



**Strategic Plan  
2025**





# Contents

04

President's  
introduction

06

Foreword

07

**Aim 1:**  
Lead and promote  
safe, sustainable and  
innovative practice

08

**Aim 2:**  
Enhance our value  
proposition

10

**Aim 3:**  
Raise profile and  
awareness

12

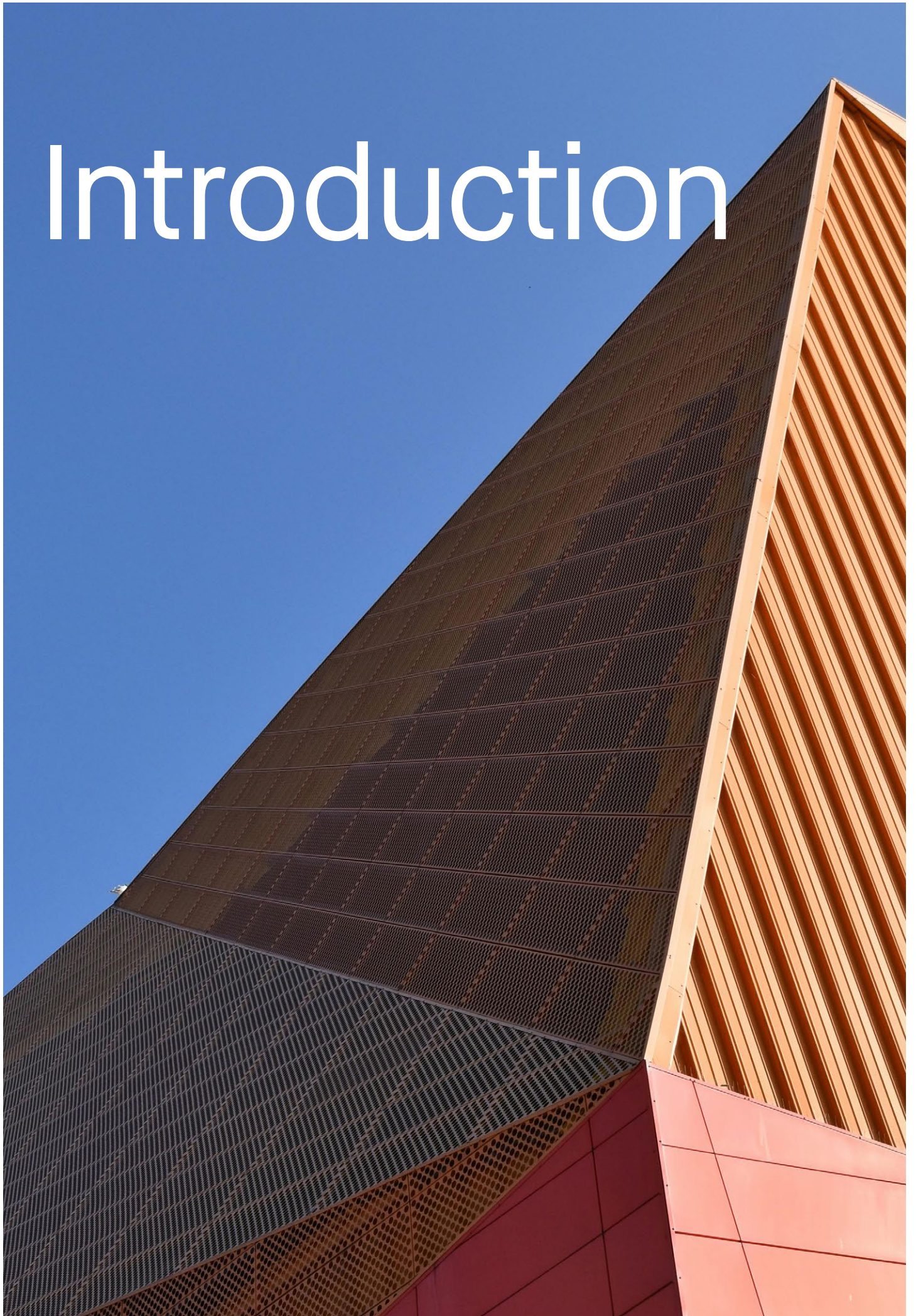
**Aim 4:**  
Engage and collaborate  
with external  
organisations

