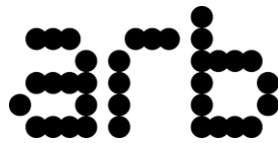
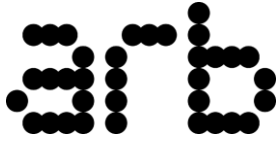


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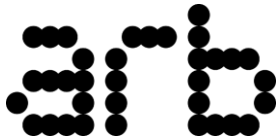
Architects Registration Board

Request for Proposal for
Stakeholder Attitudes and Awareness Research
1 August 2018



Architects Registration Board

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Architects Registration Board

1. Introduction and Background

The Architect's Registration Board (ARB) is an independent Arm's Length Body (ALB) set up by Parliament and established by the Architects Act 1997 and is the regulator of the architects' profession in the UK. We are funded by fees paid by architects and act in the public interest.

Architects are the only statutory regulated profession in the built environment, with all other professions being self-regulated. Architect is a protected title and only those with the right education and training can register with us and call themselves an architect.

Our role is not to promote the profession (encourage people to use or become architects) but to regulate and encourage trust in the profession. Our sponsoring government department is the Ministry of Housing, Communities and Local Government (MHCLG). Our Framework Agreement with MHCLG sets out how we work together. As an ALB we are subject to certain Spending Controls, which cover advertising and marketing.

Two key objectives underpin all of our work:

- Protect the users and potential users of architects' services
- Support architects through regulation

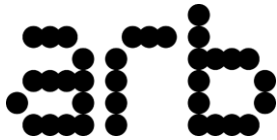
Our primary purpose is to deliver the Architects Act 1997, which defines our main functions as:

- Maintaining a UK [Register of Architects](#)
- Setting the UK standards, qualifications and practical training required for entry to the Register
- Issuing a [code](#) setting out the standards of conduct and practice for architects
- Investigating complaints against the competence or conduct of architects
- Protecting the title 'architect' against misuse
- Acting as the UK's Competent Authority for architects

We communicate with our stakeholders in a variety of ways including:

- Our website
- Emails, phone, live chat
- Social Media platforms (Twitter, Facebook, LinkedIn and Google+)
- An e-newsletter (five times a year)
- An annual report
- Through delivery of our services
- Consultations
- Consumer shows
- Ad hoc publications in the press

We operate from Marylebone, Central London and have around 25 employees. For more information please see our website: www.arb.org.uk



Architects Registration Board

2. Proposal Guidelines

2.1. Confidential Nature of Documentation and Proposals

This document is the property of ARB and the information it contains is confidential. Without the ARB's prior written permission, this document, either in whole or part, must not be reproduced in any form or by any means or disclosed to others or used for the purposes other than its evaluation by bidders. It may not be disclosed to any third party without the express agreement of the ARB.

Vendors shall not discuss the proposal they intend to make with any party other than with professional advisers or joint submitters who need to be consulted. Proposals shall not be canvassed for acceptance or discussed with the media or any other vendor or member or officer of ARB.

The provisions of this condition shall apply during the continuance of this contract and after its termination howsoever arising. If a vendor does not observe this condition, ARB may reject the proposal and may decide not to invite the vendor to submit for future work.

2.2. Freedom of Information

Please note that the ARB is classed as a 'Public Authority' within the meaning of the Freedom of Information Act 2000. The Act creates a general right of access to information held by public authorities (subject to certain exemptions). Therefore any information you supply to ARB may be made available on demand (in accordance with the Freedom of Information Act 2000).

We cannot guarantee that information will not be disclosed in response to Freedom of Information Act requests. However, the Act does provide for certain types of information to be withheld. To enable us to evaluate the information you supply, you will need to clearly indicate you would prefer it wasn't released and give an indication of why. Information labeled in this way will be examined in the light of the exemptions provided for in the Act, before a decision to disclose is made.

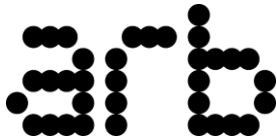
2.3 Vendor enquiries

Enquiries and requests for clarification related to this Request for Proposal (RFP) should be directed in writing (preferably email) to:

Attention: Kate Howlett
Email: KateH@arb.org.uk
Telephone: 0207 580 5861

Architects Registration Board
8 Weymouth Street
London, W1W 5BU

ARB will not respond to vendor enquiries received after 12pm on 31 August 2018.



