



The RIBA is known to millions through the televised RIBA Stirling Prize, and from the work of more than 40,000 RIBA architects across the globe who bear its gold standard for practice. A champion for design quality, and with a passion to promote architecture through its website, exhibitions, talks and world-class collections, the RIBA has led the profession since its foundation in 1834 – and continues to lead as architects face 21st century challenges.

Market

The Royal Institute of British Architects (RIBA) provides support for its members through advice, training, and technical and business services. Its knowledge and information resources are backed by one of the greatest architectural libraries and collections in the world, and the RIBA's commercial activities make it the leading technical information provider to the UK construction industry.

The RIBA has a national network of 11 regional offices in England, plus the Royal Society of Architects in Wales (RSAW), and works with fellow Institutes in Scotland and Northern Ireland for the provision of services to members located there. The Institute also has a growing number of members and activities in the US and the Gulf.

The RIBA validates architecture courses across the globe, with one-third of the world's architects qualifying through a RIBA validation system.

Product

Through its commercial ventures, the RIBA is the leading source of technical expertise for those working within the built environment. Under the NBS sub-brand, it delivers the de facto national building specification system for buildings in the UK. It is also a key provider of technical and regulatory information, including being the Government's official publisher of the Building Regulations' Approved Documents.

As RIBA Publishing and RIBA Bookshops, it is the industry's leading publisher and re-seller of books, contracts and forms, while RIBA Insight



is in demand for its unique marketing opportunities that enable product manufacturers and service providers to promote their products to the architectural community and other construction professionals.

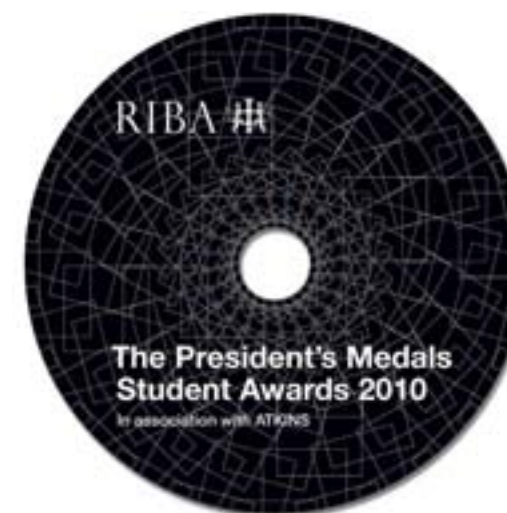
The RIBA's outreach activities help decision-makers, clients and the public to learn more about the built environment and engage with key issues. These include televised awards, exhibitions, talks and programmes for schools. A major digitisation project is also underway at ribapix.com, making the RIBA's world-leading collection of architectural drawings and photographs increasingly accessible online.

Achievements

The RIBA continues to influence policy on the built environment for the public good. Significant issues include combating climate change; reform of public procurement; reform of the planning system; and improvement in the quality of new housing.

With the UK facing challenging carbon reduction targets, turning homes 'green' is a key focus for the RIBA. The Institute's call for four million homes to be retrofitted within the lifetime of this parliament has been met by the coalition Government's Green Deal initiative, and the RIBA is now working with the Government to explore how homes can be improved to reduce their energy consumption.

In response to the threat of flooding, in 2010 the RIBA and the Institution of Civil Engineers published a scenario-based report: 'Facing Up to Rising Sea Levels.' Looking to Hull and Portsmouth, the report explored three



ways in which coastal cities could respond to encroaching water levels – retreat, defend, attack – which led to creative and unusual solutions that were widely reported in the media.

Recent Developments

With the issue of sustainability currently transforming the marketplace for architects – and encompassing all aspects of historic building conservation, repair and maintenance – the RIBA has recently launched a Conservation Register that helps anyone looking to commission work on heritage buildings to find architects with the appropriate skills and experience.

2010 also saw RIBA undertake a major research project to investigate people's concerns about their built environment; what matters to them as they go about their daily lives; and the language that they use to express these feelings and concerns. The resulting insight



and data will fuel RIBA's brand development in 2011, enabling it to remain relevant and at the forefront of the industry.

Promotion

The RIBA brand is driven through its press and marketing activity, the high profile taken by its president, and by its lobbying of government. In addition, its members play a central role in developing the brand as they practice – by using the RIBA name and crest – while industry partnerships also help to maintain the RIBA profile. The RIBA works collaboratively with bodies such as the Construction Industry Council, Institution of Civil Engineers and Royal Town Planning Institute. On the consumer-facing side, RIBA's Architect in the House

scheme sees it work with the housing and homelessness charity Shelter.

The RIBA Building Futures initiative is the Institute's think tank and addresses 'big picture' issues, such as how new technologies will affect the buildings we all use every day. This innovative thinking attracts media coverage, which in turn also helps promote the RIBA.

Brand Values

The brand is crystallised in the letters 'RIBA', which represent architecture's gold standard, and which are valued by RIBA members and the public alike. The RIBA aims to be responsive to its stakeholders and audiences; to be influential through its advocacy and campaigning; to be bold as it addresses 21st century challenges of design and construction; and to be authoritative at all times. In all that it does, it aims to inspire trust, demonstrate competence and show leadership.

Things you didn't know about the RIBA

First run in 1997, the RIBA and Shelter's Architect in the House scheme has now raised more than £1 million, helping Shelter to provide essential advice and support to those facing bad housing and homelessness in the UK.

Every year RIBA Client Services helps around 4,000 clients who are looking to find an architect, matching their needs with local RIBA chartered practices.

The RIBA Library holds four million items devoted to the study of architecture. This includes 350 original drawings by renowned Italian Renaissance architect Andrea Palladio – more than 80 per cent of his total portfolio in existence today.

| 1834 | 1934 | 1996 | 1997 | 2004 | 2006 |
|---|---|--|--|---|---|
| The Institute of British Architects is founded. | King George V and Queen Mary open the RIBA's new Art Deco style headquarters. | The inaugural RIBA Stirling Prize takes place. | The RIBA and Shelter collaboration, Architect in the House, is launched. | The V&A + RIBA Architecture Partnership is established at the Victoria and Albert Museum, London. | The RIBA Library is designated an Outstanding Collection by the Government. |

| 2007 | 2008 | 2009 | 2010 |
|-------------------------------------|--|--|---|
| The RIBA Lubetkin Prize is founded. | Ruth Reed is elected as the RIBA's first female president. | The Institute celebrates its 175th birthday. | The Palladio USA exhibition tours four North American cities. |