



Ambassador Information Pack

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Introduction

The Chartered Institute of Building (CIOB) has established an international ambassador programme to ensure we have a prominent and respected voice on key strategic industry issues in the UK and around the world.

To do this we engage members as 'CIOB Ambassadors' to represent the Institute; develop CIOB policy; promote CIOB membership; and further the objectives of the CIOB for the benefit of the public.

This is not a new concept – our members have been actively representing the Institute for many years. The ambassador programme simply formalises these arrangements to ensure our representatives receive the support they need from the CIOB, and that the CIOB captures the expertise and knowledge that exists within its membership.

A well-managed, structured ambassador programme also allows the CIOB to acknowledge the hard work of its members. Ambassadors are rewarded with industry-wide recognition, personal and professional development, and the opportunity to influence decision makers at the highest level.

For a more detailed overview of the ambassador programme please refer to the CIOB Ambassador Programme information leaflet, available at www.ciob.org.uk/ambassadors.

Types of Ambassador Role

What does the ambassador role involve?

There are many and varied roles within the ambassador programme and activities undertaken are largely determined by individual interests, capacity and expertise. In all instances, the ambassador role is a position of leadership. The onus is on the individual to choose the type (or types) of ambassador role that will suit them. Existing ambassador roles can broadly be described under the following four categories:

Representative ambassador

These are roles that require ambassadors to represent the CIOB on strategically important forums or committees.

Representative roles may be at a regional level in the UK or at a national level around the world.

All representative roles should further the objectives of the CIOB. Positions requiring ambassador representation are likely to be identified by members and ambassadors in conjunction with CIOB staff.

In these roles, ambassadors have agreed to represent the Institute in the best interests of the public and in line with CIOB policy. It is therefore important for ambassadors to ensure they have a good knowledge of the Institute, its objectives and policy, and ensure their expertise is relevant to the position.

Ambassadors are required to report back to the CIOB twice a year on activities, but it is likely that representative roles will require more regular dialogue with the Institute to identify key issues and opportunities for future work.

Public affairs/policy development ambassador

These roles tend to be slightly more ad hoc and are ideal for ambassadors that have particular interest or expertise in specific issues, but don't have the time (or inclination) to attend meetings.

In this role ambassadors will have the opportunity to attend one-off meetings, conferences or events, participate in CIOB policy development, and give feedback to the Institute on specific issues.

An important part of developing CIOB policy is to ensure that it is member-driven and that policy is consistent, well understood and supported by members. The ambassador network is an invaluable group for influencing this process and for communicating CIOB policy and activities. Policy statements on topical issues will be produced by, or in conjunction with, CIOB ambassadors.

All ambassadors will benefit from a tailored public affairs briefing service, to keep them up to date with all the latest in construction industry politics in the UK.

CIOB spokesperson

All ambassadors can express an interest in speaking publicly of behalf of the CIOB. We aim to have a spokesperson for every major issue and endeavour to provide these people with media training and public speaking training as appropriate.

International ambassador

These roles are for international members who have a particular interest in promoting the CIOB in their country.

This includes raising the profile of the Institute, promoting the benefits of CIOB membership, arranging professional interviews for new members, representing the Institute at functions, and acting as a point of contact for members.

An international ambassador will typically undertake some or all of the following duties where appropriate e.g. where a sufficient number of members exist.

Promote and raise the profile of the Institute and its qualifications

- Promote the CIOB and its qualifications in the country/region at functions, seminars, conferences, events etc.
- Represent the CIOB in the country/region within government, education, industry (where the representation is at high level, e.g. involving ministers etc, this should be carried out with the support and with the involvement of CIOB International).
- Act as a point of contact for organising and participating in exhibitions, seminars and events.
- Act as a point of contact for members.

Membership related activities

- Provide existing and new members with information on CIOB activities and qualification requirements and information (via CIOB HQ if appropriate).
- Organise meetings and social functions with members in order to promote the CIOB.
- Organise Professional Reviews for members in the country in liaison with CIOB HQ – Ms Julie Samuels, Section Leader, Professional Review jsamuels@ciob.org.uk.
- Retain and provide marketing material and information for potential members.
- Provide advice to the CIOB on the construction industry and construction education qualification systems within the country.
- Promote the CIOB and develop the recognition of membership.
- Provide information and draft articles on the local construction industry and local membership, etc., for publication by the CIOB within its international construction magazine and website.
- Provide information on members locally who may be able to contribute to the CIOB and its activities.

