



**CIOB**

The Chartered  
Institute of Building

# CIOB Social Value Report

Creating Positive Change  
in the Built Environment

**August 2023**

Report by

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CORPORATE SOCIAL RESPONSIBILITY





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**87%** of members believe the CIOB's role to uphold standards of excellence in construction benefits society. 2023 CIOB Membership Survey

**2023 CIOB Membership Survey**

## What is Social Value?

In essence Social Value measures 'what changes' in people's lives and the wider impact on communities and neighbourhoods. The Built Environment, as a sector, has a huge role to play in people's lives, as a provider of homes and spaces, as an employer and as major player in creating the positive social and environmental change required for a modern society.

The vision of the CIOB to improve the quality of life for the users and creators of the built environment, and the brand values outlined on this page reflect how the organisation has a central role to play in generating Social Value in the industry.

# About CIOB

The Chartered Institute of Building (CIOB) stands for the science, ethics, and practice of built environments across the world. It aims to improve the quality of life for those using and creating the built environment.

## Vision

Improve the quality of life for the users and creators of the built environment.

## Mission

Drive up professional standards, push forward innovation, influence political decision and strengthen talent across the CIOB global community.

## Values

### Professionalism

Champion standards and professional ethics in the science and practice of building and construction.

### Integrity

Strive for equity and fairness in CIOB decision making and treatment of others.

### Excellence

Pursue the highest standards of quality in everything the CIOB does.

### Respect

Consider the impact CIOB actions will have on individuals and the public good.

## What the CIOB does

The CIOB has a central role in the management, leadership, education and development of the industry.

### For its members

Guiding and educating them as they embark on their careers.

### For policymakers

Defining the standards for all to meet.

### For the public

Creating an environment they can live and work in safely, comfortably, and confidently.



# Leading the Cultural Shift

The aspiration to lead a cultural shift towards ever increasing professionalism in the construction industry, is built on the foundation of the CIOB being the world's largest and most influential professional body for construction management and leadership.

Since the Institute's formation in 1834 the CIOB has been promoting the science, ethics and practice of building and construction for the benefit of society, and its stated aim to 'lead a cultural shift towards professionalism in construction', forms just one part of a bold ambition to become the 'global professional body of choice for clients'.

# Royal Charter

The CIOB was granted a Royal Charter in 1980. A key objective, as defined in its Royal Charter is:

**The promotion for the public benefit of the science and practice of building and construction.**

The CIOB's story starts from the outside-in, with what matters to the users and creators of the built environment, and with CIOB's remit in helping the construction industry respond.

It's clear that the construction industry has great responsibility and influence. The way it works determines how well the built environment serves the needs of the people who use it directly, and society as a whole.

The industry has pressing issues around quality, sustainability, trust, and responsibility. The industry needs to improve productivity and widely adopt new technologies and techniques. Running through everything, there is a need to recruit and retain a larger, more diverse, and more skilled workforce as part of a high quality, innovative industry.

**This means there's a need for a decisive shift.**

# ‘Championing Modern Professionalism in Construction Management’

The CIOB’s Corporate Plan 2023 – 2028 focuses on Modern Professionalism and builds on the Institute’s aim to ‘lead the cultural shift’ in the construction and operation of the built environment and champion the cause for a professional, skilled, and sustainable industry.



“Essential to providing high quality outcomes is a commitment to professionalism. This is well established in fields such as medicine, accountancy, and civil engineering, but it is not consistent across construction. The concept of professionalism needs to become central, not peripheral. And professionalism alone is not enough. There are new and evolving issues that the industry needs to respond to. What is needed is modern professionalism.”

**Page 7 – CIOB Corporate Plan 2023 - 2028**

## CIOB Modern Professionalism:

- Continually evolves to meet the changing needs of society, responding to new challenges and opportunities.
- Combines accredited competence with ethical conduct, underpinned by a clear moral compass.
- Ensures individuals and companies provide high quality outcomes, generating personal pride and satisfaction while creating a competitive and successful industry.
- Is recognised in a way that is publicly visible, inspiring confidence and trust.



# Social Value and the Built Environment

The built environment plays a part in everyone's life. It provides the environment we live in, where we work, and where we spend much of our leisure time. The built environment affects our health and wellbeing, it can also affect our mood, both positively and negatively. In short, our lives are intertwined with the built environment and its potential to create social value therefore is significant. The CIOB's aim to improve the quality of life for those working in the industry, as well as the quality of life for the users of the built environment is a central element of this.

