EXPANDING PRACTICE
Navigating the architecture of planning, procurement and property
With thanks to:

Creative Directors:
Pooja Agrawal and Finn Williams, Public Practice

Guerrilla Tactics Steering Group:
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Cassion Castle, Cassion Castle Architects
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Petra Marko, Marko&Placemakers
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Conference and CPD Day

Day 1
Tuesday 13th November

Conference Day:
Expanding Practice: Navigating the architecture of planning, procurement and property

For many small practices, planning, procurement and economic viability are barriers to creativity. This increasingly complex bureaucracy now takes up the majority of an architect’s time, and while it is fundamental to the success of a project it is rarely paid the same attention as design. Instead of constraints, could these processes be seen as opportunities for architectural creativity in their own right?

‘Expanding Practice’ will help small practices learn how to navigate the system. It will explore the hidden iceberg of regulations, rules and forces that define the everyday realities of practice. It will demystify the planning process, turn the tables on public procurement, and shine a light on the dark art of viability. The conference will equip small practices with the insights, tools and tactics to engage with the system earlier upstream, and to see constraints as an opportunity to creatively expand their practice.

Throughout the conference day, planning officers and councillors will re-enact the planning and procurement decision-making usually happening behind the scenes, while the first cohort of Public Practice Associates will help demystify the inner workings of local government. Panellists from the spectrum of parties shaping development, from local authority to developer, from viability consultant to estate agent, will debate the economic models and competing interests they have to negotiate in the process, and so enable architects to engage with projects earlier upstream.

Day 2
Wednesday 14th November

CPD Day

A full day of 21 seminars is offered, covering all ten RIBA Core Curriculum topics, with engaging sessions from expert practitioners on relevant issues.

This year the day opens with a plenary on ‘Designing for Fire Safety’, chaired by RIBA Past President Jane Duncan. The session will expose typical fire risks created on site and how to spot them; and introduce practitioners to working with the new RIBA Fire Safety Overlay to the Plan of Work.

There is also a stronger emphasis on planning, with sessions on making successful planning applications, Listed Building Consent and viability assessments, as well as new seminars on running a developer business, using VR to better communicate with clients, and designing age-friendly homes.

Featured essential core topics include: the Principal Designer role, fee calculation, marketing, employment law, and contracts and indemnities.
Introduction
Pooja Agrawal and Finn Williams
Creative Directors, Guerrilla Tactics 2018
@PRACTICEPUBLIC

Pooja Agrawal and Finn Williams are Co-founders of Public Practice, a social enterprise placing a new generation of architects and planners within government to shape places for the public good. Agrawal and Williams both trained in architecture before moving into the public sector, where they worked together at the Greater London Authority. They share an interest in improving the design of everyday places, encouraging collaboration across sectors and disciplines, and broadening the agency of architects and planners.

Pooja Agrawal is Co-founder of Public Practice and works in the Greater London Authority Regeneration Team, overseeing strategy, policy and projects in North West London. She previously worked at Publica and We Made That. Pooja is a trustee of the Museum of Architecture, a member of DSE Review Panel, a mentor at the Stephen Lawrence Trust, a Fellow at the Institute for Innovation and Public Purpose, and an advocate for diversity in the built environment sector. She was nominated for The Planner’s Women of Influence 2018.

Finn Williams is Co-founder and CEO of Public Practice. He previously worked for OMA, General Public Agency, Croydon Council, and the Greater London Authority. Finn sits on the Raynsford Review Task Force, PAS Board, the RIBA Planning Group, and the Working in the Public Interest Advisory Group. He is a Visiting Professor at the Institute for Innovation and Public Purpose, a tutor at the RCA, and was co-curator of the British Pavilion at the 2016 Venice Architecture Biennale.
DAY 1 10.20-11.20
KEYNOTES

10.20 Designing Structures
Sadie Morgan
Director, dRMM
@uRMMArchitects

Sadie Morgan is a Founding Director of the Stirling Prize winning practice dRMM. Sadie sits on the National Infrastructure Commission and chairs the independent design panel for HS2. She lectures internationally on the importance of infrastructure which connects back to people and place. She became the youngest president of the Architectural Association in 2013 and in 2016 was appointed Professor at the University of Westminster and awarded an honorary doctorate from London South Bank University. Sadie was named New Londoner of the Year at the New London Awards 2017 for her work championing the importance of design at the highest political level.