Skills and Knowledge Requirements

The following criteria are considered to be a minimum requirement for all ambassadors:

- At least five years experience working at a senior level in the industry.
- Commitment to the CIOB and its role as a chartered institute.
- Good general knowledge of the built environment, industry issues and initiatives.
- Knowledge relevant to your ambassador role.
- Excellent networking, communication and IT skills.
- Ability to influence and think strategically.
- Ability to report back, detailing issues, progress and development.

Ambassadors will be able to best judge if their skills and knowledge match a particular ambassador role. This is considered by the CIOB on a case by case basis.

Resources and Support

Ambassador news

The main CIOB newsletter (which is sent to all CIOB members) incorporates ambassador news and activities. In addition to this, a round-up of ambassador programme highlights is emailed to all ambassadors each month.

To keep UK ambassadors up to date with the latest industry news, we send out a weekly customised, public affairs briefing. We are also in regular contact with individuals regarding potential roles and responsibilities that may suit individual skills and expertise.

All ambassador news is posted on the CIOB website at www.ciob.org.uk/ambassadornews.

Ambassador news is strengthened by feedback and updates from ambassadors. Please see the 'Reporting' section for more information.

Marketing material

Marketing material is available for the promotion of the CIOB and CIOB qualifications.

UK-based ambassadors

Please contact the Policy and Ambassador Development Manager on:

Tel: +44 (0)1344 630711

Email: ambassadors@ciob.org.uk

International ambassadors

Please contact the International Co-ordinator on:

Tel: +44 (0)1344 630717

Email: jhartland@ciob.org.uk

Business cards

If you feel you would benefit in your role as an ambassador by having some business cards printed, see contact details below, please contact the Policy and Ambassador Development Manager on:

Tel: +44 (0)1344 630711

Email: ambassadors@ciob.org.uk

Dedicated website

All information and resources will be made available on the ambassadors' dedicated web pages www.ciob.org.uk/ambassadors – which will be updated on a regular basis.

Refund of expenses

The CIOB will refund modest expenses in relation to ambassador activities. For larger expenses, ambassadors must obtain agreement from the CIOB in advance.

For further instructions please go to:

www.ciob.org.uk/about/ambassadors/ambassadorresources.

In the case of international professional review expenses please contact the Professional Review Office jsamuels@ciob.org.uk.

Policy and ambassador development manager

The Policy and Ambassador Development Manager is the first point of contact for ambassadors at the CIOB. Contact details are as follows:

UK ambassadors

Fiona Davies
Chartered Institute of Building
Englemere
Kings Ride
Ascot
Berkshire SL5 7TB
Tel: +44 (0)1344 630711
Email: fdavies@ciob.org.uk

International ambassadors

Fabio Casula
Head of International
Chartered Institute of Building
Englemere
Kings Ride
Ascot
Berkshire SL5 7TB
Tel: +44 (0)1344 630774
Email: fcasula@ciob.co.uk

Reporting

Reporting is important to allow us to evaluate the impact of our work and to ensure we benefit from our ambassadors' expertise and experience.

The CIOB understands that all Ambassadors operate on a voluntary basis, and are often very busy people. We are therefore looking for ways to make reporting easier and more effective.

We are therefore withdrawing the previous report template. Instead, we ask that all ambassadors produce a brief report twice a year outlining ambassador activities undertaken, developments in the construction industry, recent trends and general observations or opinion.

In producing this report please consider the follow:

- How have your activities benefited the CIOB?
- Do you have any recommendations for the CIOB?
- Do you require any additional support to undertake your ambassador role?

In the case of international ambassadors, please provide the following in addition to your six-monthly report:

- a brief summary on membership growth/decline (membership figures are available from HQ via Lynn Hurdwell – lhurdwell@ciob.org.uk)
- a brief report on expenses incurred in carrying out the above with attached original receipts.

All reports should be emailed to ambassadors@ciob.org.uk.

All ambassador feedback, reports and minutes of meetings will be listed on the ambassador website at www.ciob.org.uk/about/ambassadors/activities.

Please note that this is a minimum requirement, and in most cases ambassadors will be in more frequent contact with the CIOB regarding their ambassador activities.