13

**Aim 5:**  
Remain an effective  
and financially  
viable Institute



# Introduction







# From the President

As we enter our sixth decade, there is no better time to review and publish our revised Strategic Plan, which we are excited to share with you.

Whilst the Institute looked very different when it was founded on 12 February 1965, its purpose remains as relevant today; to be the premier representative and regulatory body for Architectural Technology and its community.

So why do we need to have a strategy? Simple, it sets out a plan to achieve our aims and helps us shape our operational plan, allowing us to more effectively manage our resources and focus our energy into doing the best we can for all those involved in Architectural Technology.

Under the leadership of our Chief Executive, and with the hardworking and talented team at Central Office, there is no doubt that we will be successful in achieving this plan as these challenges are tackled head-on by them. However, to meet these aims, it also needs the efforts, support and expertise from our membership who volunteer their time and skills to ensure that their Institute thrives and succeeds.

Remaining relevant and serving its community to the best of its abilities is a challenge for any professional body, and CIAT achieves this year after year. We have a number of ongoing projects to ensure that the Institute continues to deliver and remains the essential backbone for our membership. Engagement is key to this, and we are at our very best when working collaboratively and as a collective.

We are also excited to be working with Government, particularly in relation to three core issues we have identified: low carbon and retrofit; building safety; and skills shortages and recognition, all of which are considered in our strategic aims and objectives.

I hope you will join us on this journey and be able to enjoy the outputs from our strategy, in time, for the wonderful world of Architectural Technology.

**Eddie Weir PCIAT  
President**







# Foreword

## Our vision

To realise a safe, sustainable and innovative built environment for everyone.

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## Our mission

To develop, promote and advocate for Architectural Technology, and to inspire and nurture Architectural Technology professionals.





# Challenges and opportunities

In a rapidly evolving world, the built environment sector faces an unprecedented array of challenges and opportunities. Unimaginable tragedies across the globe have highlighted the critical importance of building safety, catalysing a movement towards greater legislation, demonstrative competence and a commitment to the highest standards of professional practice.

The COVID-19 pandemic reshaped our professional and personal landscapes, testing our resilience and adaptability, while in the UK, Brexit introduced new complexities into our regulatory and economic frameworks. A worldwide cost-of-living crisis due in no small part to climate shocks and food and energy costs has forced society at large to re-think its priorities.

New technologies are revolutionising the way buildings are designed, constructed and managed. Governments across the world are working towards net zero goals which demand innovative approaches and a focus on sustainability, driving our sector to incorporate cutting-edge practices and materials that reduce environmental impact. The need for retrofitting existing buildings to improve energy efficiency and safety standards is becoming increasingly urgent.

These issues, intensified by the skills shortage in our sector, present both challenges and opportunities to the membership, and have compelled CIAT to be more agile and adaptable in its activities and the services it offers.

## CIAT's response

Our Strategic Plan emerges from a period marked by significant upheaval and transformation which has underscored the need for CIAT to examine its own activity, to ensure it remains relevant and current. It is the result of consultation and engagement with our members, affiliates and other stakeholders, and this collective effort ensures that it is not only reflective of the diverse needs of our profession but allows us to address multifaceted challenges faced more widely from a volatile and complex external environment.

By embedding a culture of collaboration and consultation, we have harnessed a wealth of knowledge, experience and perspectives. This inclusive approach not only strengthens our activity but also fosters a sense of shared ownership and commitment to our collective goals.