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2.2. Proposal Purpose

The purpose of this RFP is to invite prospective vendors to submit a proposal to supply goods or services to ARB. The RFP provides vendors with the relevant research requirements.

This RFP does not obligate ARB to pay for any costs, of any kind whatsoever that may be incurred by a Respondent or any third parties, in connection with a submission.

2.3 Proposal Submissions

Proposals must be sent by email or post to the named in section 2.1. Proposals must be submitted by 12pm on 14 September 2018.

All submissions and supporting documentation shall become the property of ARB, subject to claims of confidentiality in respect of a submission and supporting documentation. Submissions will not be returned.

Vendors are encouraged to highlight any discrepancies, errors or commissions that may exist within this RFP, as well as recommend any enhancements that are in ARB's best interest.

3. Project Scope

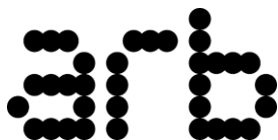
3.1 Background

We are routinely reviewed by government to ensure the function we provide is fit for purpose, well governed and properly accountable. In 2017, after a three year process of review, the Government published a report concluding ARB should remain the statutory regulator for the profession.

While we regularly conduct consultations and request feedback from stakeholders on various initiatives, it has been a number of years since significant research was last commissioned into our stakeholders' awareness of and attitudes towards ARB. Our Board considers this to be the appropriate time to undertake research that will assist us in benchmarking our current impact, assess our future performance and strengthen key stakeholder relationships.

Raising the public's awareness of the Architects Register and architects' awareness of the expectations of them as professionals is fundamental to our work and Business Plan. In addition we believe working in conjunction with partners from within the profession, education, the wider built environment and the consumer sector is the best way to deliver our objectives in the most efficient way. We are committed to working in a transparent, open and accountable way and consider ourselves to be answerable to our stakeholders.

We aim to be a modern regulator, equipped to meet the challenges of the future, focused on the public interest and open to new ways of performing our duties. We are looking for a thorough, valuable piece of research on ARB's relationships with its stakeholders which will enable us to make a strategy commitment for the next three years.



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3.2 Objectives

- To measure spontaneous and prompted awareness of the ARB, including awareness of our regulatory role, the ARB logo and the Architects Register
- To assess awareness of other regulatory and consumer protection organisations
- To evaluate attitudes towards ARB
- To examine perceptions of ARB effectiveness
- To test/explore engagement strategies for effectiveness

The research should provide an evidence base by which we can assess our current and future performance and establish strategies and priorities for future engagement.

To ensure good relationships and manage expectations, it will be important to make clear to stakeholders throughout the process what our statutory duties currently dictate we can, cannot do and must do.

3.3 Methodology

This project should entail research with our key stakeholders. We have classified our stakeholders and what we envisage this research may involve in the **appendix**.

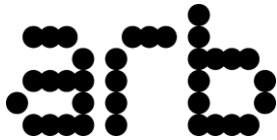
We would welcome your input if you believe we have missed any key stakeholders and commentary on how you would encourage responses from each group.

3.4 Deliverables

- A full set of clean data tables in Excel
- A summary document of key findings of no more than two pages
- Strategic recommendations based on findings
- A PowerPoint presentation

4. Project Timeline

Deadline	Action
1 August 2018	RFP issued
31 August 2018	RFP enquiries submitted
14 September 2018	Proposals submitted
29 October 2018	Contract awarded
10 December 2018	Contract discussed and set up
17 December 2018	Fieldwork commenced
21 January 2019	Initial findings received
4 March 2019	Fieldwork concluded
1 April 2019	Full dataset



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5. Project Budget and Cost

5.1. Budget

We're not quoting our budget for this project. We are looking for good value, high quality proposals.

5.2. Cost

All costs should be quoted *including* VAT at the appropriate rate.