General Information about the CIOB

CIOB organisational structure

Chief Executive's Office						
Legal services, Dispute resolution, Disciplinary, IT and technical support, Branch Network						
CIOB International	Englemere Ltd (EL)	Policy & External Relations (P&ER)	Member & Business Development	Professional & Technical Development (P&TD)	Finance	Human Resources
<ol style="list-style-type: none"> 1 International Branch Offices in Africa, Australasia, China, Hong Kong, Malaysia, Singapore 2 iCON magazine 3 Overseas representatives in 12 different countries 	<ol style="list-style-type: none"> 1 Commercial Trading Subsidiary <ul style="list-style-type: none"> ■ Construction Manager ■ Legal Services Direct ■ Construction Books Direct ■ Catering & Banqueting ■ Event Management ■ Contact Magazine 2 Head Office Roles <ul style="list-style-type: none"> ■ Marketing (Englemere) ■ Event coordination ■ Health & Safety (CIOB) ■ Facilities Management 	<ol style="list-style-type: none"> 1 Press & public relations 2 Marketing (CIOB) 3 Publications (CIOB) 4 Websites 5 Ambassador Programme 6 Policy Development & Research 7 Consultation 	<ol style="list-style-type: none"> 1 Member services 2 CIQ, CIOB Books 3 CPD Administration 4 CBC & CB Consultancy Scheme 5 Conferences 6 Customer Services 7 Data services 8 Professional interviews 9 Professional development Programme 10 Benevolent fund 11 Training partnerships 	<ol style="list-style-type: none"> 1 Faculties & Special Interest Groups 2 Education <ul style="list-style-type: none"> ■ Accreditation ■ Higher education ■ Vocational education ■ Examinations 3 Professional Development <ul style="list-style-type: none"> ■ CPD management ■ Scholarships ■ Awards & competitions (inc. CMYA) ■ Recognition 4 Technical Development <ul style="list-style-type: none"> ■ Technical information services (inc. library) ■ Innovation & research ■ Publications development 	<ol style="list-style-type: none"> 1 Financial strategy 2 Taxation 3 CIOB accounts 4 EL accounts 5 Branch accounts 6 Benevolent fund accounts 7 Payroll 	<ol style="list-style-type: none"> 1 HR Strategy

Faculties and special interest groups

The CIOB coordinates a number of faculties and special interest groups. These groups are integrated into the ambassador programme and provide specialist expertise and advice when necessary.

It is also possible for small working groups or think-tanks to be established from time to time to discuss policy in more detail and advise the Institute.

Faculty of Architecture and Surveying (FAS)

The Faculty of Architecture and Surveying represents the interests of architects, surveyors and related consultancy disciplines within the CIOB. The key objectives of FAS are to respond to the ever-changing needs of the industry with respect to education, training, standards and research. FAS currently operate within four sectors; design, property, surveying and the specialist division.

Health & Safety Advisory Committee

The Institute recognises the importance of Health, Safety and Welfare as a fundamental aspect within the construction industry. In doing so, the Institute encourages this committee to provide a wide range of activities and services to members of the Institute and to the general public. The Committee provides advice on H&S matters; helps develop CIOB H&S policy; and responds to new developments in the construction industry by holding seminars and heightening awareness on new legislation changes.

Conservation, Maintenance and Refurbishment Committee

The Conservation, Maintenance and Refurbishment Working Group (CMRWG) is a special interest group created by the CIOB. It provides a forum to support those involved in the conservation, maintenance and refurbishment of the built environment, which equates to approximately half of the construction industry activities in the UK.

The Group aims to promote these specialist areas within the CIOB, and will in particular have a focus on raising conservation awareness amongst CIOB members. It also aims to promote expert management in conservation, maintenance and refurbishment as well as focusing on conservation as an informed approach to the care of all old buildings.

Building Control and Standards Faculty

The Building Control and Standards Faculty provides a home for professionals operating within the area of building control and standards. The Faculty promotes the role of the building control surveyor and responds to the ever-changing requirements of the construction industry. Particular emphasis will be given to education, training and standards.

CIOB policy development and consultation process

As an ambassador, you have agreed to represent the CIOB in the best interests of the public and in line with CIOB policy. You will also be involved in prioritising and developing CIOB policy. It is therefore important for ambassadors to be aware of the process used by the CIOB in developing policy and responding to consultation documents.

'Policy' can be described as a statement of the ethos and values of an organisation, and can be developed with respect to any number of subjects. For the purposes of this paper, 'policy' refers to the CIOB's position on a public debate, issue or subject, and does not include internal affairs such as staffing, equal opportunities, and finance.

The CIOB produces a UK and an international policy handbook, along with policy statements on more specific issues.

These can be downloaded at www.ciob.org.uk/about/ciobpolicies.