Remaining current and relevant in such a dynamic environment requires agility, foresight and an unwavering commitment to excellence. This Strategic Plan sets out our vision for a resilient, forward-thinking and inclusive Institute. It is a blueprint for navigating the complexities of our time, leveraging innovation and upholding the highest standards of professional practice.

Our agile and adaptable strategic aims are designed to guide our Institute towards a future of excellence and innovation. We are committed to leading and advocating for safe, sustainable and innovative practices across our sector, locally, nationally and internationally. This includes fostering a competent workforce, promoting continual learning and development and attracting a new generation of talent to ensure our profession remains vibrant, skilled and capable of meeting future demands.

Enhancing our value proposition is key; the services we offer will remain relevant and of the highest quality, and we commit to engaging and consulting with the membership and other stakeholders to ensure their views are heard and their feedback taken into account.

Raising the profile and awareness of our membership and the discipline is a priority, highlighting the vital role Architectural Technology professionals play in shaping the built environment. We will continue to collaborate and engage with external organisations to foster partnerships that collectively raise the profile of professionals in the built environment and work together to achieve shared objectives. Lastly, we are dedicated to remaining an effective and financially viable Institute, ensuring that we can continue to support and advance our profession well into the future.

As we move forward, our efforts and shared vision will be paramount in shaping an Institute that not only meets the needs of today but anticipates and adapts to the demands of tomorrow. Together, we can ensure that our profession thrives in this new era.

The Strategic Plan has been developed and approved by the Executive Board. The Operational Plan sits behind the Strategic Plan and sets out the detailed objectives for each Department. This is the Institute's main planning document and will focus the budget setting process and project business case development. Much of the work detailed within the Operational Plan has already commenced.

Tara Page  
**Chief Executive**



# Aim 1

## Lead and promote safe, sustainable and innovative practice

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### Objective

To position CIAT as a leader in addressing critical challenges within the built environment by fostering a skilled workforce, promoting important areas such as climate action, advancing towards net zero goals, enhancing retrofit initiatives, and ensuring building safety.

### Actions

#### Advocacy

We will focus on representing membership interests by responding to consultations, lending our expertise to advisory groups, promoting relevant government and industry strategies, and advocating for the recognition of Chartered Architectural Technologists in building project procurement.

We will promote a culture of safe, sustainable practices through our education, professional standards, and awareness campaigns.

#### Academic and professional development

We will focus on creating resources and guidance to support technical knowledge and best practices. We will work to enhance CPD opportunities, promote education programmes and Accreditation/Approval, maintain our existing specialist registers and develop new ones as required, and expand our mentorship and career services.





# Aim 2

## Enhance our value proposition

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### Objective

Make membership of CIAT an essential and highly valued milestone in the careers of Architectural Technology professionals, supporting career advancement through the provision of valuable resources and opportunities for professional development and networking. Enhance satisfaction by actively engaging with potential, current, and past members and affiliates to ensure that their needs and expectations are consistently met.

### Actions

#### Unique focus

To the wider world, we aim to better communicate the focus of Architectural Technology, and the essential contributions Chartered Architectural Technologists make within the built environment and other spheres. We will highlight specialised skills that make the Chartered Architectural Technologist profession vital, relevant, and impactful.