10.40 Designing Systems
Dan Hill
Associate Director and Head of Arup Digital Studio
@ArupUKMEA

A designer and urbanist, Dan’s previous leadership positions have produced innovative, influential projects and organisations, ranging from the built environment (Future Cities Catapult, Arup in Australia and the UK) to education and research (Fabbrica in Italy), government and social innovation (SITRA in Finland), and the media (BBC iPlayer and Monocle Magazine). Each one was transformed positively via digital technology and a holistic approach to design. Dan is also Visiting Professor at the Bartlett School of Architecture, where he is Innovator In Residence at the design panel.

11.00 Q&A
A moderated discussion using sli.do, the interactive voting platform for full audience participation.

11.20 Coffee Break

DAY 1 11.40 – 12.20
MORNING SESSION 1: Navigating the Planning System

Small practices encounter significant issues with the speed, consistency, resourcing, capabilities and skills of planning departments. Often, communication between architects and planners is fraught due to a lack of mutual understanding of the pressures and complexities of both professions.

The first cohort of Public Practice will present an insider’s guide to the planning system. A step-by-step account will help demystify the inner workings of local government, putting the spotlight on planning policy, pre-application, post-application and consultation.

DAY 1 12.20 – 13.20
MORNING SESSION 2: Planning Committee – Behind the Scenes

A live enactment of a planning committee meeting, featuring presentations from an architect, developer, chief planner, objector and local politicians, and explanations of what they are really thinking.

Duncan Blackmore
Director, Arrant Land
@duncarinho

Duncan is a Founding Director of Arrant Land, a design-focused developer specialising in complex and contested small sites. He came to development after an earlier career in the art world and the completion of a self-built project to restore and extend his own house. Recent projects include Red House with 31/44 Architects and Haddo Yard with Denizen Works. Every project is motivated by his desire to demonstrate that imaginative small-scale development can be impactful.

Alice Lester MBE
Head of Planning, Transport and Licensing, London Borough of Brent
@Alice5Brent

Prior to joining Brent in late 2016, Alice was Head of the Planning Advisory Service within the Local Government Association. Over her 11 years at LGA, Alice worked with local authorities across England to support the ongoing improvement of planning services and the implementation of the government’s planning reform agenda. Alice started her planning career at various London councils.

Murray Kerr
Director, Denizen Works
@denizenworks

Murray founded Denizen Works in early 2011 as a collaborative studio to develop projects that are founded in an understanding of place. His approach is grounded in a desire to create work that taps into local history, landscape, culture and microclimate, delivering architecture of the highest quality, buildings that are personal and spaces that are both functional and inspiring.

Selasi Setufe
RIBA Co-Vice President for Students and Associates and RIBA council member
@setus_setufe

Selasi is a Part 3 architectural designer and founder of Crystal Design Studios, an architectural and public interest practice. She is a RIBA trustee and Co-Vice President for Students and Associates, promoting greater involvement of young people, particularly of diverse backgrounds, in the future-proofing of society and the architectural profession. Selasi recently co-founded Black Females in Architecture.

Cllr Mark Brunt
Regate and Banstead Borough Council Conservatives
@Cllr_Mark_Brunt

Mark was elected to the Regate and Banstead Borough Council in 2004, representing the Merstham ward. In May 2018 he was elected Leader of the Council, having been the Chairman of Planning for the previous eight years. Mark is a trustee and Founding Director of Merstham Community Facility Trust and a Director of Merstham Community Café. Mark works full-time as a Programme Management consultant.

Cllr Pippa Goldfinger
Independents for Farnham
@PippaGoldfinger

A councillor in the Somerset town of Farnham and founding member of local group Independents for Farnham, which took control of the town council from 2011, Pippa has a background in structural engineering and urban planning. She is currently Head of Programme at Bristol’s Architecture Centre and convenes the Bristol Urban Design Forum. She served as Mayor of Farnham (2012-13) and as Chair of the Planning Advisory Group for the Town Council.