Identifying priority issues

Issues in need of policy development at the CIOB can be identified in a number of ways depending on what is topical in the media, what is being addressed by the Government, and what has been identified by our members (and staff) as important.

Policies can be developed in response to regional, national or international matters. Position statements will frequently be developed in response to government or industry consultations, allowing us to influence the decision makers at an early stage. They will also be developed on industry issues where CIOB can lead the debate.

Strategically the CIOB has agreed to focus on globalisation, health and safety, environmental sustainability, and education and skills as the immediate priorities for policy development, but this does not exclude other topics if considered appropriate.

The Policy and External Relations Directorate at the CIOB is continuously monitoring upcoming issues using a political information service (Dehavilland), a range of industry, media and government networks, and intelligence from members, industry and staff.

The CIOB ambassador network is also central to the policy development process in maintaining a two-way flow of information and a consistent CIOB message.

Policy development process

As far as possible the following process will be followed when developing CIOB policy or responding to any consultations.

Develop a circular

The Policy & External Relations Directorate will prepare a discussion document to circulate to interested members, staff and ambassadors. This will be written in an easily understood format and will include a feedback questionnaire.

The discussion document will be developed in conjunction with other staff, members and/or committee chairs as appropriate.

Circulate discussion document

The discussion document will be emailed to all interested members, staff and ambassadors, being as inclusive as possible to get maximum feedback. Information held on the Concept database about members' interests, can be used to identify specific members for feedback.

If appropriate, feedback can be obtained from a wider audience via the CIOB website and regional offices around the world. The use of online surveys may also be appropriate.

Analyse feedback

Analysis of the feedback will be done objectively, making use of quantitative and qualitative data where appropriate.

Develop a position statement

CIOB policy will be developed in the interest of the public benefit and with consideration of the feedback obtained from members.

If necessary, a think-tank or working-group will be established to fully understand the issues and develop the CIOB's position. The ambassador network will be actively involved in this process.

Policy sign-off

The CIOB has recently undertaken a major governance review, and a new Stakeholder and External Relations Board and Resources Board have been established as part of the new governance structure.

The Stakeholder and External Relations Board will be responsible (amongst other things) for identifying and prioritising relationships with stakeholder bodies; advising on policy development; and reviewing the CIOB corporate plan to ensure its delivery. The Resources Board comprises the Chair of each of the major Boards and Committees. Both Boards advise the Board of Trustees.

In general, policy sign-off will depend on the issue and its urgency. If a short turn-around is required, the Chief Executive or the Deputy Chief Executive may sign-off a policy position, taking feedback where necessary from the office holders or chair(s) of the relevant Board(s).

If the issue is more controversial, sign-off will be requested from the relevant CIOB Boards and/or committees.

If agreement cannot be reached between Boards and Committees the issue would be referred to the Stakeholder and External Relations Board, the Resources Committee, or the Board of Trustees if necessary.

Publicise policy

All CIOB policies will be public information and will be promoted on our website, through our regional offices, and through our publications and the media. The ambassador network will ensure a consistent message throughout the organisation and will be well informed of CIOB policy.

CIOB policy 'bank'

To make sure the CIOB has a record of everything it has said on different issues, all policy position statements and submissions will be filed centrally by the Policy and Ambassador Development manager, and will be available to search on the website.

Declaration and Data Protection

In joining the ambassador programme, CIOB ambassadors agree to the following:

- to represent the CIOB in the best interest of the public and in line with CIOB policy.
- to report back to the CIOB (twice a year) on activities and developments.
- to their contact details being shared with other CIOB ambassadors and CIOB staff (for internal purposes only. Contact details will not be passed to any third party without expressed permission).
- to receive CIOB marketing material and newsletters, including the monthly ambassador newsletter.
- to abide by the Institute's rules on data protection¹.

Duration of appointment

Ambassador appointments will be reviewed each year, but can be terminated in writing at any time by either party.

Ambassadors who do not report back to the CIOB at least twice a year will be contacted in writing and may be removed from the programme.

¹The Institute operates on the basis of strict rules in relation to the dissemination of members personal data and breach of the data protection rules may result in automatic disqualification of the member as CIOB Ambassador and possible action under the Disciplinary Regulations. Any data provided must be used for CIOB purposes only. A guidance document on the use of data is available on request. For further information on data protection please contact the CIOB Legal Manager / Deputy Institute Secretary Samantha Hawkes shawkes@ciob.org.uk.