



# BIID STRATEGIC PLAN

2024-2027

Leading the Profession

# Our Mission, Values & Strategic Aims

## Who we are

The British Institute of Interior Design (BIID) is the only professional institute for interior designers in the UK, with a diverse membership spanning commercial and residential sectors, from heritage to contemporary and cutting-edge design. Founded in 1965 and granted institute status in 2009, the BIID is globally-recognised for setting the gold standard for the British interior design industry. Our rigorous entry process assesses prior training, experience and professionalism. We require members to commit to a Code of Conduct and ongoing professional development to ensure continued expertise in design practice and regulations. We help interior designers build their businesses and provide excellent services to clients.

We collaborate both nationally and internationally. At the national level, we represent interior design in the built environment sector through our membership of the Construction Industry Council. At the international level, we represent British interior designers for the European Council of Interior Architects (ECIA) and the International Federation of Interior Architects/Designers (IFI). The BIID is not a trade body. We are a not-for-profit organisation owned by our members and governed by a democratically elected board. We are passionate about fostering a dynamic and supportive community of like-minded interior design professionals.

In 2016, the BIID applied to protect the professional title of BIID Registered Interior Designer, to further consolidate Member status as the UK's most professional standard. Our directory of Registered Interior Designers provides a reliable resource for those seeking a qualified professional or verifying the credibility of a potential interior designer. We also regularly publish vocational publications including the BIID Interior Design Project Book; the step-by-step guide for professionals running interior design projects and our industry standard client contracts, published in conjunction with RIBA.

The BIID's core mission is to advance professionalism, integrity and excellence in interior design and we pride ourselves on our values of being approachable, supportive, inclusive, collaborative, ethical and environmentally responsible.

# Our Mission, Values & Strategic Aims

## Our Mission

To advance professionalism, integrity and excellence in interior design.

## Our Values

- Approachable and supportive
- Inclusive and collaborative
- Ethical and environmentally responsible

## Our Strategic Aims

1. Maintain, protect, and raise standards of professional practice
2. Champion the value of design, designers, and the Institute
3. Build a supportive and diverse community
4. Promote sustainable, ethical and inclusive design

# Maintain, protect, and raise standards of professional practice

1. Continue to offer a broad, varied and essential Continuing Development Programme, including the CPD Providers Directory, to enable designers to improve their knowledge and skills (2024-2027).
2. Develop and promote Registered Interior Designer status as the highest standard of professional practice in interior design, regulated by a rigorous entry procedure, comprehensive Code of Conduct and robust Complaints Procedure. (2024-2027).
3. Launch an improved pathway from Provisional Associate to Registered Interior Designer (2025-2027).
4. Provide any support necessary for the soon to be launched Interior Design Apprenticeship scheme. (2025-2027).
5. Create more guidance and support for our member volunteers to enable us to harness more talent and for volunteering for the BIID to be rewarding (2024-2027).
6. Undertake an organisational wide governance review to identify areas of improvement and where we can implement best practice (2026-2027).
7. Explore how AI and other digital innovations might shape the future of interior practice. (2024-2027).

# Champion the value of design, designers, and the Institute

1. Continue to develop the BIID Interior Design Awards with the ambition of becoming most prestigious and respected interior design awards scheme in the UK, in order to celebrate and promote the very best of British interior design. (2024-2027).
2. Give undergraduate and postgraduate students opportunities to showcase their skills and creativity in accessible and affordable way via our national student competitions: the BIID Student Drawing Competition and the BIID Student Design Challenge. In addition, in 2025 we will launch a new national schools competition, aimed at 16-18 year old students. (2025-2027).
3. Utilise all communication channels, including our website, newsletter and social media channels, and the wider media, to demonstrate the value of design, designers and the Institute to the profession and the public. (2024-2027).
4. Continue to partner with relevant trade shows and exhibitions in order to maintain awareness of the Institute and showcase the talents of our members. (2024-2027).
5. Collaborate with other key design and built environment organisations to ensure that the voice of interior designers is represented in key national policy discussions and is at the forefront of regulatory reforms. (2024-2027).
6. Showcase the BIID at key regional events outside of London in order to build stronger relationships across the UK. (2024-2027).
7. Improve our reach into all sectors of the interiors industry to ensure we represent designers from all sectors (2025-2027).

# Build a supportive and diverse community

1. Offer training related to diversity and inclusion to BIID members and the wider industry (2024 to 2027).
2. Support students as they work towards entering the profession, in the form of content, seminars and workshops. (2024-2027).
3. Work with suppliers via our Industry Partner and Platinum Partner offer to enable networking and knowledge sharing. (2024-2027).
4. Develop stronger international collaborations with other interiors bodies via our membership of the International Federation of interior Architects/Designers (IFI) and the European Council of Interior Architects (ECIA). (2025-2027).
5. Relaunch the BIID annual conference as a members only, community building and dialogue enabling educational event. (2024-2027).
6. Offer a varied calendar of online and in person events that is accessible and inclusive of all designers.

# Promote sustainable, ethical and inclusive design

1. Publish annual carbon reports to ensure transparency on our work to reduce the Institute's carbon footprint and continue to work on our Net-Zero status by opening conversations with venue and/or service providers about their efforts to reduce their carbon footprint (2025-2027).
2. Carry out annual reviews of the Sustainable Specifying Guide to ensure its relevance and accuracy for members (2024-2027).
3. Champion the sustainable efforts of our members through case studies and opportunities for leaders of sustainability to talk directly to members (2024-2027).
4. Publicise the work the BIID is carrying out to tackle the use of toxic chemical fire retardants on upholstered furniture (2024-2027).
5. Work with other key organisations on solving pressing issues impacting the sector including the use of chemical fire retardants on upholstered furniture, protecting biodiversity and reducing waste produced from interior design projects (2024-2027).
6. Provide online resources and training for designers on inclusive design including regulations, best practice and case studies (2024 to 2027).
7. Collaborate with trade shows and other organisations to showcase the value of inclusive design (2024-2027).

# How will we measure success?

This plan covers the period from April 2024 to March 2027. The Strategic Plan is owned by the Council of the BIID with the BIID office team responsible for operational delivery. An annual report on progress against the Strategic Plan will be presented to the Council each year. A summary of the key achievements will be published in our Annual Review and presented at our Annual General Meeting (AGM).

Let us know what you think and how you would like to get involved – email us at [info@biid.org.uk](mailto:info@biid.org.uk), find us on Twitter [@BIIDtalk](https://twitter.com/BIIDtalk) or Instagram [@theBIID](https://www.instagram.com/theBIID)



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