

Strategy and Objectives 2015/16

Structure

CILT UK is an independent UK registered charity and is the territorial body of CILT which as a separate, albeit closely linked charity, administers the Royal Charter under which some 30 world wide CILT territorial bodies operate. The obligations of the Charter and the professional and membership standards are the common elements for all of these independent bodies wherever they are in the world. As the largest single territorial body within CILT we are the most significant contributor to the umbrella body and enjoy both the privileges and obligations which this brings.

Royal Charter

The Royal Charter as granted in 1926 and amended from time to time since remains the heart of our purpose and this is encapsulated in the following quote from its early pages

‘To promote, encourage and co-ordinate the study of the science and art of transport in all its branches, to initiate foster and maintain investigation and research into the best means and methods of and appliances for transport transit and locomotion and the problems that are involved and their most satisfactory solution, to extend, increase and disseminate knowledge and exchange information and ideas in regard to all questions connected therewith and to assist and further in all practicable ways the development and improvement of transport transit and locomotion in the best interest of the community.’

Community and Charitable Purpose

As a UK registered charity we enjoy tax privileges that are dependent on our bringing provable benefit for the public good. Each year we are required to report to the charity commission to this effect. Our work in education and in skills development is taken account of as are our efforts in the fields of humanitarian support, international development and our efforts to provide opportunity for everyone in our field of activity. To retain our charitable status we are required to continue to demonstrate that our work is for the public good as well as for the benefit of the profession in general.

Endowment funds currently invested provide us with income sources with which to fund a number of charitable initiatives including the recognition of excellence, seed corn investment for research and to provide education, training and development for those who might not otherwise be able to afford it.

Our Values

We have adopted a set of values which guide our work across the profession and enable us to be clear as to our purpose and our method. We will

- be inclusive and welcoming to all
- promote professionalism and high standards
- act at all times in an ethical way
- create activities to inspire individual opportunity
- care deeply about our environment, our economy and our society
- be vibrant and progressive

Our Vision

To be the leading global membership organisation providing education and development for both individuals and corporations within our range of professions

Our Goals

1) To be recognised as a leading policy and practitioner voice on logistics, supply chain and transport issues

There are many logistics and transport related organisations including professional bodies, trade associations, single issue groups, publishers and event organisers seeking to influence employers, regulators, government and the public at large. To achieve our aims and to bring value to all categories of members we need to be a force capable of significant influence. The power to influence will only exist if the Institute is recognised, respected and involved in its areas of expertise. We will seek to engage either independently or with others with government, local authorities and others in order to bring benefit to society through participation in policy and operational activities.

2) To raise the image and status of our profession

As the Chartered body for the whole of the logistics and transport profession we aim to pursue the objects of the Charter. In setting a strategy for success we seek to promote the status of the profession through the education, training and development of all individuals throughout their careers using all possible means. We will involve individuals in the Institute's activities at all stages of their careers and across all sectors of the profession and we seek to provide relevant opportunities for progression for the greatest possible number of individuals.

3) To have a membership which reflects the diversity of the societies in which we operate

We will seek to engage with everyone either interested or involved in the logistics and transport profession and we will encourage participation and membership from across society. We will do this through active engagement at the national, regional and local levels as well as through employers and educators across the entire spectrum of society.

4) To be the provider of 'the standard' qualifications for the profession

Professional standards have always been a key element in our work and this will continue to be the case as we seek to raise the professional status of logistics and transport. In pursuit of this aim we have an obligation to ensure that the relevant knowledge and skills are available today and into the future through the provision of initial and continuing professional development. We will provide a suite of qualifications applicable to each of the professional sectors which will provide learners with the opportunity for career progression. These will be open to everyone and marketed as widely as possible to enable the greatest possible participation.

5) To significantly increase membership by growing both individual and corporate numbers

We will remain fundamentally an individual membership organisation but we will also seek to involve a greater number of corporate members from industry and academia. The corporate membership packages which we offer have appeal to organisations on a number of fronts. The members can specify a 'bundle' of services within their specific package which includes a number of affiliate memberships for individuals within their organisation. This multi faceted product has broad appeal and helps us to become core service providers to the industries we serve.

Membership grades and pricing will be set to appeal to the greatest number of potential candidates whilst preserving the quality of our professional standards.

Non assessed membership is available to everyone with assessed grades available to individuals according to their levels of qualification and experience. We seek to be a career partner for life for all members and opportunity for all is open and transparent. It will be clear to members and potential members what value is created for the individual at the various grades of membership.

Organic growth is not the only route to increasing membership and partnering with other organisations and sharing service offerings provides additional opportunities for growth and these will be pursued.

6) To be an ambassador for CILT internationally

The continuing development of CILT as an international organisation is an important element in our aim to enhance the status of logistics and transport professionals. The more members we have operating across the globe the more influence our profession can have when it comes to policy making at national and international level. We can of course all learn from each other and the richness and the diversity that a truly effective international organisation can bring has the potential to deliver significant benefit to professionals in all countries. It is also a platform from which to develop significant revenue streams in the delivery of global education, training and services

7) To generate funds to fulfil our obligations and to invest to meet our vision

Our aim is to be financially viable and to operate with an annual operating surplus in the range of 3% to 5%. This trading surplus will enable us to sustain our balance sheet and provide funds for investment

Tactical Plan 2015 /16

Tactical priorities to guide departmental and individual objectives are listed below

- a. Recruit and retain members to a total > 18900 at year end
- b. Convert 150 learners to paying members in the year
- c. Generate an overall financial surplus of > £170K
- d. Move the charity's cash position into sustained positive territory by September
- e. Expand sector specific PD offerings with the launch of 3 branded products each for FORS and IOM by end May
- f. PD, FORS and AO to deliver a combined contribution of £535K for the year
- g. Recruit 6 additional learning centres during the year to end September 2016 with >60
- h. Corporate membership revenue to exceed £465K for the year
- i. Launch 3 new courses under the PTRC brand during the year and continue the growth of TPM by attracting >250 attendees
- j. Generate £265K advertising revenue from all sources in the year
- k. Carry out a series of membership surveys re future membership benefits by end Q1 and introduce at least 1 by end Q2
- l. Launch 2 additional policy groups in sector specialisms by June 2016
- m. Reinvigorate our rail offer through the implementation of 3 initiatives during the year; one each by end Jan, May and September
- n. Launch an effective webshop capability by April 2016 and deliver sales >£10K by year end