13.20 LUNCH
AFTERNOON SESSION 1: The Architecture of Economics

The underlying economics and finance of projects is often perceived as a distant transaction for architects, who are only directly impacted by the fee. In this session, architects will gain an understanding of the financial forces that are driving the system, and how they can more directly shape the economic dimension of projects.

It starts with a lecture by Prof Tony Travers of the London School of Economics. An eminent expert on urban policy, he will explain the principles of development economics and how economic drivers shape the city. The lecture is followed by a panel discussion chaired by Russell Curtis of RCKa. Featuring innovative representatives of their fields – development, viability consultancy, project management and property sales – the debate will expose the different perspectives and competing interests around the finance, economic models and viability of development.

14.20
Why Development Economics Matter

Tony Travers
Director, LSE London
London School of Economics
@LSEPubAffairs

Tony is a Visiting Professor at the LSE Department of Government and Director of LSE London. His key research interests include local and regional government, elections and public service reform. His knowledge is frequently sought by policy makers and he has advised many select committees and think tanks. He also provides expert analysis for broadcast and print media, regularly appearing on major television and radio networks. Tony is chair of the British Government’s LSE research group.

14.50
Deconstructing Finance: Panel Discussion chaired by Russell Curtis

Russell Curtis
Director, RCKa architects
@RussellCurtis

Russell is a Founding Director of RCKa architects and of Project Compass CIC, a not-for-profit which campaigns for increased transparency and accessibility in public sector procurement. In 2017 he founded Common Home, a community-interest company aiming to deliver affordable homes for outright sale to Londoners. Common Home is currently in negotiations to develop its first 40 properties in southeast London. Russell is a trustee of the Architecture Foundation and a Mayor’s Design Advocate.

John Nordon
Director, ROME
@JohnNordon

John co-founded ROME to help create mutually supportive places for people to live, in particular to explore the idea of intergenerational co-living. He is also the Creative Director of glos Regeneration and was previously the Design Director of PegasusLife. He thinks holistically about challenges and opportunities, whether they are creative, human, business-oriented or about life in general.

Albert Hill
Director, The Modern House
@The_ModernHouse

Albert is a Founding Director of The Modern House, an estate agency which aims to help people live in more thoughtful and creative ways, showing how design can be a force for good by generating greater wellbeing, wealth, sense of community and beauty. Albert has written for The Guardian, The Times and The Independent and contributed to several books.

Michelle Hannah
Associate Director, Cast Real Estate Agency
@Casemahannah

Michelle began her career as a specialist consultant supporting Housing Associations and Local Authorities with Strategic Needs Assessments as well as business and financial planning. Previously, Michelle spent five years as a financial analyst with EC Harris/Arcadis, latterly heading up the financial modelling team, providing clients with bespoke residential development consultancy advice in relation to site acquisition, master planning, planning viability and the raising of equity and debt financing.

Archika Kumar
Senior Development Manager, Westminster Council

Archika has worked in planning and regeneration departments of various London local authorities over the last ten years. While a Conservation and Design officer, she advised on complex and mixed-tenure housing, public realm and town-centre schemes. Archika now works as a Project Manager leading the delivery of council-owned housing estates and neighbourhoods, where she seeks to promote a new wave of high quality public housing.

15.30
COFFEE BREAK

Winning work through procurement is often seen as complex and disproportionately expensive and time-consuming for micro practices and SMEs. This session aims to demystify the world of procurement by guiding delegates through the process from the commissioners’ point of view. The session starts with a practical guide to navigating procurement and winning work. Drawing from first-hand experience in the Greater London Authority’s regeneration team, Tina Jadav and Rae Whitlow-Williams will introduce the range of procurement routes available, reveal what a good bid looks like from the client’s perspective, give tips on finding tender opportunities, and provide an outlook on new models of tendering accessible to small practices. Finally, they will address how to evidence the new procurement criterion of social value.