#### Membership empowerment

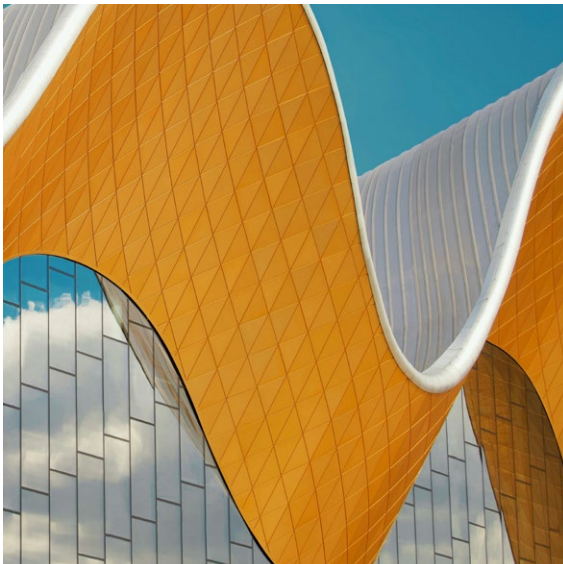
We will facilitate greater autonomy and accountability for our members and affiliates, acknowledging their expertise and empowering them to drive the sector's progress. We will establish a more personalised experience for our membership, developing ways in which to provide continuous feedback and support, as well as publicly promoting our members' and affiliates' accomplishments.

#### Services and networking opportunities

We will continue to regularly review our services to ensure they meet the evolving needs of the membership, the built environment sector and the wider society, as well as piloting new services. We will continue hosting exclusive networking events and will further empower the membership by facilitating online networks.

#### Modernisation

Will revamp the image of professional body membership to appeal to future professionals and attract a more inclusive, diverse demographic.







# Aim 3

## Raise profile and awareness

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### Objective

Elevate the visibility and recognition of Architectural Technology as an essential discipline in the built environment and society, as well as position Chartered Architectural Technologists as key leaders in this field.

### Actions

#### Differentiation and USP communication

We will continuously review our brand and mission to ensure they align with evolving industry trends and the needs of the membership. We will continuously communicate the core, defining aspects of Architectural Technology and the impact the discipline has within the built environment.

#### Standards protection and development

We will develop and maintain rigorous standards for functions that sit within Architectural Technology and related areas and promote the Institute's education, practice and professional standards including its Code of Conduct, which ensure high-quality outcomes, accountability and public safety.

#### Public relations

We will promote the importance and benefits of Architectural Technology and highlight the achievements and contributions of Chartered Architectural Technologists, engaging with stakeholders, media, and a network of educational establishments.

#### Knowledge leaders

We will produce high-quality content for publication and dissemination and industry analyses. We shall continue to encourage members and affiliates to champion their profession and contribute articles, case studies and insights that can be shared with the broader community.

#### Events

We will host and sponsor events, conferences and seminars that attract leaders and policymakers, participating to showcase the membership's expertise and contributions.





# Aim 4

## Engage and collaborate with external organisations

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### Objective

Foster collaboration with industry stakeholders, educational establishments, government bodies and departments, and other like-minded membership organisations to advance the field of Architectural Technology.

### Actions

#### Industry collaboration

CIAT will review and strengthen links with existing partners and establish partnerships and collaborations with leading organisations, government departments and agencies, and industry bodies to collaborate on research, projects, and advocacy efforts.

#### Educational collaboration

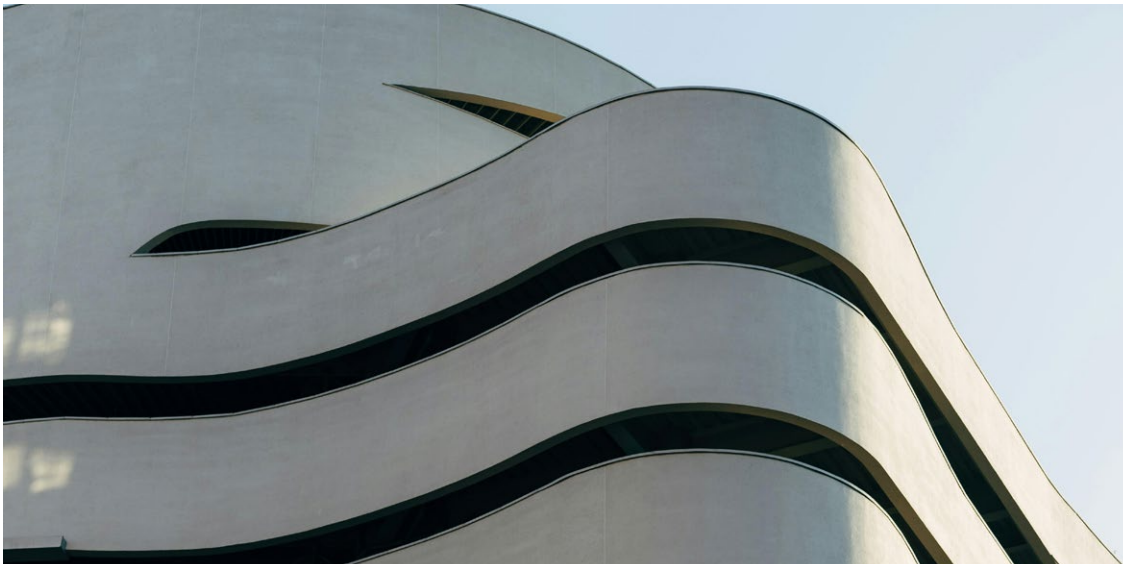
We will also work with educational establishments to align curricula with industry and societal needs and promote Architectural Technology as a career path of choice.