Continuous improvement and championing standards lay at the heart of the CIOB and the breadth of engagement the organisation has, from influencing policy makers to providing the training for driving improvement means the organisation is ideally placed to affect change.

The challenges that the industry faces are significant and wide ranging. The World Green Building Council estimates that 39% of Greenhouse Gas emissions come from the construction (11%) and the operation (28%) of the built environment. The industry sits at the very centre of many government targets to achieve net zero carbon.

In addition, the focus on safety brought about in the aftermath of Grenfell, wider health challenges being faced by the social housing sector, the threat posed to the industry by modern slavery, and the mental health epidemic faced by the industry (two construction workers take their own lives every day), all provide

major challenges to the industry. Add to this an industry still transitioning to become truly diverse and inclusive, and the opportunities for creating social value through change and improvement are wide ranging.

The weight of expectation on the industry is high and the timing of the CIOB's Corporate Plan which champions modern professionalism in the industry could not be better timed.

Helping members to shape their careers and providing them with the knowledge and resources to engage on every key issue within the sector has the potential to provide social value at every touchpoint. In addition to the quality of the training and resources provided, the CIOB through its recently launched Tomorrow's Leaders programme and its mentoring service, is providing members with a more curated journey through the benefits of membership.

**The CIOB is delivering its vision and mission, one individual at a time.**

# Stakeholder Engagement

Central to the role of the CIOB and to the concept of social value is engaging stakeholders, and the statistics below show the extent of engagement with members and the variety of ways in which this is delivered. The different avenues used to engage people ensures members are kept informed of opportunities, of important insight about change in the industry, and the wider benefits of membership.

## 2022 Figures

### Membership

**48,403**

Members

**4,777**

New Members

**1.497**

Upgrades to Chartered Membership and Fellowship

### Training

**117,886**

Total Academy users online

**11,539**

CPD packages purchased or downloaded

**Over 500,000**

Visitors to the CIOB academy website

### Engagement

**2.2 million**

Users of CIOB Online

**7,000**

Members downloading the CIOB Connect App

**1.5 million**

Readers of CIOB Magazine Online

87% of members believe the CIOB's role to uphold standards of excellence in construction benefits society.

## 2023 CIOB Membership Survey

In addition to the opposite figures the annual members survey gives members a voice to outline what they feel works well, what they value most, as well as areas for improvement. There are regular newsletters and communications on specific issues and additionally, the CIOB has developed the CIOB Connect App which places CIOB benefits at members fingertips and has been downloaded by over 7,000 users.

This sits alongside a growing number of members taking up the opportunities offered by both the CIOB's mentoring service and the recently launched Tomorrow's Leaders programme. Tomorrow's Leaders focus on enhancing the pipeline of high-quality construction talent and provide an additional voice for shaping future CIOB activity.

Stakeholder engagement was enhanced this year through direct discussions with the membership hubs, with members taking up the role of Tomorrow's Leaders Champions and with members accessing the support and guidance offered by the mentoring service.

The membership hubs provide the network by which members can engage in their locality, supporting others, promoting membership, exchanging

ideas, and shaping and innovating on how the hub engages in their area.

All hubs have extensive engagement programmes with the education sector, through programmes with schools, colleges, and universities. This ranges from providing guest lectures for local colleges and universities on a variety of topics in the built environment, to operating local and regional student challenges and promoting equality, diversity, and inclusion (EDI) in the industry. This is much valued by the sector, giving students insight from people who have been there and done it, understand the industry and its challenges, and creates the link between education and industry. All the hubs also support careers fairs, as well bringing industry opportunities and insight to those students beginning to look for openings in the industry and putting their learning into practice.

Membership hubs collaborate with local education establishments and wider stakeholder groups to engage in ways that are best suited to the needs in that locality. For example, in Scotland a long-standing partnership exists with 'A Class of Your Own'; a project that supports disadvantaged pupils who perhaps would not normally aspire to working

in the industry and creating the links to change perceptions and aspirations. This partnership has been in place for 7 years and has engaged 14 schools over that period.

