally friendly and 'future-proof' buildings for longevity.
- Thoroughly research the sustainability of materials.
- Consider a design's impact on the local community.

"If they don't care about the environment [they are saying] they don't care about you and the future."

UPS

Everyone thinks architects need to be *accountable* for sustainability however

81%

Think it's important architects **take accountability** for decisions made when it comes to environmental sustainability.

77%

Agree that architects should do what they can to **advocate for higher levels of environmental sustainability** in construction.

51%

Agree that architects should **only work on projects** that have **higher levels of environmentally sustainable practices.**

22%

Disagree that architects should **only push for environmentally sustainable** materials to be used in construction **if it's cost effective,** suggesting a sizeable minority are willing to pay higher prices if materials are sustainable.

Q5. To what extent do you agree with the following statements? Base: All respondents (n=2070).
Q6. How important is it for architects to embody the following characteristics in the workplace? Base: All respondents (n=2070).

Expectations of ethical behaviour overlap with understandings of professionalism

SSC

Small-Scale Clients want architects who…

- Clearly explain the process and costs to clients.
- Listen and welcome feedback.
- Comply with legislation – i.e. take no shortcuts.
- Act with integrity – e.g. don't pass others' work off as their own.

"Acting in my best interests, and not seeking to unjustly enrich themselves at my expense."

SSC

UPS

Users of Public Space want firms to…

- Treat everyone equally.
- Have fair hiring practices.
- Respect employees' work-life balance.
- Give junior architects opportunities to develop.

"Looking out for the wellbeing of the people you're dealing with as a firm."

UPS

People believe architects need to act ethically...

% who think it is important for architects to embody the following characteristics in the workplace

88% Show **integrity and honesty**, including with contracts, disputes and client money.

87% **Communicate** clearly, listen to and **understand** a client and/or a community by reflecting their views and requirements in the design.

84% Show **empathy** and **consideration** to everyone they work with.

81% Behave in a **non-hierarchical way**, meaning architects are able to speak to anyone and treat them equally.

Q6. How important is it for architects to embody the following characteristics in the workplace? Base: All respondents (n=2070).

...and that ethics must be enforced at firm level too

84%

Think the architectural industry should be an environment where **staff feel safe**, without the worry of **mistreatment** or **inappropriate behaviour** from colleagues

81%

Think the architectural industry should be an environment where staff can **challenge those who behave inappropriately**

77%

Say it's important to them that architecture firms **treat their staff fairly**

Q4. Thinking about the architectural profession specifically, to what extent do you agree with the following statements? Base: All respondents (n=2070).

ED&I is key for the future of architecture

SSC

Small-Scale Clients want firms to have…

- Diversity at all levels, from junior to senior management.
- Pay transparency, equal pay, and shared parental leave.
- Support for students and employees with additional needs.

"Any good architecture business should ensure they represent the diverse population of the UK in order to think about how something they are planning will affect everyone."

SSC

UPS

Users of Public Space want…

- More apprenticeships, bursaries and employer support to widen access to profession.
- Architects to create inclusive designs to accommodate all cultures and needs.
- More diversity to encourage creativity, innovation and fresh ideas.

"When you have a wider span of people you hear better ideas coming forward…as opposed to it all being from the same schools, the same social groups."

UPS

With diversity most important in ensuring spaces are inclusive

81%

Agree it's important for architects to **design inclusive environments** that are accessible to all people.

63%

Agree it's important for the architectural industry to **reflect the diverse societies** who use the spaces that architects design.

27%

Think having **diversity in the architectural industry** is more important than having diversity in other industries.

Q4. Thinking about the architectural profession specifically, to what extent do you agree with the following statements? Base: All respondents (n=2070).
Q5. To what extent do you agree with the following statements? Base: All respondents (n=2070).