Joined in the second half by Ros Dunn and Emma Sweeney, all four will enact a behind-the-scenes procurement process. The panel will discuss the pros and cons of real tender submissions in relation to experience, approach, methodology and cost. Audience members will be invited to participate by scoring the tenders through an interactive online voting process. The final reveal will show if the audience vote matched the real-life winning entry.

16.10
Procurement Masterclass

Tina Jadav
Senior Projects Officer Regeneration, Greater London Authority
@TinaJadav

Before joining the Greater London Authority in 2012, Tina trained and worked in architecture in London and Manchester. Her role at the GLA’s Regeneration Team is to manage and steer a number of strategic placemaking and Mayoral-funded projects in south London.

Rae Whitlow-Williams
Senior Project Officer, Regeneration and Economic Development, Greater London Authority
@LDN.gov

Rae is a qualified architect with over ten years of practice experience across the realms of architecture, urbanism, research, planning and regeneration. She is interested in how the design of space at multiple scales can influence the quality of urban environments. At the Greater London Authority she is currently working on the Good Growth by Design programme, developing research on commissioning quality and procurement. She is Panel Manager of the Mayor’s ADUP framework.

17.40 – 18.00
CLOSING SESSION: Expanding Practice Tactics

Creative Directors Pooja Agrawal and Finn Williams reflect on the top takeaways of the day, extracting practice-relevant insights on the conference themes of planning, procurement and property development. RIBA President Ben Derbyshire will close the day with his own take on empowering architects to step up and engage with the systems beyond drawing.
Inspirational architects, business mentors and industry professionals will be on hand to offer quick-fire advice on business or professional development needs to pre-registered delegates. Mentors have been assigned to mentees in advance. The RIBA would like to thank John Assael and Assael Architecture and Ben Derbyshire and HTA Design for their generous support.

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GUERRILLA TACTICS
CPD DAY

09.30 – 10.00  REGISTRATION AND COFFEE
Jarvis Foyer, Lower Ground Floor

10.00 – 11.00  MORNING PLENARY
Ensuring Fire Safety: Understanding Risks and Responsibilities Jarvis Hall

11.00 – 11.20  COFFEE BREAK
Jarvis Foyer

11.20 – 12.20  MORNING SESSION 2

12.20 – 13.30  LUNCH
Florence Hall

13.30 – 14.30  AFTERNOON SESSION 1

14.40 – 15.40  AFTERNOON SESSION 2

15.40 – 16.00  COFFEE BREAK
Jarvis Foyer

16.00 – 17.00  AFTERNOON SESSION 3

The room allocation for the individual morning and afternoon sessions is indicated below the summary for each seminar in the programme.
DAY 2 10.00 – 11.00
MORNING PLENARY

Ensuring Fire Safety: Understanding Risks and Responsibilities
Jane Duncan OBE (chair)
Jane Duncan Architects
RIBA Core Curriculum: Health, Safety and Wellbeing
@JaneDuncan41

Panellists: Paul Bussey, Technical Consultant, AHMM and
Arnold Tarling, Chartered Surveyor
Jane Duncan OBE, RIBA Past President, will open this
plenary session on the leading fire safety work done by
RIBA following the Grenfell Tower tragedy. It will provide
insights into identifying and addressing critical fire-safe
design and construction quality issues when undertaking
site inspections, in order to safeguard your projects’
design strategy and specification. Learn how to use and
benefit from the RIBA Plan of Work for Fire Safety, which
maps the roles, responsibilities and deliverables for the
fire safety of project team members and statutory bodies
on building projects. This process map enables a golden
thread of fire safety information to be followed, from the
point at which a building project is identified, through
delivery to the ongoing management of the building.