#### Government engagement

We will engage with Government to influence policy and regulations that affect Architectural Technology and the wider built environment, upon which the profession can have a positive impact.

#### Global networks

CIAT will build relationships with international organisations to exchange knowledge, resources and best practices.







# Aim 5

## Remain an effective and financially viable Institute

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### Objective

Ensure the Institute remains efficient, adaptable, and financially stable to support its mission and strategic aims.

### Actions

#### Financial management

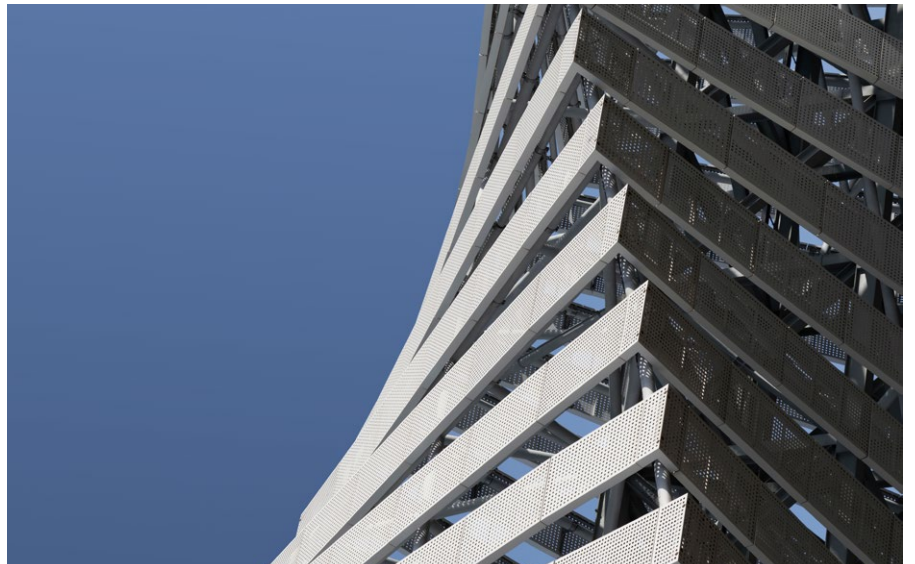
We will seek to grow all levels of membership will investigate diverse income streams and regularly review and optimise budget allocations to ensure our use of resources remains as efficient as possible.

#### Operational efficiency and governance

CIAT will continue to implement best practices in organisational management, identifying areas of improvement to improve operations and services. We will ensure transparent and accountable governance and decision-making processes and invest in people development.

#### Innovation and adaptability

We are proud to foster a culture at CIAT that encourages innovation and the implementation of new ideas. We will stay ever vigilant and responsive to changes in the sector and the needs of our membership, adapting actions and strategies as necessary.





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