

RIBA Response to recommendations of :
“RIBA Constructive Change: A Strategic Study into the future of the Architects’ Profession”

Recommendations for the RIBA	RIBA’s Proposed Response
<p>1. Become the knowledge management, market intelligence & research focus for the architectural profession.</p>	<p>Practice/PIR: review existing RIBA groups and external associations to re-structure as ‘knowledge units’. Proposals to boards mid-2006.</p> <p>RIBAE: support the KM process at a practice level through NBS, CIS, Manufacturer Network and RIBA Publishing business units.</p>
<p>2. Develop evidence-based research framework for demonstrating social, environmental and economic value of design and supporting research initiatives in architectural schools.</p>	<p>R&D: identify suitable areas of research, suitable partners, and sources of research funding and work with Practice (to engage practices) and Education (to involve academic institutions) to deliver meaningful outputs that quantify the value of design.</p> <p>RIBAE: evidence-based design solutions – role in promoting proven technical solutions (CAD drawings backed up with specification; costing information supported by publishing programme for paper-based studies). Develop closer relationships with manufacturers and more involvement in ‘industrialised’ construction.</p>
<p>3. Address Architectural Education & training to reflect market needs, to equip students with the required skills and involve practitioners.</p>	<p>Education/Practice: develop ongoing ‘teaching practices’ initiative. Engage practices, schools and other industry bodies to address concerns and demonstrate that we’re addressing them (reality and perception).</p> <p>RIBAE: opportunities to engage with universities to support teaching of building technology using specification and information products as essential teaching/reference tools.</p>

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<p>4. Lead industry campaigns in order to influence policy, regulation and legislation and to engage with Government and Whitehall.</p>	<p>PIR: lobbying, including MP Pairings and engagement with regions through RDAs. Develop priorities and ensure co-ordination across RIBA.</p> <p>Communications: build on wider-industry media relationships to maximise campaign profiles.</p>
<p>5. Lead in the development of new procurement methods.</p>	<p>PIR/Practice: continue development of Smart PFI/PPP proposal, currently in consultation.</p>
<p>6. Communicate the Institute's activities and policies to architects, clients and the wider industry to address the "perception gap". Re-engage with members and re-establish leadership role; address causes of perceived inertia.</p>	<p>PIR: seek broader consultation with membership on emerging policy. Develop Policy Forum.</p> <p>Membership: undertake major survey of the profession to establish priorities.</p> <p>Communication: co-ordinate current communication systems throughout the RIBA coherently.</p>
<p>7. Break down barriers between built environment professions and other parts of the construction industry.</p>	<p>Professional Services: concentrate attention on links with the supply chain and industry bodies where meaningful engagement is possible eg CIC.</p> <p>PIR: build ad hoc coalitions centred around areas of mutual concern (eg PFI, VAT).</p>
<p>8. Develop and support cross industry communities of practice and create a forum for them within the RIBA to encourage innovation and communication in the profession.</p>	<p>Practice/Membership/PIR: identify key communities such as linked societies and client fora, involve other Construction professions and groups in RIBA activities; support regional groups; promote affiliate membership; promote architects' role; pan-professional training (such as the adjudication training initiative);</p>

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	<p>follow up study recommendations.</p> <p>Communications: promote cross-industry communities through continued development of relationships in a wide range of media.</p>
<p>9. Consider potential for the RIBA to represent all aspects of design in the Built Environment, and reflect this in the education process</p>	<p>Education/CPD: develop multi-disciplinary curricula and pan-professional CPD.</p>
<p>10. Develop greater predictability in the outputs of the profession and encourage delivery against declared outcomes. Update RIBA Plan of Work.</p>	<p>R&D: support research into targets and achievement.</p> <p>Practice: encouraging best practice; Chartered Practice (including QM requirements); supporting KPIs; review of Plan of Work beginning 2006.</p>
<p>11. Develop clarity in describing and promoting the range of capabilities available in the profession by recognising the different categories (size and type of architectural practice) and their focus on different markets.</p>	<p>Practice and Membership: build on Chartered Practice initiative and investigate ways of signalling stratification in other ways; CDAs; Benchmarking; encourage and assist small practice networking and collaboration.</p> <p>RIBAE: explore possible linkages between RIBAE customer database and future RIBA Membership database.</p>