Increasingly the hubs bring new and innovative ways to engage, with speed careers having been piloted in one area (and very well received), allowing students to interact with a lot of industry professionals on different topics in a short period of time. 'CSR' days are also increasing with volunteering days: for example, litter picking on local canal towpaths and walkways, also linking to good mental health as 'walk and talk' days.

Additionally, most membership hubs operate awards dinners, golf days, quizzes and similar activities to support engagement, and a number of 'socials' also double up as fundraisers for the charitable work and support provided to members, through the charitable arm of the CIOB, CIOB Assist.

All membership hubs also have a Tomorrow's Leader Champion sitting on their committee and although only formerly launched in 2022, Tomorrow's Leaders are already playing active roles in the hubs. For example, in London, Tomorrow's Leaders are an effective conduit for engaging with universities providing CIOB accredited courses, creating increased engagement through guest lectures etc, but also a new initiative 'Bright Futures' a student challenge activity based around a half day site visit and interaction with those delivering the scheme on site.

The CIOB mentoring service has also increased the numbers engaged rising from 284 to over 500, and that number is expected to grow again during the current year. Having engaged with a number of mentees benefitting from the service the feedback has been very positive with the communication around the opportunities for mentoring being widespread and inclusive, the portal receiving recognition for being easy to use and navigate and the standard of mentor also being praised.

The opportunity to 'filter' the process for the specific support people were looking for, aligned to the quality of mentors that were then available was well received. The majority of mentees appear to be looking for support around their professional review and were happy with the support they received, in some cases the mentoring relationship formed may support with future guidance as people progress through their careers.

**The following represents some of the feedback received directly from mentees.**

“My mentor is approaching retirement and the wealth of experience and knowledge has been really useful”.

“I have found the whole mentoring process so positive, not only in terms of my professional review, but also in terms of career progression. I would definitely consider becoming a mentor at a future point as a way of giving something back”.

“I felt that I had been ‘messaging about’ with my professional review for over two years, my mentor focused me on the task in hand and it was submitted within six weeks!”

“I found my mentor to be very flexible and responsive, it helped me so much and I can’t thank them enough”.

“I was struggling a little with my professional review and my mentor has been very helpful, he gave me lots to think about and consider, he has been an excellent ‘critical friend’”.

“The mentoring process has been the best part of my membership of the CIOB to date”.

“The opportunity to utilise more than one mentor I found really useful. It provided even more comprehensive support and guidance”.

# CIOB Assist

CIOB Assist is open to members and former members of the Institute and their dependent families, helping people deal with difficult times and challenging personal circumstances. CIOB Assist has made a step change during 2022 in the numbers of people it is supporting, assisting 484 people compared to 290 the previous year.

The membership is becoming more widely aware of CIOB Assist and the work it undertakes, through increased communication and through fundraising activity undertaken via the membership hubs. However, the key element in wider take-up seems directly linked to CIOB Assist following up on members asking for support with membership fees at their point of membership renewal. This allows CIOB Assist to be more proactive in identifying and offering to support to members who may be suffering financial hardship or going through challenging times.

The growth in support to members looks set to continue, as the first four months of 2023 has seen over 450 applications for support already. The standard of support is excellent and has been strengthened in recent years by the partnership with Anxiety UK, allowing CIOB Assist to be even more responsive to members affected by the mental health crisis in the industry.

All aspects of the work of CIOB Assist directly delivers social value and below are just a few examples of feedback from those members benefitting from the support it offers.

“Only someone in need can actually understand what it means not to be able to provide for the family. The support really brought relief to me and my family because I also developed high B.P due to stress and overthinking of the situation”.

“I have been a member since 2014 and this good deed can never be forgotten”.

“The impact could not have been more positive! It helped us to just get by, and even buy Christmas presents!”



“ To be helped more from CIOB than the job centre, citizens advice and the benefits system was truly heart-warming”.

# Overview of Activity Generating Social Value at CIOB

## **CIOB Academy**

– The engine room for driving social value within the CIOB through its constant engagement with members and the wider industry. For an organisation with over 48,000 members worldwide, it is not surprising that the impact of its training is significant and this ranges from a variety of training courses to a wide range of CPD packages (both free and purchased), and Massive Open Online Courses (MOOCs).

