

RIBA



Mission

To advance architecture
by demonstrating
benefit to society and
promoting excellence
in the profession

Vision

Champion for
architecture and for a
better environment

- 1 Demonstrate the benefits of good architecture
- 2 Promote and enhance the benefits
- 3 Facilitate the delivery of good architecture
- 4 Provide high quality support services
- 5 Develop the capability to deliver the strategy

Demonstrate the benefits of good architecture – for the economy, communities and individuals.

Objective: Maintain world-class knowledge base

Excellent Library and Information Centre

International coverage through architecture.com

Objective: Project inspirational cultural programme

Imaginative projects with school students

Outreach from Special Collections

Exhibitions and talks programmes

Promote and enhance the benefits – in concert with government, industry, partners.

Objective: Strategic marketing: create better-informed demand/re-position architects as providers of both sound and imaginative solutions

High profile awards and competitions

Good media relations and promotions

Community initiatives across the UK

Objective: Campaign for quality and sustainability

Clear policy proposals - UK plus EU/International

Validation through client/partner/industry group inputs

Practical advisory schemes and demonstration projects

Facilitate the delivery of good architecture – raising the average through professional education and development.

Objective: Develop professional education to respond to changing environment

Emphasis on central role of design plus technical and business skills

Promotion of inter-disciplinary co-operation

Close working relationship with schools of architecture

Clear and leading role in validation of UK courses

Targeted expansion of influence on international standards of education

Objective: Develop continuing education to meet current and future operating needs

Broadening of CPD provision and take-up in management skills

Development of CPD programme to reflect changing role of architects

Through life approach to RIBA's support for professional education and development

Objective: Develop role of architects

Expansion of services provided and involvement with clients

Emphasis on knowledge, value and management base of role

Development and promotion of value-added reward system

Provide high quality support services – for members, clients, industry associates and the public.

Objective: Improve services to members to bench-marked best practice

Emphasis on quality at point of delivery

Membership growth in targeted categories

Improvement in membership admin response

Increased marketing support

Objective: Deliver more value to potential clients

Improvement in nominations and competitions service

Development of partnering and additional services

Objective: Upgrade services to architects and construction industry

Better contract and agreement arrangements

Development of technical support to meet changing market needs

Develop the capability to deliver the strategy – through the member network, staff and central organisation.

Objective: Maximise contribution of members and staff

Focused, effective support to regions and overseas groups

Best use of members' time and skills on Institute business

Staff development in member/customer care

Objective: Inspire recognition and credibility of brand

Clarity and coherence of policies

Consistent and appropriate tone and behaviour

Optimum licensing/endorsement/design guardianship

Objective: Develop central organisation to deliver the RIBA's strategy

Council able to focus on major issues

Achievement of Board's effectiveness in its new role

Successful launch of Foundation and Services Company

Best practice trustee arrangements adopted

Four key operating principles

- 1 Clarity of offer
- 2 Focus in delivery
- 3 Partnership between members and staff
- 4 External partnerships and joint ventures as a normal way of achieving the RIBA's objectives