

Nationally Elected Councillor

LISA RAYNES

- a. **Nominated by:** Kerr Robertson, Alan Jones, Daniel Leon, Danni Kerr, Ewen Miller, Nicola Watson, Ruth Donnelly
- b. **Practice Address:** Pride Road, 26 Springfield Road, Gatley SK8 4PE
- c. **Position:** Director, Architect and Franchisor
- d. **Qualifications:** BA (hons) (Leeds) DipArch(UCL) RIBA



Election Statement:

When I set up my own architecture practice 10 years ago, it was out of necessity – I'd been made redundant twice, once while on maternity leave.

But it ended up being the best thing that could happen. I finally had the freedom and flexibility to work around my family and personal life, while still putting my qualifications and passion to good use, working on satisfying projects that make a real difference to people's lives.

Now, with Pride Road – the architecture franchise – I'm using my expertise, skills and knowledge to help other architects achieve the work-life balance they're looking for. By providing business advice, marketing support, career development and work leads, I'm empowering others to run their own flexible and profitable businesses.

Having worked with many architects and RIBA members across the country, I believe we can strengthen the profession and as such I'm standing for three key principles:

- Diversifying and future-proofing the industry by leading the flexible working movement to encourage better work-life balance for all, and a happier, healthier, more productive and inclusive profession.
- Reclaiming the title. Educating the public about the difference in roles and professions and making them understand the value qualified, trained and experienced architects have to help increase architects' market share and profitability.
- Decentralising activity away from the capital to focus on other cities, towns and regions and to make good architecture accessible to all.