The CIOB Academy includes the knowledge hub where technical guidance and codes of practice, greatly valued by the membership, can be downloaded. The codes of practice developed by the CIOB, and the technical guidance sheets provide practical day-to-day support that drive the industry forward, on a path of continuous improvement and help to maintain and improve standards.

## **CIOB Connect**

– This newly delivered App provides support and resources at members fingertips. It has been downloaded by over 7,000 users and provides a direct route for getting skills, knowledge, and resources out into the membership community.

## **Mentoring**

– The mentoring service has been communicated widely and has established itself as an excellent support opportunity for those members submitting their professional review. A number of mentees commented on the ease to access, the choice of mentors, and the quality of mentoring received. The programme is likely to carry on growing its positive impact.

## **Global Student Challenge**

– The Global Student Challenge is open to teams of students worldwide. The changing of the platform for setting the challenge is allowing greater alignment with the principles of the CIOB, allowing the challenge to better reflect the CIOB's positioning on 'Leading the Cultural Shift', and 'Modern Professionalism'. 38 teams took part in 2022 worldwide, helping embed the principles of Modern Professionalism at an early stage in people's careers.

“We have a huge responsibility to deliver the best conditions and highest quality we can, for those who create our built environment and all those who live and work within it – in short, for all of us”.

**Caroline Gumble, CEO, CIOB**

### **Membership Hubs**

– The membership hubs lead on taking the expertise of the membership of the CIOB out into the community, primarily through links with universities, colleges and schools, supporting those seeking a career in the built environment, but increasingly through other areas including volunteering and health and wellbeing. There are 58 hubs worldwide.

### **Ambassadors/STEM engagement**

– Science, Technology, Engineering and Mathematics has been high on the Government’s education agenda for some time and the CIOB ambassadors take time to engage with students on this agenda, assisting learning, creating confidence and supporting and championing the STEM agenda.

### **Tomorrow’s Leaders**

– Tomorrow’s Leaders focuses on building professionalism and enhancing the pipeline of high-quality construction talent. There is a more ‘curated’ journey through the opportunities offered by membership, including improved tagging of resources which highlights resources vital for Chartered membership. The reach of the programme, which has built on its predecessor ‘Novus’, touches all significant stakeholder groups at the CIOB and is helping support the CIOB’s Modern Professionalism agenda.

