



**Wessex South West**

## **RIBA SOUTH WEST REGIONS**

### **BUSINESS PLAN 2009 – 11**

***Draft V8 (27 June 2008)***

This business plan gives an overview of The Royal Institute of British Architects (RIBA) regions of Wessex and South Wests' objectives, structure and activity in the context of the RIBA national strategy.

**THE ROYAL INSTITUTE OF BRITISH ARCHITECTS  
SOUTH WEST REGIONS**

**2009-2011**

**1.0 RIBA Group Strategy 2009 – 11**

- **Campaigning:** Demonstrating the importance of architectural design to wider social & economic considerations and to the procurement of a sustainable environment, engaging resources from a wide range of sponsors;
- **Improving Quality:** Promoting the architectural profession's skills and services to clients to generate increasing value in an ever evolving world, communicating this effectively among all concerned in the UK and overseas;
- **Building Capability:** Enhancing and utilising the Institute's resources to meet Members' expectations of support and service, gathering and disseminating knowledge, managing ourselves excellently and creating real, profitable value.

**1.1 RIBA South West Regions Strategy 2009 - 11**

- **To champion design and construction excellence and sustainability** in architecture within the regions, especially in the built environment; Promote links with education institutes within regions, and seize opportunities to be at forefront of regional design debate (*Campaigning*)
- **Ensure the regional RIBA becomes an active partner in key regional organisations**, creating and maintaining strong partnerships, raising profile and influencing the regional political debate on relevant topics (*Campaigning*)
- **To champion high standards of professional practice and CPD** in the region running and developing an improved version of the already successful and popular programme; more membership involvement in events and speakers (*Improving Quality*)
- **Seek a sense of regional purpose and financial sustainability for the region, improving communications, giving high standards of professional support to members**, including developing corporate partnerships and financial incentives for branches to create events (*Building Capability*)
- **Governance and staffing:** retain **two regional councils** but evaluate structure for the longer term as knowledge groups emerge; create the **staffing structure** to deliver this plan, lead and develop them. **the offices:** assess capability of developing hub of creative organisations and professionals (*Building Capability*)

**2.0 Context**

The South West is one of the most attractive and interesting parts of the UK. Our coastline, our countryside and our cities, towns and villages are second to none in their enduring appeal. From the ancient maritime cities of Bristol and Plymouth, to the industrial heritage of Cornwall and Swindon, and the landscaped beauty of the Cotswolds and South Dorset Downs, our region is one of beauty, innovation and enterprise, proud of its past and looking forward positively to the future.

The South West economy was valued at £89.5 billion in 2006, ranking it the fifth largest of any English region and generates 8% of the total output in England. Over 27% of the population is educated to degree standard or above, and the region has the UK's highest rates of relocation of professionally qualified people. The region has some of the UK's fastest growing airports including Bristol, Exeter and Bournemouth. £951 million is earmarked for transport projects to further improve travel times around, to and from the region.

The South West England economy broadly follows trends seen in the national economy. It has gone through a period of sustained growth since the early 1990s. However, a slowdown in economic growth regionally is expected in 2008/09 (*source South West Observatory, May 2008*). Investment intentions in the region are subdued, and there is expectation of much reduced expenditure on buildings in the coming 12 months. The South West is considered a region with one of the weakest investment outlooks in the UK, and employment suffering the highest percentage fall across the UK in the first quarter of 2008 (*Experian Regional Trends Survey, May 2008*).

The region is served by the South West Regional Development Agency based at Exeter, the Government Office South West (GOSW) based at Bristol, and a regional centre of excellence (Creating Excellence) and Regional Assembly based at Taunton.

The Regional Spatial Strategy (RSS) for the South West sets the spatial framework for the future development of the region over the period 2008 to 2026. It seeks to tackle the major challenges that the region faces over this period, including accommodating a substantial increase in population and a growing economy, tackling climate change and reducing the region's ecological footprint as defined by the consumption of natural resources and energy (*source: SWRDA website, May 2008*). The final draft of the RSS was released in August 2008.

