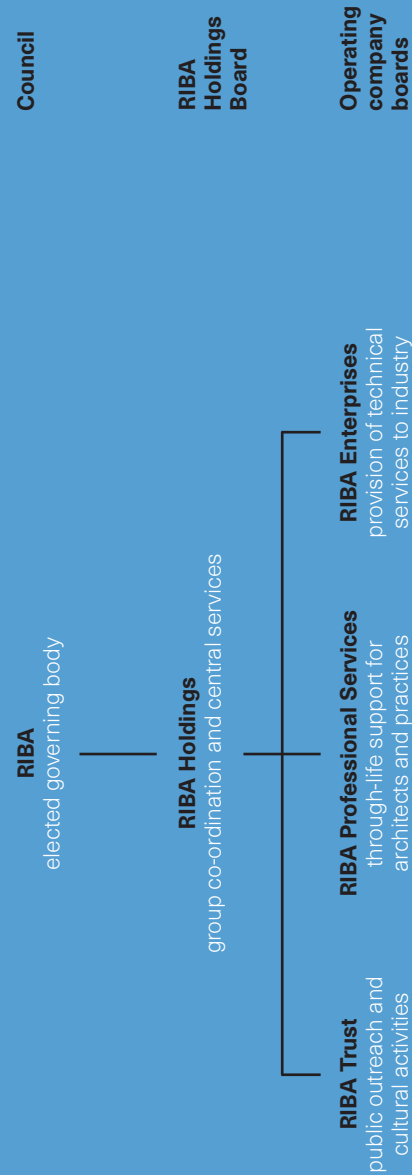


RIBA Group Organisation



Core Values

- Duty to society
- Excellence of service
- Commitment to design quality
- Clear leadership
- Openness and responsiveness
- Opportunity for all

Key operating principles

- External first – our main focus is outward
- Clarity of offer – to all those we serve
- Partnership – members/staff and joint ventures

Themes

- Design
- Education
- Urbanism
- Sustainability

Strategy 2006–2008

Our Mission

to **advance** architecture by **demonstrating** public benefit and **promoting** excellence in the profession

We serve

on behalf of **our members:**
the public – as clients and users of architecture
the government – as legislators and the biggest client
the construction industry – the partners with whom we work

We act by

campaigning for good design, ensuring and improving the **quality** of its delivery, and building our **capability** to increase the RIBA reach and impact

By campaigning

1 Campaign for design quality and sustainability

- demonstrate the value that design can add to the built environment and development process
- position design quality and sustainability at the centre of public and private procurement
- put well-targeted proposals to government on sustainability, planning and environmental issues generally
- develop clear UK/EU policies with contributions from clients, partners and industry

2 Inform and enthuse the general public about architecture through strategic marketing and communications

- promote Stirling Prize & regional awards
- expand high profile design competitions
- increase television, press & web promotions
- enhance Architecture Week and community initiatives

3 Provide an inspirational cultural programme

- organise exhibitions, talks, conferences, special events
- work with school communities
- expand outreach activities based on Special Collections

4 Create and nurture key relationships

- develop new partnerships for greater impact such as Building Futures
- develop relationships with public and client bodies, decision-makers and the construction industry
- enlist expert and independent support via the Client Forums

Improving quality

1 Improve architectural education and CPD responding to changes in the operating environment

- nurture skills, knowledge, imagination and judgement as our creators of value
- champion the centrality of design in architectural education while stressing the key role of technical/business competence in its delivery
- promote inter-disciplinary working
- maintain our prime role in validation
- require CPD and offer a rich programme in support

2 Develop the role of architects

- expand breadth and depth of services offered to clients
- develop and promote fee-scheme based on the value added by architectural services
- increase the level of strategic advice and project management skills
- promote a duty of care towards natural resources and develop responses to climate change

3 Improve services to clients

- expand and enhance the competitions service
- develop partnering and design-team services
- introduce Client Design Advisor services
- encourage evidence-based approach to design
- increase transparency and accessibility of disciplinary functions

4 Improve services to members

- develop new areas of information and advisory support
- implement the Chartered Practice programme
- promote best employment and equal opportunities practices

5 Improve services to the construction industry

- ensure contracts, agreements and standard forms reflect progressive industry practice
- develop technical support for changing markets
- enhance services provided to and by manufacturers

Developing capability

1 Enhance world-class knowledge base

- maintain position of the Library and Information Centre as an international resource
- maximise appeal, value and accessibility of website;
- develop effective research capability through partnerships and brokerage

2 Maximise contribution of members and staff

- Provide focused, effective support to central, regional and overseas working groups
- make best use of members' time and skills on Institute business
- engage a greater proportion of younger members in the RIBA

3 Demonstrate best practice in equal opportunities and employment

- provide well-trained staff to deliver services and objectives
- improve internal communication networks
- maintain IIP accreditation
- promote and encourage best practice by members

4 Sharpen clarity and credibility of our brand

- achieve consistent tone of voice, behaviour and a high standard of graphical presentation
- secure beneficial licensing and endorsement arrangements
- develop our brand to increase influence and recognition of architecture, the profession and the RIBA

5 Grow the membership and its engagement in order to increase the RIBA's reach and impact

- develop communities of interest e.g. urbanism
- attract other professions as affiliates
- promote student, graduate and overseas recruitment
- promote proportionate representation of female and ethnic minority architects in membership

6 Maximise long-term trading revenues

- grow profitability of RIBA Enterprises' product range
- expand Portland Place Venues business