



Chartered
Institute of
Housing

CORPORATE PLAN 2021-2024

Supporting housing
professionals to create a
future in which everyone
has a place to call home

Our mission

To support housing professionals to create a future in which everyone has a place to call home.

Our goals for the next three years are to:

- Be a successful, sustainable and well respected organisation
- Be a first choice, member driven organisation, responsive to the profession
- Provide relevant, current professional development for a world class housing profession
- Be the leading voice for the housing profession across the UK

Our goals

1

Be a successful, sustainable and well respected organisation

Objectives:

- Establish a future-focused business model which achieves and maintains financial and environmental sustainability
- Ensure continuous improvement in infrastructure maximising opportunities to exploit new technologies and innovation
- Develop a future-focused governance function which provides constructive challenge
- Commit to being a diverse and inclusive organisation that reflects the housing sector and the communities it represents
- Become a dynamic, market leading employer of choice

We will do this by:

- Achieving a balance between delivery of current priorities and investment in new activities
- Working towards becoming environmentally sustainable and carbon neutral in delivering our services
- Transforming and enhancing our digital presence
- Ensuring our board members have the skills and support they need to set strategic direction and manage strategic and operational risk
- Increase the diversity of our governance and boards structure
- Empowering the Equality, Diversity and Inclusion group to drive positive change within CIH
- Recognising and attracting high performing people who understand and can contribute to our purpose and values
- Embedding excellent internal and external customer care across CIH

2

Be a first choice, member driven organisation, responsive to the profession

Objectives:

- Engage with, listen to and respond to our members
- Provide a compelling range of member benefits to ensure continued membership growth
- Develop partnerships to enhance and expand the member offer
- Create opportunities for people who work in housing to be recognised as professionals and be valued for their knowledge, skills and behaviours
- Offer a standardised, stable and sustainable international member offer

We will do this by:

- Being agile in responding to our members' needs and understand what they need from us in different or challenging operating environments
- Achieving a more diverse membership footprint
- Engaging members and customers with agile, innovative and relevant products and services
- Developing and embedding a dynamic continuing professional development offer
- Collaborating with organisations that share our goals to enhance the member offer
- Demonstrating the value of professionalism for both individuals and employers to raise the profile and status of the housing profession
- Creating a housing profession that can be sustained in the face of an ever-changing, political, economic, social and technological landscape

3

Provide relevant, current professional development for a world class housing profession

Objectives:

- Establish a professional development strategy which encourages and supports personal and professional aspirations
- Be the recognised leader in developing, upholding and assuring standards and practice for the housing profession
- Offer leading educational products and services which prepare the housing sector for the future
- Maximise opportunities to align our offer and gain/retain external recognition

We will do this by:

- Setting and maintaining the benchmark for professional development across the sector
- Creating a professional development framework to provide a route map through all products and services
- Offering high quality development activities which reflect the ever-changing political, economic, social and technological landscape and enable career development and progression
- Setting and maintaining the benchmark for professional standards in housing, ensuring routes to chartered membership are valid and reflect current practice
- Developing and promoting products that meet the needs of professionals across the UK and internationally
- Exploiting new technologies to support our product offer and enhance our delivery opportunities
- Ensuring our regulated offer remains nationally recognised, compliant and fit for purpose

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Be the leading voice for the housing profession across the UK

Objectives:

- Use our public voice, influence and reputation to effect positive change in housing
- Build effective public affairs engagement
- Provide a relevant, distinctive, well understood and supported policy platform in all four nations
- Promote the role and value of our members within and as representatives of the housing profession
- Become the leading source for good practice advice
- Deliver a successful and growing high quality events offer

We will do this by:

- Developing a stakeholder engagement strategy to appropriately target our work and make the case for housing across all four constituents parts of the UK
- Undertaking research on key aspects of policy and disseminating findings to contribute to national influencing work
- Creating effective, trusted relationships with key political stakeholders, regulators, media outlets and other external influencers
- Increasing the member voice in our externally facing work drawing on the views and experience of our members to shape the debate and the future of housing policy
- Making the case for the importance of housing professionals and their work in policy design and operational delivery
- Targeting our policy and engagement work to provide relevant, influential and opinion shaping thought leadership to realise positive change in the housing sector
- Identifying and working with partners who enhance our offer and provide added value to the housing sector



Our commitment

Our commitment to the housing profession is that through this corporate plan we will continue to build a financially sound, sustainable and successful organisation that delivers excellent services to a growing number of members and customers, providing housing professionals with the knowledge, skills and behaviours they need and being the powerful public voice the profession needs and deserves.