### 3.0 Membership Profile

There are 2800 members of the RIBA in the Wessex and South West regions **including** student members at the four universities. By RIBA branch, this is broken down as Bristol & Bath (940), Plymouth (317), Gloucestershire (307), Exeter (306), Dorset (288), Wiltshire (222), Somerset (217) and Cornwall (203). There are two young architects groups in the south west; Cornwall Young Architects Network (CYAN), and Departure Lounge in Bristol.

Bristol has the 3<sup>rd</sup> highest number (532) of ARB registered architects in the UK (after London and Manchester) and contains 25% of the regions' architects. Other significant pockets are Bath (213), Exeter (96) and Plymouth (78). Truro has a disproportionately high number of ARB architects for its size (44), enhancing Cornwall's reputation as a county attractive to architects.

The region recognises that Bristol and Plymouth have large populations of younger architects, and we seek to present the regional RIBA as an active and influential organisation making good design the core value in the built environment, and offering exciting opportunities for all its members. Events and partnerships between our young architect groups and other professions and community groups seeks to instigate a broad fertilisation of ideas, which will promote the RIBA and good design early in careers, and promote membership of the RIBA.

Four universities in the south West offer RIBA accredited courses (University of West of England, Bristol; University of Bath; University of Plymouth; and Bournemouth University), and the RIBA is developing links with potential student members at these higher education institutions and aims to instill an annual design competition within the syllabus.

### 4.0 Operating Conditions

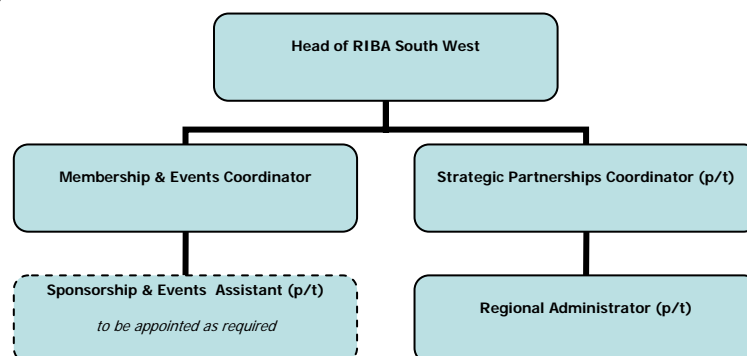
The south west of England contains two regions of the RIBA Nations & Regions network: South West (Devon and Cornwall) and Wessex (comprising the historic counties of Bath, Bristol, Dorset, Gloucestershire, Somerset and Wiltshire). In 2006 the administration of the two regions was combined into one region, called here the South West. The regional staff serve both regions and both regional councils from a regional office at Bath and a home-based staff member at Exeter.

RIBA South West currently operates from two locations at Bath and Exeter. The Bath office is the administrative hub of the two regions, providing membership services, policy outreach, publications sales and CPD administration. Three staff members are based within this office including Head of Region, Strategic Partnership Coordinator and Regional Assistant. The Membership & Events Coordinator works from the Exeter office delivering the CPD programme for both regions, and providing member services to the South West region. Further recruitment is planned as activity increases, for administration purposes.

The two office locations are currently linked to a local server at Bath using Remote Desktop Connection (from Exeter), and a local network within the Bath office. All members of staff connect to the RIBA Citrix system and will be connected to the improved Integra and VPN system from autumn 2008.

The Bath office plans to relocate to Bristol in late 2008/early 2009 in co-location with Groundwork South West and a possible incubation 'hot desk' to be established for new sole practitioners, to reflect regional RIBA aspiration to become an influential hub for the region within the economic powerhouse of the region.

Two regional councils (and 8 branches) are active in the south west, and each meet four times a year, with joint council meetings occurring in June and December. The regional chairs are Mary Whittington (Wessex) and Mark Kemp (South West).