The session will close with an open Q&A with all speakers.
Jarvis Hall, Lower Ground Floor

How to Become the Principal Designer – And Get Paid for It!
Paul Bussey
Alfred Hall Monaghan Morris
RIBA Core Curriculum: Health, safety and wellbeing
@AHMMArchitects

CDM 2015 expects the designers in control of the pre-
construction phase to also coordinate health and safety
integration into the overall design. Most architects acting
as designers under CDM do this as a normal day-to-day
process but sometimes without realising it, and usually
without being paid. Attend this session and you will witness
a live CDM Review. Learn how to produce pre-construction
information and earn additional fees.
Jarvis Hall, Lower Ground Floor

The Essentials of Making Successful Planning
Applications in Today’s Planning World
Colin Haylock
Haylock Planning and Design, Spence and Dower LLP,
UCL, Old Oak and Park Royal Development Corporation
and Durham Cathedral
RIBA Core Curriculum: Places, planning and communities
@RIBANorthEast

Making planning applications to overstretched local
authorities in a world dominated by reference to the NPPF
feels an increasingly daunting and uncertain activity.
Drawing on substantial experience from both applicant and
local planning authority perspectives, this session suggests
tactics and practical steps to help towards securing early
validation of applications and, hopefully, early and successful
outcomes.
Wren Room, 6th Floor

Fee Proposals: How to Get Them Right
Prof Stephen Brookhouse
University of Westminster
RIBA Core Curriculum: Business, clients and services
@UnWestminster

Putting an effective fee proposal together and getting paid
is fundamental to any professional service. To maintain
profitability, architects need to fully understand their costs
and overheads and take a methodical approach to the
costing of every element of the service they provide.
Stephen Brookhouse will show how to develop a sound fee
proposal, make your case to the client and advise on time-
effective ways of monitoring costs against project progress.
Lutyens Room, 2nd Floor

What Does It Mean to be a Good Employer?
Virginia Newman
KSR Architects
RIBA Core Curriculum: Business, clients and services
@virginia_ksr

Whether it is a start-up just hiring their first employee, a
growing practice expanding in size, or an established business
caring about its staff wellbeing and team culture, all will at
some point have been confronted by the question of what it
means to be a good employer, beyond the legal requirements.
This might include: awareness of mental wellbeing; how to
offer opportunities for personal development in the context
of a small practice; or, at the most basic level; communicating
effectively about project requirements. A mentor and key
driver of the RIBA’s work on mental health, Virginia Newman
will explore the issue and tools available in practice.
Lasdun Room, 5th Floor

Demystifying R&D Tax Credits
Reena Champaneri
Moore Stephens
RIBA Core Curriculum: Business, clients and services
@MooreStephensUK

Many practices, in particular smaller ones, are missing out
on opportunities to claim tax relief for aspects of their work
because they assume that ‘research and development’
is what other, bigger organisations might be doing, not
themselves. In reality, a range of activities that architects
regularly engage with may qualify under the UK’s R&D tax
credit scheme. Using case studies from successful claimants,
this session will introduce architects to the qualification
criteria and help them analyse whether their own work
might include: awareness of mental wellbeing; how to
offer opportunities for personal development in the context
of a small practice; or, at the most basic level; communicating
effectively about project requirements. A mentor and key
driver of the RIBA’s work on mental health, Virginia Newman
will explore the issue and tools available in practice.
Hawksmoor Room, 6th Floor
Introducing the New RIBA Professional Service Agreements
Ian Davies
Consultant Architect and Party Wall Surveyor
RIBA Core Curriculum: Business, clients and services
@RIBA
A good working relationship between an architect and their client is crucial to the success of any project. Before starting work, architects must agree their scope, time scale, fees and payment details with their client and ensure that a formal agreement is set out in writing. This seminar will detail the professional requirement of agreeing the terms of an appointment; the benefits of using a standard form, such as the new RIBA PSC, suite 2018, and explain what is included in these new forms, such as net contribution and the Principal Designer role.

Jarvis Hall, Lower Ground Floor

Strategic Marketing: How to Position Yourself to Reach the Clients you Really Want
Rachel Birchmore and Emma Keyte
Andtle Marketing and Free
RIBA Core Curriculum: Business, clients and services
@rachelbirchmore @FreerEmma
In an uncertain economic environment and crowded architectural landscape, attracting the attention of the right clients is becoming increasingly difficult. Having gained their attention, converting that into a real commission can be even trickier. This workshop will help you to clarify your practice aspirations and identify the initial steps you need to take to make your practice compelling, relevant and visible to the clients you really want to work with.

