

## Liam Russell

Name and Address of Practice: LRA Retinue Limited  
24 Windlesham Road, Brighton, BN1 3AG

Position/title: CEO + Founder

Qualifications: BA HONS DIP ARCH RIBA

Social Media:



### Election Statement

I have no interest in committees for personal political advancement. My goal is to promote architecture—its education and influence. This can be achieved by strengthening each member and the RIBA as the main body for architecture in the UK, making architects more productive, protected, accountable, and essential. Being an architect is more than just the immediate work; it involves defending our expertise amid external issues like cost and town planning. We are a highly skilled, ideologically driven profession often compelled to justify our role against non-designers who dictate what works. Re-establishing the architect's objectivity in design will help us address the undervaluing of our proven abilities. Architects should be able to assert their authority more confidently, unlocking greater achievement, earnings, and fulfilment.

My ten years on a Planning Agents' forum have shown the importance of building trust through dialogue and accountability with LPAs. Additionally, I see significant potential in large-scale, tech-driven research and development—an area where UK practices are currently disconnected from a national strategy. I am unaware of an RIBA initiative that has effectively reached all practices or enabled meaningful engagement with clients?

RIBA members are a vast resource waiting to be harnessed. Sustainability must be at the forefront, along with exploiting a collective buying power for essentials like CAD software, insurance, and consumables—this is potentially significant. Although I often feel disconnected from local branch events due to personal commitments, I believe a stronger RIBA would amplify our influence, making us more powerful and effective.

I run a small practice of just under twenty, working on projects from small-scale to over large i.e. over £50m. I understand how hard it is to balance business and passion, especially with a young family and limited time. If voted for, my aim is to support you and your time.