Staff Structure, 2008

## 5.0 RIBA South West Regions Projects

Project	Objective	Start	Interim evaluation	End	Resources
<b>Campaigning</b>					
Develop strategic policy frameworks for influencing built environment and cultural organisations, and regional spatial/economic strategies	Build a system of response to regional consultation documents to ensure RIBA is influential in regional policy and strategy with key partners (Culture South West). To also support RIBA involvement in local design review panels, and cultural activity.	Frameworks developed in early 2009.	Evaluate effectiveness in late 2009	Ongoing	Strategic Partnership Coordinator RIBA Policy Department Head of Region Cultural Consortium
Establish 'knowledge groups' across the two regions (planning, sustainability, education, conservation)	To create a link between relevant regional organisations, members and Portland Place 'knowledge communities'; and will advise on specific topics, progress aspects of the strategic plan, and provide specialist representation for the region on external forums.	Planning (2009) Sustainability (2009) Education (2010) Conservation (2010) Housing (2011) <i>tbc</i>	Evaluate effectiveness of planning/sustainability groups in autumn 2010 and education/conservation groups in 2011	All groups active and evaluated by end 2011	Head of Region Strategic Partnership Coordinator Specialist members Head Office Publications/CPD service profit to fund overheads and expenses
<b>Improving Quality</b>					
RIBA South West Town & Country Design Awards, and RIBA Awards	Deliver awards schemes to promote design excellence in a regional and national context, highlighting and promoting good architecture and architects to the public, media and construction industries.	Annually from April 2009	Annual ceremony to be held at Bristol (2009), Exeter (2010) and Venue <i>tbc</i> (2011)	Annually in October	RIBA staff Sponsors Members (jury) Media
Engagement with higher education through design competitions (eg 'Crossing the Channel' design competition with RSAW) and HE short course programmes	Development of new design competition for regional universities in SW/Wales to design a bridge crossing the Severn. To engage universities in the two regions and encourage younger/student membership of RIBA (Departure Lounge/CYAN).	March 2009	Ongoing	November 2010	Staff in SW and RSAW Universities in Wales/SW Sponsor
<b>Building Capability</b>					
Develop Core Curriculum CPD seminar network in partnership with RIBA South and Royal Society of Architects in Wales, in addition to main programme	Pan-regional CPD network to deliver 10 x core CPD seminars in four regions throughout a calendar year from 2009, to offer members high quality, well-balanced and good value CPD to help achieve their annual training requirements. Supplemented by regional CPD programme.	Annually each January from 2009	Evaluate 2009 programme in summer 2009, and plan 2010 programme	Annually each December	Staff in 3 x RIBA regions CPD speakers Corporate sponsorship Course fees
Annual cross-profession autumn conference at Bristol/Exeter on specific, relevant strategic issues affecting the South West	Delivery of expanding regional conference to the construction industries in the south west, on a 'hot topic'. To develop RIBA partnerships and influence, generate income, and suggest policy outcomes to SWRDA/GOSW.	Planning stage in February of each year from 2009	Ongoing	November each year	Regional partners (Green Register, RICS SW, RTPI SW) SWRDA RIBA staff Sponsors Conference fee

## 6.0 Budget & Resources

The **combined** annual budgets of RIBA Wessex and RIBA South West for 2009 – 11 are based upon the RIBA Finance Department management account model, and assume regional grants and centrally funded staff (x4) being frozen at 2008 levels for three years, as advised.

	<b>2009</b>	<b>2010</b>	<b>2011</b>
Incoming Resources			
RIBA Grant	15,000	15,000	15,000
Publications	47,500	47,000	45,000
Events	55,000	60,000	65,000
Awards	22,200	25,000	27,500
Sponsorship & Other	10,000	15,000	25,000
Total Incoming Resources	149,700	162,000	177,500
Outgoing Resources			
Staff Costs	20,000	30,000	32,000
Audit & Accountancy	5,000	5,500	6,000
Publications	33,000	30,000	28,000
Events	26,500	28,000	32,000
Outreach	2,000	4,000	8,000
Awards	18,000	19,000	20,000
Office Overheads	40,000	41,000	42,000
Total Expending Resources	144,500	157,500	168,000
<b>Net (ingoing) resources</b>	<b>5,200</b>	<b>4,500</b>	<b>9,500</b>

Regional activities will be funded through core income from the CPD programme, publications sales, advertising and direct mail services, and a central grant.

Sponsorship will be raised through partnerships with corporate organisations and public bodies, and will be used to fund regional and branch activity across the regions. Region to investigate sources of public funding, and monitor economic situation with regard to risk to commercial opportunities.

The region will seek RIBA Council approval for using Wessex reserves up to £20k for relocation costs in late 2008/early 2009.