Lutyens Room, 2nd Floor

Understanding and Measuring the Social Value of Design
Flora Samuel and Riette Oosthuizen
University of Reading and HTA
RIBA Core Curriculum: Architecture for social purpose
@florasamuel @netneos
The concept of ‘social value’ has gained tremendous momentum, both within and outside the architectural profession. How can architects and designers demonstrate their value, and how to think about social outcomes that might be influenced by architects’ design choices. Riette Oosthuizen, Head of Planning at HTA, provides a practice perspective on the role of social value in procurement.

Lasdun Room, 5th Floor

How to Minimise your PI Insurance Risk
Peter Godfrey
Director, Professional Risks, RIBA Insurance Agency / Gallagher
RIBA Core Curriculum: Procurements and contracts
@AJGCORPORATE
As Director, Professional Risks, at the RIBA Insurance Agency, Peter Godfrey has first-hand knowledge of the situations and actions that can expose architects to claims. Typical pitfalls include design changes requested in conversation or by text, with consequently, a lack of documentation for the architect to fall back on. Godfrey will cover the most common scenarios he encounters in practice, show how to spot and address tactics by some clients and contractors seeking to shift blame, and explain how architects can cover themselves should they need to make their case in court.

Lutyens Room, 2nd Floor

Would you Like to Be an Architect-Developer?
Will and Tom Wimshurst
Wimshurst Pelleriti
RIBA Core Curriculum: Business, clients and services
@WimsPell
Rather than wait for the right project to come along, architects might be tempted to take up the challenge and make it happen themselves. Many have shown that it can be done – while others have failed. Entering a business that offers both significant risks as well as great rewards should be given serious consideration. Featuring Will and Tom Wimshurst of successful architect-developers Wimshurst Pelleriti, this session will introduce a range of viable business models, from joint venture to all-out independent development, and will discuss their implications for the project’s risk profile, the investment needs, the role of the architect-entrepreneur and the management of the all-important cashflow.

Hawksmoor Room, 6th Floor

Learning from RIBA Practice Role Models
Chair: Angela Dapper, Denton Corker Marshall
Panelists: Clare Nash (Clare Nash Architecture), Mike Tonkin (Tonkin Liu), Paul Bulkeley (Snug), Su Stringfellow (Harrison Stenfelow)
RIBA Core Curriculum: Business, clients and services / Architectural for social purpose
@angela_dapper @ClareNashArch @tonkin_lu @rivaragarchitects @isahello
The pressures are high for small practices in today’s world - unrelenting fees competition, poor work-life balance and a continuous pressure to innovate and adapt in a fast-changing world. In this interactive session, RIBA Practice Role Models will discuss with the audience how they establish ethical practice, go about getting the work they want to do and set their fees, seek to achieve a healthy work-life balance for their employees and themselves, and combine practice and research. They do not claim to have all the answers and will readily admit that hitting all the targets is a work-in-progress.

Lasdun Room, 5th Floor

Professional Pitfalls: Contracts, Indemnities and Implied Obligations
Indu Ramaswamy
Allies and Morrison
RIBA Core Curriculum: Procurements and contracts
@alesmorrison
An introduction to the common traps that we tend to fall into as a profession, such as entering into contracts that impose strict obligations and indemnities. What are the risks to your practice and professional indemnity insurance? How do you set about addressing them? This session will also highlight the importance of an awareness of the added implied obligations imposed by case law, such as an ongoing duty to review designs and duties to warn. Based on last year’s popular session, it has been updated with the latest case law that has arisen since then.