Expectations of key standards in summary

Safety	• **It's a hygiene factor** – architects must behave safely as the impact of unsafe behaviour can be catastrophic (the public reference Grenfell as a key example). • People expect architects to be **held accountable for any preventable failings.**
Sustainability	• Sustainability is considered important, but not as important as safety. • People expect architects to **create environmentally friendly and 'future-proofed' designs** that meet the end user's needs and budget.
Ethics	• Ethical behaviour in architecture overlaps with people's understanding of professionalism and is **crucial,** in line with expectations on other professions. • People expect architects to treat everyone they interact with **equally and respectfully,** to **communicate effectively** and to be considerate of others' needs and requirements.
ED&I	• Having **equality, diversity and inclusion** in architecture is considered key for innovation…**and for keeping that 'creative vs. scientific' balance** that they see as crucial to the profession. • People want the industry to become **more accessible** by removing income barriers through apprenticeships, bursaries and greater employer support.

07. Conclusions and implications

What have we learned?

1	2	3	4	5
The architects' profession is not top of mind.	*And so, controversy about the profession has largely gone unnoticed.*	*In fact, most assume the profession has high standards... which is important.*	*Having the right values and abilities is key to upholding standards (including in architecture).*	*The four key themes explored have a key role too.*
The public value the spaces they use, but rarely think about who designs them, including architects. The profession is more top of mind for those who have commissioned an architect in the past (unsurprisingly).	The public are increasingly aware of (mis)conduct stories, but few associate architects / the profession with controversy… despite recent headlines. This is likely because the names and firms involved are largely unknown to the public.	The public value high professional standards and believe this matters across professions. Architecture is assumed to have high standards because of a perceived absence of bad news and extensive training requirements.	Having the right values e.g. empathy, integrity and commitment are crucial for professionalism according to the public. So is having the right abilities, which is seen to be especially important in a sector requiring strong creative and scientific skills.	When probed, safety, sustainability, ethics and ED&I are felt to be key in ensuring the profession is proactive in implementing standards. The themes relate directly to the values and abilities lens used to describe professionalism.

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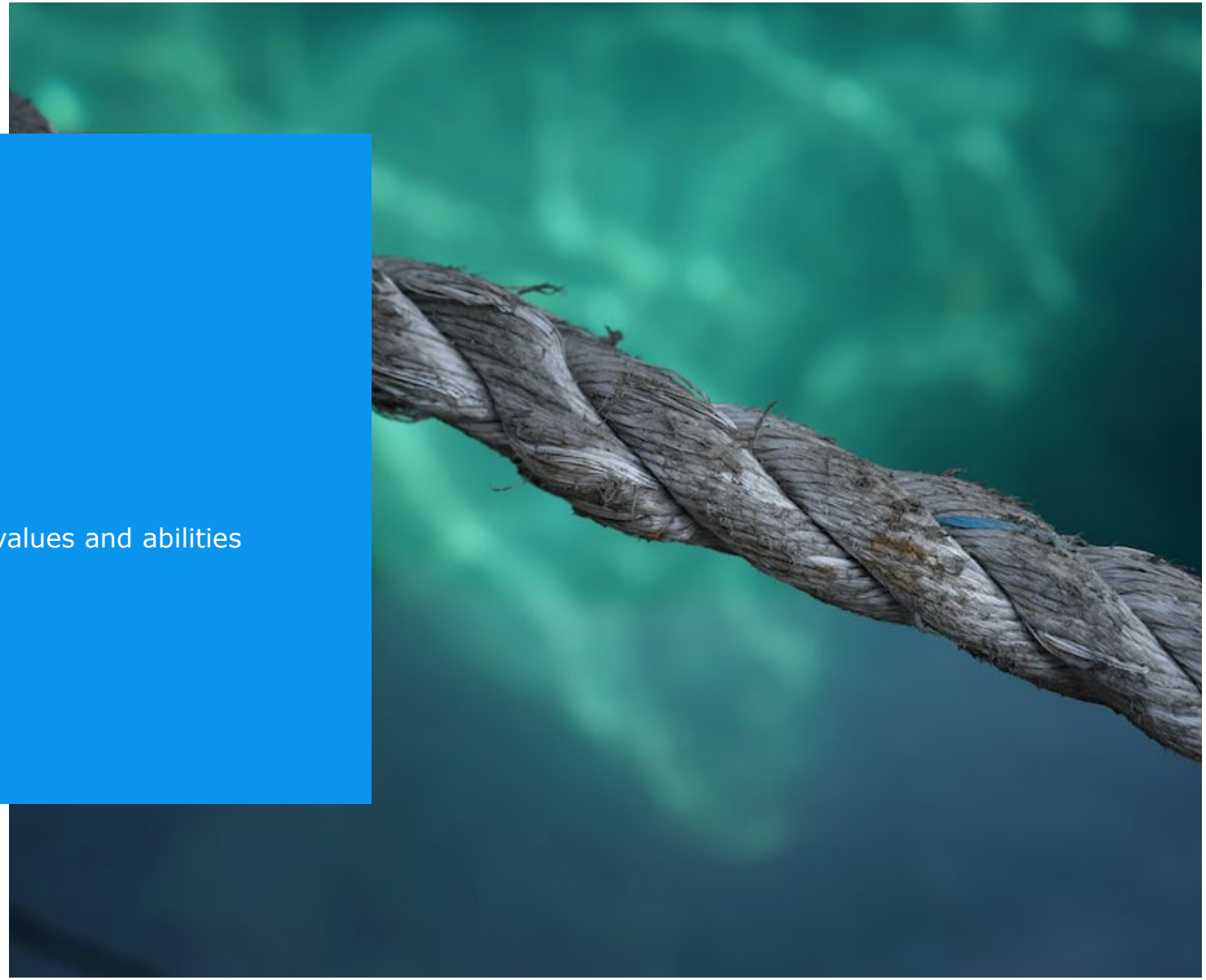
'So what?' for ARB and the Code of Conduct…

