

**CORPORATE PLAN
2017-2019**



**IRISH PLANNING
INSTITUTE**

Institiúid Pleanála Na hÉireann

Introduction..... 2

Our Values 3

Our Mission..... 4

Developing Our Plan..... 5

Strategic Goals 6

 1.Supporting Members and Expanding Membership 7

 2.Sharing Learning and Raising Standards 8

 3.Strengthening Visibility and Growing Influence 9

Delivery and Evaluation 10



Founded in 1975, the Irish Planning Institute is the all-island body representing professional planners engaged in physical, spatial and environmental planning in Ireland and Irish planners practicing overseas.

Our first Corporate Plan was prepared at a time of significant change and formed the foundation for the stabilisation of our membership and financial base, increased professionalisation of our services and additional offerings, all at a difficult time. Our second Corporate Plan, adopted by Council in November 2016, is to cover the period 2017-2019 which is likely to be a time of significant growth and recovery with the associated pressures and opportunities. It seeks to provide the vision and strategic direction for the Institute and its members for the next three years.

Feedback from members has guided its development and there is a clear emphasis on developing, supporting, leading and, when required defending, the planning profession.

On behalf of the Institute's Council and staff I would like to thank all members who have contributed to the consultations which informed the preparation of this plan and we look forward to working with all members and other stakeholders on its implementation.

Deirdre Fallon MIPI

President 2016/17

OUR VALUES

Here we set out our values and what the Institute wants to be and how it wants to act and deliver. These are translated into activity for our members and the advancement of planning through our strategic goals.

MEMBERCENTRIC

We will continue to serve, support and lead our members.

HIGH QUALITY

Our services and activities will be consistent and of the highest standards.

ACCOUNTABLE

We will be accountable to our members and the public for our actions.

TRANSPARENT

How we carry out our activities will be open to all.

SUSTAINABLE

Sustainable practices will be embedded across all our activities.

EGALITARIAN

Our support for the principle of equality for all will inform everything we do.

ACCESSIBLE

Everything we do will be available to as many members as possible.

INNOVATIVE

We are always open to new and creative ways of working.

DIVERSE

We will work to ensure both our structures and the profession reflect those they serve.

COLLABORATIVE

We will always look at opportunities to work with others to advance our aims.

Our first Corporate Plan adopted in 2013 set out a mission statement for the Institute which was developed based on the feedback received during the consultation process for that plan. In light of feedback it has been slightly revised to better reflect how our work on behalf of members supports the common good.

MISSION STATEMENT

“The Irish Planning Institute’s mission is to advance planning in the interest of the common good by serving, improving and promoting the planning profession.”

In developing our strategic Corporate Plan, we sought the input of our Council, our members and our staff and reviewed the external environment and experience of our previous Corporate Plan. Having completed this process and actively listened to these key influencers, our Corporate Plan 2017-2019 has been finalised and strategic goals and actions agreed.

These goals address the two principal roles for the Institute in the mission statement: as a responsive membership organisation, and as an advocate for professional planners and planning. Specific delivery mechanisms have been identified to assist in achieving each of these goals.

1 Supporting Members and Expanding Membership

2 Sharing Learning and Raising Standards

3 Strengthening Visibility and Growing Influence

STRATEGIC GOALS

1. SUPPORTING MEMBERS AND EXPANDING MEMBERSHIP

1. Supporting Members and Expanding Membership

Goal: The IPI will enhance its position as the all island membership organisation for professional planners in Ireland.

As members are the lifeblood of our organisation, the IPI aims to provide a range of services, support and key information to ensure that planners maintain membership and are fully equipped for the challenges and opportunities of the future at all stages of their career.