Jarvis Hall, Lower Ground Floor

What you Need to Know about Listed Building Consent
Sarah Khan
Roger Mears Architects
RIBA Core Curriculum: Conservation and heritage / Places, planning and communities
@RMArchitect
Not a conservation architect, yet battling Listed Building Consent? This session will leave you more knowledgeable and confident about navigating the process. Sarah Khan, partner at conservation architects Roger Mears Architects, has answers to the most frequently asked questions: ‘when do I need to apply for Listed Building Consent?’; ‘what supporting documents do I have to supply?’; and ‘how do I create a successful Heritage Statement?’? Tips don’t wait until late in the project, when design decisions have already been taken.

Wren Room, 6th Floor

Setting Up for Business Take-off
David Miller
David Miller Architects
RIBA Core Curriculum: Business, clients and services
@DMA_Architects
Are you heading a small practice with ambitions to grow? Successful business expansion requires putting strong systems in place to ensure quality, consistency and effective collaboration. The best time to do so is before being on more work and additional staff. David Miller took a strategic approach to his own practice’s growth, setting the systems, hardware and ‘social software’ in place before embarking on ‘feeding the machine’. In this session he will share where to focus investment and how a strong value system helps to embed a shared practice philosophy within the team.

Hawksmoor Room, 6th Floor
Learn How to Use VR to Better Communicate with your Clients
Tomas Millar
Millar + Howard Workshop
RIBA Core Curriculum: Design, construction and technology
@mhworkshop
The use of VR tools is helping Millar + Howard Workshop to better communicate their value to clients, get them to buy into design solutions more easily and win more work. Suitable for complete beginners as well as those with previous experience, this interactive session will familiarise delegates with effective and affordable hardware and software tools, enabling them to introduce VR into their own workflow or to take the next step up in their VR journey. A professional headset will be available for testing.
Jarvis Hall, Lower Ground Floor

Get Smart About Digital Marketing
Daniel Nelson
October Communications
RIBA Core Curriculum: Business, clients and services
@octobercomms
For most consumers today, the first point of contact with service providers is often online. An architect’s website, their social media presence and their written or multimedia content may be the first impression would-be clients are getting of a practice. The first hurdle to take is to increase online profile. However, this will only lead to new business if attention is being paid to converting visibility to concrete leads and nurturing them until commissioned. Nelson will cover how to attract clients through relevant and helpful content at every stage of their buying journey and share digital tools for time-poor architects that help cultivate relationships with new as well as return clients.
Wren Room, 6th Floor

Legal Obligations for Employers – and Why They are Good for Business
Simon Horsfield
gunnercooke LLP
RIBA Core Curriculum: Legal, regulatory and statutory compliance
@gunnercooke
Counting Foster and Partners among his clients, Simon Horsfield has in-depth knowledge of the architectural service sector. Here he breaks down the fundamentals of employment law for small practices, covering legal obligations as well as duties under the Codes of Professional Conduct and Practice. He will give examples of best employment practice and why they make good business sense. The session will conclude on how to write a good employment policy – a requirement for all Chartered Practices.
Lutysens Room, 2nd Floor

Practical Steps Towards More Sustainable Outcomes
Alex Whitcroft and Gary Clark
Bere Architects and WilkinsonEyre
RIBA Core Curriculum: Sustainable Architecture
@berearchitects @WilkinsonEyre
Members of the RIBA Sustainable Futures Group, Alex Whitcroft and Gary Clark will introduce the new RIBA Sustainability Overlay to the Plan of Work and explain how to deliver key sustainability objectives in practice that matter to clients, including improvements to indoor air quality, thermal comfort and use of healthy materials. They will set out key milestones and actions, and what to measure and how, using a rule-of-thumb approach for better outcomes that architects can apply without the need for specialist training.
Lasdun Room, 5th Floor

Understanding Viability Assessments in Planning
John Wacher
Greater London Authority
RIBA Core Curriculum: Places, Planning and Communities
@LDN_gov
Understanding how to think about project viability has many benefits: architects can demonstrate commercial understanding to their clients and learn how to take apart financial feasibility arguments aimed at minimising affordable housing contributions. The GLA’s viability team leader, John Wacher, will unpack the economic criteria used to assess viability, the impact viability assessments have had on outcomes, and how the design and configuration of schemes can influence the provision of affordable housing.
Hawksmoor Room, 6th Floor

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