Insight	So what? For ARB and the Code	Recommendation
The public care about public space, but the profession isn't top of mind.	The public are unlikely to take an active, everyday role in holding architects to account. This makes proactive, future-focused direction and regulation from ARB even more important.	**Continue delivering effective regulation supporting the public interest**
Having the right 'values' and 'abilities' is key to upholding standards.	Both these factors are considered vital, and so including language that represents these ideas will bring the public's voice to the Code.	**Include language and sentiment that reflects both 'values' and 'abilities'**
Safety, sustainability, ethics and ED&I are important when probed.	Use these themes in the code confidently, even though they aren't top of mind for most. They are seen as key for proactively mitigating failure and ensuring the profession thrives in the long run.	**Be confident in these four themes**

Appendix

i) Relations between key themes and values and abilities



And many of the key values and abilities for the sector sit underneath each of the themes:

Safety	Sustainability	Ethics	ED&I
Integrity	Commitment	Integrity	Technical excellence
Ensuring that no shortcuts are made that could impact the safety of residents (e.g. cheap, riskier materials).	Maintaining a sense of drive to push through decisions to ensure positive environmental outcomes.	Ensuring that clients and colleagues are treated fairly and honestly.	Diversifying the voices around the table, boosting creativity and ensuring that all talented people can succeed in the industry.

And many of the key values and abilities for the sector sit underneath each of the themes:

Safety	Sustainability	Ethics	ED&I
Technical excellence	**Extensive knowledge**	**Communication**	
Ensuring that no errors are made that could impact on building and public space safety.	Understanding relevant materials and processes in a fast-moving field.	Clearly communicating to colleagues falling short of standards, and ensuring that clients have full transparency regarding processes.	Ensuring that colleagues from underrepresented groups are sufficiently heard.

Empathy is felt to sit across all of the areas of interest

Safety

Ensuring that undue risks are not taken that could lead to negative safety outcomes for end users.

Sustainability

Reflecting on the long-term negative effects of neglecting sustainability on society.

Ethics

Guiding behaviour prioritising positive outcomes for colleagues, clients and end users.

ED&I

Recognising barriers to ED&I within the sector and valuing the voices of those who want to make a change.

Empathy

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