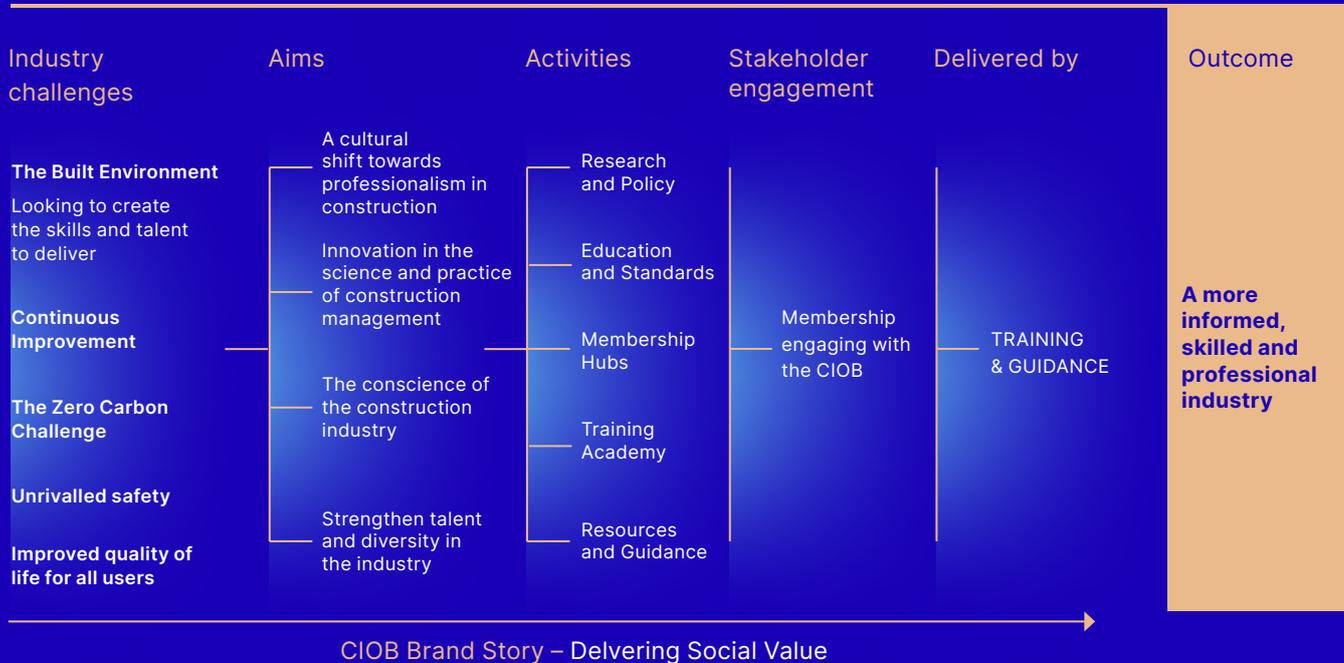
### **CIOB Assist**

– CIOB Assist supports members and their dependent families experiencing difficulties. The partnership with Anxiety UK is now well established and a further 49 members benefitted from their support this year. CIOB Assist has seen an increase in members supported of approximately 60%, reflecting the increased visibility of support to the membership, and perhaps also the challenging times in which we are all living.

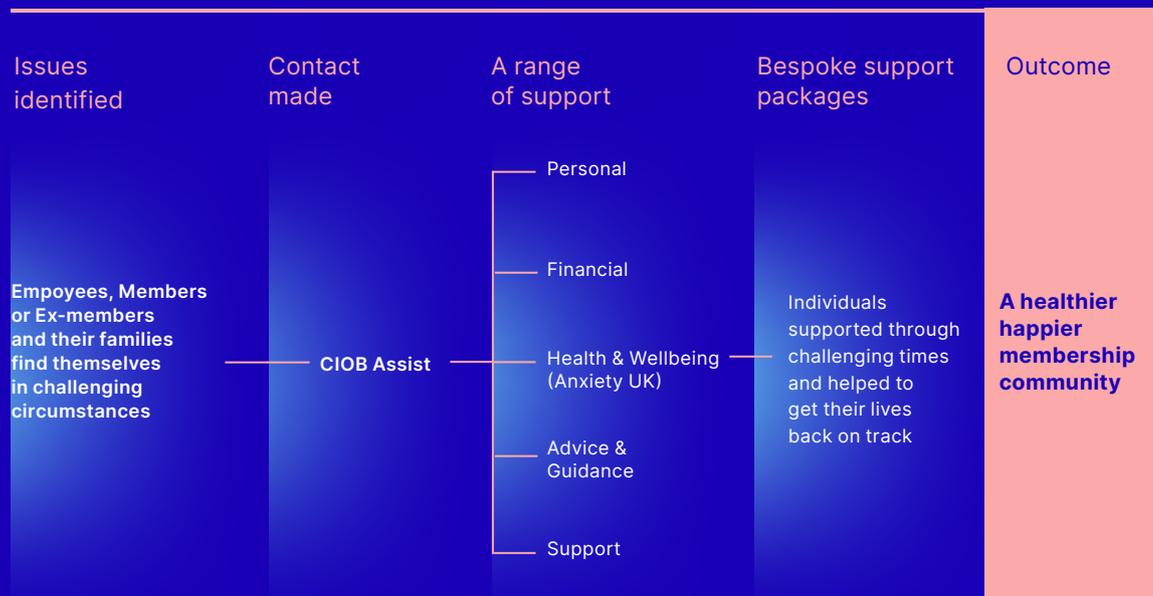


# Theory of Change

## CIOB



## CIOB Assist



## Social Value Calculation

CIOB activity	Social value measure	Amount of people benefitting	Average social value	Sub total	Minus deadweight	Social value
Training courses delivered	Vocational training	636	£3,648	£2,320,128	£69,604	£2,250,524
People achieving membership/fellowship	Vocational training	1,497	£3,648	£5,461,056	£163,838	£5,297,218
Mentoring	Job related training not provided by the employer	500	£1,304	£652,000	0	£652,000
CPD & Downloads of learning material	Job related training not provided by the employer	11,531	£1,304	£15,036,424	0	£15,036,424
Global student challenge	Vocational training	152	£3,648	£554,466	£16,634	£537,832
MOOC's	Job related training not provided by the employer	2,718	£1,304	£3,544,272	0	£3,544,272
CIOB Connect	Job related training not provided by the employer	7,000	£1,304	£9,128,000	£821,520	£8,306,480
Tomorrow's Leaders	Not currently counted	6,059				
Ambassadors/STEM engagement	Job related advice not provided by the employer	6,055 students benefitting	£1,304	£7,895,720	0	£7,895,720
Membership Hubs	Job related advice not provided by the employer	5,800 students benefitting	£1,304	£7,563,200	0	£7,563,200
CIOB Connect	Able to obtain advice locally	7,000	£1,304	£9,128,000	£821,520	£8,306,480
<b>Total</b>						<b>£51,083,670</b>