How:

- Increased emphasis on delivering services through branches across the Republic of Ireland and Northern Ireland.
- Leverage membership of Global Planners Network (GPN), European Council of Spatial Planners (ECTP-CEU) and ensure they deliver tangible benefits for members.
- Assess the implications of Brexit for members on the island of Ireland and working overseas and for planning systems.
- Review how member input is sought on policy development and how they engage with the opportunities that exist to debate and change policy and legislation through the Institute.
- Review the membership categories, particularly Fellowship and Graduate, to more effectively mirror the 'career path' of members.
- In addition to the provision of greater overall commentary and advice, provide additional member only briefings on matters including planning policy, regulations, legislation and the role of planning and the profession.
- Develop appropriate affinity/member discount schemes.
- Additional opportunities for access to colleagues in a non core-work and social context.
- Encourage new membership through active engagement with eligible planners.

2. Sharing Learning and Raising Standards

Goal: To provide beneficial, engaging resources to members at all stages of their planning career.

The Irish Planning Institute maintains that active continuous professional development is vital for planning professionals. The provision of high quality, accessible briefings, education, events and seminars on topics which inform best practice will continue to be a fundamental priority of the Institute alongside building professional recognition.

How:

- Focus on securing appropriate professional recognition.
- Explore opportunities for accreditation/recognition of Northern Ireland planning courses.
- Greater promotion of planning as a career and support for planners in the range of roles they now undertake.
- Increased use of eLearning and online CPD.
- Continued cost effective learning opportunities including support for developing sustainable careers and practices and to include short courses, management, business and personal development training.
- Introduction of mentoring scheme for members.
- Increased engagement with allied professions.
- Greater use of blogs, video and podcast content.
- Review how research and technical advice prepared by members is supported and promoted.

STRATEGIC GOALS

3. STRENGTHENING VISIBILITY AND GROWING INFLUENCE

3. Strengthening Visibility and Growing Influence

Goal: To act as an advocate for professional planners and effective planning.

The Institute will remain committed to fully engaging with and developing effective planning policy in the Republic of Ireland and Northern Ireland. Through this engagement, the benefits of developing an accessible, evidence based and, crucially, sustainable, approach to planning with a properly resourced profession will be advocated.

How:

- Revision and publication of our communication strategy.
- Communicate successes from the Institute and members.
- Review opportunities awards schemes present to promote excellence.
- Engagement with external stakeholders and continuing to build our policy influence at national and international level.
- Leverage and build coalitions and ensure productive relationships with employers and academic institutions.
- Active participation and engagement through influential external fora with rigorous benefit analysis of participation annually.
- Increased focus on influencing with evidence based messaging and developing well researched evidence based proposals.
- Explore potential of coordinating a 'Planning Week' to create a positive awareness of the planning profession.
- Political engagement on a thematic basis consistent with the Institute's mission and core values.

Our approach to membership is based on the three pillars of recruitment, retention and participation. The IPI will continue to promote direct routes to membership which are accessible to a wide range of candidates while maintaining the high standard that is expected of the Irish Planning Institute.

Being an open and properly resourced organisation, both at a national and also local branch level, is key to how the Irish Planning Institute will support members and deliver on the potential of this plan. Value for money for our members will continue to be assessed with greater clarity in how membership fees are utilised to best support our members and the planning profession as a whole.

Delivering the plan will also require:

- Regular reviews to ensure the Institute is operating professionally and efficiently.
- Deployment of fit for purpose technology including exploring more alerts and online discussions/information sharing.
- Developing our membership base by actively focusing on retention and senior level, graduate and student recruitment.
- Clear differentiation of services and benefits between members and non-members.
- Increased opportunities for employer payment of subscription fees.
- Clarifying the current fee structure and anticipated fees into the future and ensure fees are appropriate to level and income.
- Streamlining membership application process and criteria to maintain standards but make it more intuitive and easy to use for those eligible.

It is intended that the Corporate Plan be treated as a living document and a 'rolling plan' with specific actions/Key Performance Indicators determined on an annual basis by the Institute's Council and delivered by Council, Committees, Branches and the Executive. Annually there will be a detailed review of the Plan to assess progress which will be provided to the membership through the Annual Report presented at the Institute's Annual General Meeting each December.



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