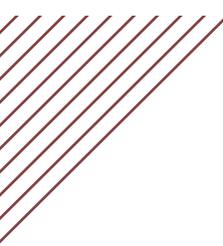


The background features a decorative pattern of diagonal lines. On the right side, there are solid dark red diagonal stripes. On the left and bottom, there are lighter, thin-lined diagonal stripes. The main text is positioned on the left side of the page.

BIID STRATEGIC PLAN

2021-2024

Leading the Profession



Introduction

This Strategic Plan is built on the British Institute of Interior Design's (BIID) core Mission, Values and Strategic Aims. Its development was overseen by the BIID Council of Directors with support from committee members and staff. It is also based on feedback from members received via membership surveys, event feedback and facilitated discussion groups.



Lester Bennett — President
2020-2021



Lindsey Rendall — President
2021-2022

Our Mission, Values & Strategic Aims

Our Mission

The BIID is committed to advancing professionalism, integrity and excellence in interior design.

Our Values

We are:

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

Our Strategic Aims

1. To represent the majority of the UK interior design profession
2. To raise the profile of the Institute and demonstrate the value of interior design to the public, the government and allied professionals
3. To foster professional development of designers by educating and informing
4. To engage students and educators to encourage emerging talent
5. To support our members and create a strong community
6. To further embed sustainability into interior design practice
7. To foster an inclusive and diverse interior design profession.

Strategic Plan 2021-2024

Influence and advocacy

We will work to increase awareness and understanding of the interior design profession with the public, the media, allied professionals and policy-makers. We will also work to raise the profile of the Institute and its members.

To achieve this we will:

- Advocate that the public should use BIID Registered Interior Designers
- Develop a more high-profile media presence and public brand, recognised across national publications as well as via social media and other channels.
- Launch at least one national campaign per year designed to bring positive change to the interior design profession.
- Launch a new annual event for World Interiors Day, in collaboration with our members.
- Continue to develop our successful partnerships with high profile design and design related trade shows, exhibitions and events.
- Provide resources to support designers to run sustainable, diverse and inclusive businesses.

Excellence and achievement

We will champion the value of Registered Interior Designer status and foster the professional development of interior designers throughout their career.

To achieve this we will:

- Promote becoming a Registered Interior Designer as a rigorous but achievable norm for professional interior designers.
- Further develop our Continuing Professional Development (CPD) Programme ensuring we continue to offer a mix of seminars, tours and workshops suitable for designers at different stages of their careers.
- Review our current online CPD to ensure that it is fit for purpose, relevant to designers and supports our Strategic Aims.
- Review and as necessary update our member Code of Conduct to ensure it sets rigorous standards of ethical practice, for the benefit of both designer and client.
- Provide support for designers new to the profession to enable them to improve their professionalism.

Engagement and support

We will engage our members by offering them support, learning opportunities and helping to facilitate an active interior design community.

To achieve this we will:

- Review our suite of membership benefits to ensure that they remain valuable for designers and their businesses.
- Review and relaunch our national flagship conference 'Inside Knowledge' to ensure it remains the home for debate about the future of the UK interior design profession.
- Conduct research and/or surveys to ensure we understand the key issues, concerns and priorities of our membership and the wider profession.
- Launch a series of regional events to engage designers across the country.

Development and encouragement

We will encourage emerging talent by working with students, educators and educational institutions and work to improve opportunities for aspiring designers to progress their career.

To achieve this we will:

- Continue to develop our flagship student events - the BIID Student Design Challenge and Life After Graduation.
- Launch a new national student competition accessible to all UK interior design students.
- Undertake a review of potential alternative qualification routes into the profession, such as apprenticeships.

Sustainable Growth

We will grow our organisation to represent more of the UK interior design profession whilst ensuring a strong operational function and a stable financial base.

To achieve this we will:

- Significantly increase our professional interior designer members.
- Develop the Institute's non-membership fee sources of income to ensure financial stability.
- Develop our international membership numbers by forming partnerships with established professional bodies around the world.
- Increase the number of companies with Industry Partner, Platinum Partner and CPD Provider status as part of our valued relationship with the supplier side of the industry.
- Undertake research to establish the size of the UK interior design profession to enable us to create clear membership targets.
- Review of staff benefits package and working culture to ensure that we are able to continue to attract talented staff.

How will we measure success?

This plan covers the period from April 2021 to March 2024. 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). The three key metrics of success we will review over the life of the Strategic Plan will be:

- Membership numbers
- The number of members who participate in a BIID activity
- Membership satisfaction (measured via surveys and/or research)

We want to hear from you

Let us know what you think and how you would like to get involved – email us at info@biid.org.uk, find us on Twitter @BIIDtalk or Instagram @theBIID



biid.org.uk