



· INSTITUTE · OF · HISTORIC ·
BUILDING · CONSERVATION

The home of the conservation professional

Conservation in change:

Building capacity for sustainable living

A consultation on the IHBC's corporate strategy 2010-15

The Institute of Historic Building Conservation (IHBC) seeks feedback, comment, advice and support for its draft *Corporate Strategy 2010-15*.

The outgoing Corporate Plan 2007-10 (CP07) was adopted at the 2007 AGM (http://www.ihbc.org.uk/qv_business.htm). This agreed the IHBC's work as being to:

- A) help people, and so
- B) help conservation, and so
- C) help conservation professionals.

Consultation with our members on the development of a new plan, alongside sector recognition of the IHBC as 'The home of the conservation professional', confirm the success of CP07. We want to build on that success as we evolve our *Corporate Plan 2010-15* (CP10).

Our consultees have identified many key issues that, we think, can best be summarised as two interlocking themes guiding our future:

- Conservation in change: make our conservation a credible standard at the heart of development and environmental change
- Build capacity: refine our infrastructure to add value and potential.

Integrating these themes will let us all secure a more sustainable infrastructure for society in the 21st century. The strategy can be encapsulated in the title:

'Conservation in change: *Building capacity for sustainable living*'

Proposals for CP10's strategy, from Year 1 (2010-11) to Year 5 (2014-15), are outlined overleaf. Building on our current operations, they summarise achievable aspirations, like the contents page of an unwritten book. Details must wait for CP10, so for now ask Seán if you need queries answered. Of course your comments should reflect the approach identified here.

'Our thanks go to everyone who has responded to date. You have already helped us shape the future of your IHBC.'

Feedback should go to the IHBC's Director, Seán O'Reilly, at director@ihbc.org.uk. We appreciate that group consultation can take time, but if personal feedback arrives before Friday 5 March 2010, IHBC's Council will be able to consider it ahead of any further planning.

Theme 1: Conservation in change		
Strategy	Object	Targets: Measuring success
a) Centre the IHBC within environmental management and development processes	To be acknowledged across key environment and development sectors as the centre of professional standards for built and historic environment conservation	<ul style="list-style-type: none"> • Structured 1-to-1 links (MoU/ key sponsorship/services agreements or equivalent) to 5 key related bodies • Survey sector (web based) to establish sector awareness and effectiveness of IHBC: Y1 & Y5 • Circulate IHBC Gus Astley Annual Student Award notices to 500 courses (Y5) • Maintain outside sponsorship for Annual School • Develop 'world-wide' dimension to website through dedicated web page and linked resources • Develop a working programme of standards, guidelines and specifications appropriate to the IHBC as an interdisciplinary professional body
b) Place inter-disciplinary conservation skills at the heart of conservation standards, training and education	To have the IHBC's specialist interdisciplinary conservation skills (the Areas of Competence) recognised as core requirements for historic and built environment conservation professionals	<ul style="list-style-type: none"> • 20 conservation courses recognised under the IHBC's course recognition scheme • 2,500 members signing up to the IHBC's code of conduct • Secure inter-disciplinary National Occupational Standard (NOS), or equivalent professional structure, for conservation professionals (Y5) • Establish HESPR as the key on-line resource for clients seeking conservation professionals (Y5: 30 businesses; quarterly survey for 'state of the sector' reporting)
c) Establish built and historic environment conservation as a viable strategy for sustainable development	To have effective links within political, development and natural environment interests	<ul style="list-style-type: none"> • Establish 5 formal links with Green interests (Y5) • Double investment in core IHBC Policy support (to £10,000) to extend advocacy (Y5) • Host parliamentary reception (Y1)

Theme 2: Building capacity		
Strategy	Object	TARGET: Measuring Success
a) Develop charitable activities and operations	To raise the profile and operations of the IHBC as a charitable body	<ul style="list-style-type: none"> • Establish fundraising committee (Y1-2) and bursary strategy (Y1-5) • Secure £50k income for IHBC charitable purposes (Y1-Y5); • Establish sustainable strategy for future fundraising and growth (Y5) • Establish opportunities for donations & Gift Aid (Y1-2)
b) Improve membership standards and benefits, and access to them	To maintain growth in standards and knowledge by increasing professional membership & extending benefits to non-professional members	<ul style="list-style-type: none"> • Pilot mentoring resource and establish as required (Y1-5) • Establish new, cost-effective routes to access IHBC benefits (Y1-Y5) • Secure 250 non-professional subscribers to IHBC's core services and benefits (Y5) • Agree communications strategy using NewsBlogs & Web to develop benefits & volunteer capacity (Y3)
c) Empower volunteers & stakeholders	To build sector capacity by maximising inclusive volunteering across internal membership (Branches) and external stakeholders	<ul style="list-style-type: none"> • Use annual Branch events (Connection Days) to create better resources for Branches & volunteers (Y1-5) • Launch Pilot Honorary Associates (Y1-2); subject to outcomes, establish with 20 Honorary Associates (Y3-5) • Launch CapacityBuild as a resource for historic and built environment volunteers (Y1); secure sustainable core funding for CapacityBuild (Y5)
d) Ensure that the IHBC, as a professional organisation, operates to the standards it expects of its members	To operate the IHBC effectively, credibly and efficiently as a professional body serving the needs and reflecting the aspirations of its members	<ul style="list-style-type: none"> • Operate to the highest standards of equitable partnership • Embed best practice in organisational management • Review governance to ensure inclusion of volunteers at all levels and from all communities (Y1-3); implement as required (Y3-5)