



Chartered  
Institute of  
Housing

# CORPORATE PLAN 2024-2027

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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 the recognised first choice professional body for housing professionals
- Provide relevant, current professional development for a recognised and valued housing profession and career of choice
- Be the leading voice for the housing profession across the UK
- Be a successful, sustainable and well-respected organisation.



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# Our goals

## Be the recognised first choice professional body for housing professionals

### Objectives:

- Improve the visibility of CIH, ensuring our unique selling points as the professional body for the sector are known and understood
- Develop a clear understanding of members, their behaviours and needs, and match it to the services and products we provide for an improved experience
- Continue to build a compelling member offer so that membership becomes the 'hallmark' of individual professional development
- Develop recognition of CIH member value for organisations to maximise the benefit of membership across teams
- Develop sales, marketing and communications strategy to include increase in brand profile and market segmentation
- Offer a well-considered, stable and sustainable international member offer based on clear conditions for expansion.



## Provide relevant, current professional development for a recognised and valued housing profession and career of choice

### Objectives:

- Lead the sector in implementing an ongoing 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
- Be the go-to provider of best practice continuing professional development (CPD) activity
- Be the leading source for good practice advice and knowledge.






## Be the leading voice for the housing profession across the UK

### Objectives:

- Maximise opportunities to use our public voice, influence and reputation to effect positive change in housing in all four nations
- Build effective public affairs engagement
- Promote the role and value of our members within and as representatives of the housing profession
- Deliver a successful and growing high quality events offer.



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## Be a successful, sustainable and well-respected organisation

### Objectives:

- Continue to be a surplus generating organisation with diversified income streams to ensure financial viability
- Continue to develop a future-focused business model which achieves sustainability
- Continually invest in our infrastructure exploring use of new technologies to maximise efficiency of services
- Fully embed EDI commitments across our organisation and take the lead on inclusivity so that we truly represent the communities we serve
- Continue to recognise, attract, reward, and retain high performing people who bring diversity of backgrounds, skills, experience and passion to achieve our purpose and values
- Embed professionalism across CIH driven by a shared understanding of and commitment to our agreed culture and values
- Embed a culture of holistic, cross team working across CIH.



## Our commitment to the housing profession is that we will:

- Continue to build a financially sound, sustainable and successful organisation that delivers excellent services to a growing number of members and customers
- Provide housing professionals with the knowledge, skills and behaviours they need
- Be the public voice the profession needs and deserves.