CIOB Assist	Social value measure	Amount of people benefitting	Average social value	Sub total	Minus deadweight	Social value
Financial support	Relief from the burden of debt	119	£16,776	£1,996,344	£19,963	£1,976,381
Wellbeing support	Relief from depression and anxiety	49	£25,889	£1,268,561	£253,712	£1,014,849
Ill-health support	Good overall health	46	£20,791	£956,386	£162,586	£793,800
Employment advice	Secure job	7	£10,569	£73,983	£25,154	£48,829
Other	Obtain advice locally	263	£2,773	£729,299	£65,637	£663,662
<b>CIOB Assist Total</b>						<b>£4,497,521</b>
<b>CIOB Services Total</b>						<b>£51,083,670</b>
<b>Social Value Total</b>						<b>£55,581,191</b>
<b>Amount Invested in Services</b>						<b>£13.7 million</b>

For every £1 invested in CIOB services £4.06 of Social Value is generated.





For every  
**£1** invested  
in CIOB services  
**£4.06** of Social  
Value is generated.

# Summary

The vision statement of the CIOB to 'Improve the quality of life for the users and creators of the built environment' and its Royal Charter committing the organisation to work 'for the public good' is reflected in all the Institute does. The CIOB works on numerous levels of influence, from raising standards, helping shape policy to supporting students and those at the start of their careers to aspire to excellence in all they do.

The CIOB has the potential to generate social value in numerous ways, affecting change in the industry and championing a built environment which meets the needs of everyone. As such the ripple out effect of the CIOB's work may generate social value for years to come.

Social value has been measured in this report by the direct impact the CIOB has on its members. Through the training academy, the resource library, CIOB Connect, mentoring and the local connections made by the membership hubs.

The skills and expertise of the CIOB and the resources it produces supported by a comprehensive communication plan; all cascade the building blocks of Modern Professionalism championed by the CIOB's corporate strategy.

This estimation is based on quantitative data, reflecting the number of members proactively engaging with, and benefitting from, the training, resources and learning provided by the CIOB.

Closer engagement with the membership hubs, the mentoring programme, and members themselves has helped to evidence greater social value this year. However, next to the range of influence and impact, we remain confident that this remains a conservative estimate.



Using the principles of Social Return on Investment (SROI) Collins McHugh has estimated the value of CIOB's social impacts, based on quantitative statistical information given to us by the Institute, and by the qualitative context provided by discussions with a range of key personnel and CIOB members.

Barry Collins has over 25 years' experience in Corporate Social Responsibility (CSR) and Social Value Reporting and is a trained Social Value practitioner (Social Value UK). Collins McHugh is a licenced provider of the AA1000As standard for Stakeholder Engagement.



# Appendix 1 - CIOB Linking to United Nations Sustainable Development Goals



Adopted by all United Nations Member States in 2015, the UN SDGs look to provide a shared blueprint for peace and prosperity for people and the planet, now and into the future. At its heart are the 17 Sustainable Development Goals (SDGs), which are an urgent call for action by all countries – developed and developing – in a global partnership.

Many elements of the work of the CIOB have significant links to the UN SDG's, and the work of the Institute probably touches all 17 goals to a greater or lesser extent.

The primary SDGs where the Institute is contributing are as follows:



**SDG 4 – Quality Education** – Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all.

**CIOB Contribution** – A core aspect of the operation of the CIOB, the stewardship of standards and accreditations and the focus on keeping and enhancing the quality of qualifications. The delivery of quality training and development.



**SDG 9 – Industry, Innovation and Infrastructure** – Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation.

**CIOB Contribution** – The CIOB is a champion of both innovation and inclusive approaches to the built environment and of sharing learning across different countries.



