



Chartered
Institute of
Housing

Proud to be professional

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Head of knowledge and products

Why professionalism? What are we trying to achieve?



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A world where the **profession**:

- presents as a coherent sector with shared goals and ambitions
- is recognised by other sectors as a profession requiring a core set of knowledge, skills and behaviour
- publicly demonstrates our social value and purpose
- generates a sense of public pride in social housing, as a place to live and as a career



Why professionalism? What are we trying to achieve?



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A world where housing **professionals:**

- are recognised and valued for their knowledge, skills and behaviours
- are seen to have equal credibility and status to other professionals
- use their skills, knowledge and expertise to add value and change lives
- are committed to be a force for change across the sector
- understand the impact of their language, behaviours and attitudes
- stand up for what is right and do the right thing
- have pride in their jobs and the impact they make on a day to day basis



Why professionalism?

The challenge



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- Grenfell Inquiry – “lack of respect, not listened to, no transparency”
“institutional indifference”
- Building Safety (Wales) White Paper – Welsh Gov currently consulting with sector
- Recognising the contribution that housing professionals made during pandemic
- Equalities & Diversity agenda – Welsh Government Race Equality Action plan with specific chapter on housing sector’s role
- Social housing firmly at centre of Welsh Government’s green recovery plan – new Climate Change super ministry created which includes housing
- Addressing stigma around social housing – CIH Cymru survey in Oct 2020 reveals it’s still a big issue
- Reality and perception both matter!



Why professionalism?

Because it's the right thing to do and...



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For individuals

- Act with increased confidence / perform at your best
- Keep up to date with best practice and changes to the housing landscape
- Network and share ideas with like-minded professionals inside and outside the sector
- Make ethical and professional decisions
- Understand and act in line with your personal and professional values
- Challenge unprofessional behaviour including bias and discrimination

For residents

- Set a benchmark for the attitudes and behaviours residents should expect from staff
- Provide a framework for residents to challenge unacceptable and unprofessional behaviour
- Professionalise actively engaged residents
- Support scrutiny panels assess service delivery and improvements
- Improve resident satisfaction against specified behavioural standards
- Challenge unprofessional behaviour including bias and discrimination

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For organisations

- Board assurance that your staff have the right skills, knowledge, and behaviour
- Compliance with legal, regulatory and statutory expectations
- Provide a better services for your residents
- Benefit reputation and bottom line – professional staff make good decisions,
- Reduce the risk of things going wrong

For employees

- Meet customers' needs and expectations
- Work more effectively, instead of just working more
- Share the knowledge and information gained with colleagues
- Suggest creative improvements
- Be an ambassador for the organisation

CIH professional standards....



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CIH Professional standards



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Integrity



Inclusive



Ethical



Knowledgeable



Skilled



Advocate



Leadership

<https://cih.org/professional-standards>