In addition to providing total costs, we also ask that those submitting a proposal provide the following breakdown:

- Set up
- Fieldwork
- Reporting
- Presentation

6. Vendor Information and Qualifications

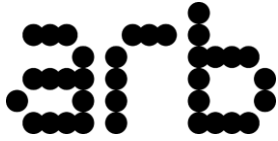
All vendors must provide the following information in order for their proposal to be considered:

- Company details - including your company registration number and terms and conditions (required as part of our procurement policy)
- Your understanding of our requirements
- Details of your proposed methodology
- Confirmation of deliverables
- Timetable for delivery
- Costs – including a breakdown as requested in section 5.2.
- Details of your proposed project management – including who would manage the project, risks and mitigations.

7. Proposal Evaluation Criteria

The evaluation of each response to this RFP will take account of:

- The understanding of our requirements
- The ability to meet these requirements
- The ability to meet the timescales outlined or provide suitable alternatives
- The information provided on how the project will be managed and any risks
- Value for money

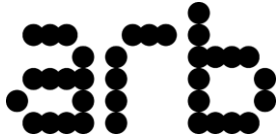


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8. Selection and Notification

Selection will be made upon correctly submitted proposals against the criteria listed in section 7. There's a possibility we will shortlist for interview before awarding the contract.

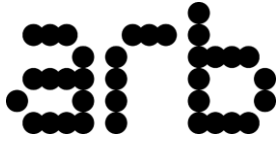
Written notification will be sent to successful and unsuccessful vendors via email.



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Appendix

Stakeholder Category	Description	Envisaged Research Method
User and potential users of architects' services	<p>ARB works in the public interest to protect <i>users</i> and <i>potential users</i> of architects' service.</p> <p>Users/potential users can:</p> <ul style="list-style-type: none"> - check the Architects Register to ensure they are engaging a genuine professional - complain to ARB about the conduct or competence of an architect - complain to ARB about individuals misusing the title 'architect' 	<p>Nationally representative</p> <p>Online and/or telephone survey</p>
Architects	<p>Approximately 40,000 architects registered in the UK.</p> <p>All architects will have some degree of engagement with ARB but some may have more than others.</p> <p>As a minimum all registered architects will be required to engage with ARB to ensure the registration details are up to date and their annual fee has been paid.</p> <p>Other forms of engagement might include:</p> <ul style="list-style-type: none"> - undertaking the ARB prescribed examination - requesting a certificate or letter of recommendation - being involved in an ARB investigation 	Robust quantitative research
ARB 'consumers'	Non-architects who have directly engaged with ARB services in the last five years (time frame could be varied).	Survey by email invitation
School of Architecture	<p>There are approximately 60 Schools of Architecture, which can be viewed via our dedicated website area.</p> <p>All Heads of School will be aware of ARB through the need to apply for and renew prescription (recognition) of the qualifications in architecture that their institutions offer.</p>	In-depth interviews



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Students of Architecture	<p>Most Schools of Architecture will have a University Architecture Students Association/Group</p> <p>We visit around ¼ of the Schools of Architecture via our University Liaison Programme and so students should have engaged with ARB at some point in their studies.</p>	<p>A separate but complimentary representative survey</p> <p>Online and/or telephone</p>
Built environment Professional bodies	<p>Primarily trade associations and membership bodies.</p> <p>This group will have in-depth knowledge of the profession and sector.</p>	In-depth, qualitative interviews at executive level.
Other regulators & enforcement bodies	<p>This group may have shared experiences with or valuable insight for ARB and includes:</p> <ul style="list-style-type: none"> - Regulators of title for their designated profession - Self-regulators of other built environment professions - Enforcement bodies providing consumer protection. 	In-depth, qualitative interviews at executive level.
Government	<p>As an ALB, we have a sponsoring government department – the Ministry of Housing, Communities and Local Government (MHCLG).</p> <p>We are assigned a Sponsor Lead who facilitates all engagements with ARB.</p>	Qualitative interview with Sponsor Lead
Insurance companies	<p>This group could be an important source of information on claims and payouts made in relation to architects.</p> <p>Such information will support our understanding of the conduct and competence of architects, a key area of our work.</p>	In-depth, qualitative interviews at executive level.