**SDG 11 – Sustainable Cities and Communities** – Make cities and human settlements inclusive, safe, resilient, and sustainable.

**CIOB Contribution** – The built environment obviously is the central feature here with the quality of buildings and environments central to the sustainability of our cities and communities. The CIOB works extensively to address all these issues.



**SDG 13 – Climate Action** – Take urgent action to combat climate change and its impacts.

**CIOB Contribution** – The reduction of carbon emissions is a key driver for the CIOB, both in the way we currently manage our built environment and also in terms of the design, construction and operation of the built environment going forward, and skills and talent base needed to deliver this.



**SDG 17 – Partnerships for the Goals** – Strengthen the means of implementation and revitalise the global partnership for sustainable development.

**CIOB Contribution** – The CIOB collaborates worldwide and therefore is ideally placed to facilitate the sharing of information and best practice in the 100+ countries where the Institute has members.

Direct links to the UN SDGs do not necessarily increase Social Value, but they provide further background and context. The CIOB's Brand Story also complements the UN SDGs in its vision and intent.

## Appendix 2 – Social Value Calculation – Rationale

We have used the following reasonably narrow band of financial proxies, which reflect the training and guidance provided to members and the wider construction community and those with an aspiration to enter the construction industry. The narrow band of proxies used to establish the figure in this report, still generate a highly impressive figure.

The proxies we have used also have the benefit, in most cases, of not requiring an increased burden of record keeping and data collection, although a small increase in this area in relation to CIOB Assist may be required.

### Specific financial proxies utilised and reasoning.

**Vocational Training (£3,648)** – The figure reflects the ‘average’ value for those undertaking vocational training in any format. We have used it in this calculation for direct training courses undertaken by the membership, for achieving membership of fellowship and for the reasonably small numbers (in relation to the total work of the CIOB) of students undertaking the Global Student Challenge. The evidence trail for all three areas is the quantitative data created by the CIOBs systems and procedures.

**Job related Training not Provided by Employer (£1,304)** – For all other areas we have used this smaller financial proxy to ensure we avoid overclaiming. As the financial proxy is an average, we have used it to cover a wide range of activities covering not only practical day-to-day guidance and resources, but also mentoring activity, Massive Open Online Courses (MOOCs) covering key areas such as sustainability, and external engagement providing advice and guidance to students on the STEM agenda and via the membership hubs.

Higher value proxies were used last year for both mentoring and MOOCs (in the case of mentoring significantly higher values), but as this would impose a greatly increased administrative burden to provide the evidence trail, and because the use of the lower financial proxies ensure not overclaiming, we have gone with this simplified approach.

The values attained still reflect the very positive impact of the work of the CIOB.

### CIOB Assist

#### **Relief from the Burden of Debt (£16,776)**

– For those receiving financial support from CIOB Assist we have used the relief from burden of debt proxy. Last year there was a ‘debt advice’ activity reflecting just giving guidance and support, whereas this year all the beneficiaries have received financial support, providing a greater level of support.

#### **Relief from Depression and Anxiety (£25,889)**

– With the partnership with Anxiety UK well established, we have used 100% of the figure as the number of beneficiaries (49 out of a membership of 48,000) suggests that in these cases support was very much required, and also that through the partnership with Anxiety UK the quality of support is assured.

**Good Overall Health (£20,791)** – Representing the support given to those facing severe health issues and requiring support to improve their health and return to good overall health.

**Secure Job (£10,569)** – We have used a lesser figure than that for finding employment here as some of the advice may have been in relation to people feeling insecure in their role or current employment.

#### **Able to Obtain Advice Locally (2,773)** –

Communities are recognised in two forms, geographical and ‘interest’ based. For this financial proxy we have used membership of the CIOB, as the community. CIOB Assist allows members to gain support in challenging times from with their own ‘community’.

Note. At this moment in time, we have not used Tomorrow's Leaders (6,059 people registered) to generate Social Value, as the programme operates as a curated journey into the significant training and resources offered by the CIOB and may therefore have led to double counting. We will review this next year.

The financial proxies used in the calculation are taken from the HACT Social Value Bank and are being used for non-commercial purposes, a licence fee may become payable to HACT should figures be used for commercial purposes. None of the work within this report is attributable to HACT.

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