

COMMERCIAL INTERIORS UK STRATEGY 2026 - 2029



Commercial Interiors UK empowers accredited commercial furnishing suppliers to drive growth across the industry. Every initiative we undertake is designed to support our accredited members' businesses, supporting them to thrive and lead in a globally competitive marketplace.

MISSION

We lead a connected, influential, and competitive commercial interiors sector by championing our Accredited Members and enabling them to grow through knowledge, relationships, and opportunity.

VISION

Through Commercial Interiors UK accreditation, our members are Trusted Suppliers and global leaders in creating purposeful, high-performing, and enduring commercial spaces.

VALUES

Integrity: Our accredited members operate with professionalism and integrity, and trade on their reputation.

Progressive: Working with our accredited members to safeguard the future of our sector, the next generation, and our impact on it.

Transparent: We are a transparent organisation which clearly shares our governance, strategy, and organisational reporting with our members.

Inclusive: We are inclusive and diverse, representing the interests of the whole community, not only our accredited members.

Courageous: We take calculated risks, within a defined framework, for our accredited members' benefit and growth.

MEMBERSHIP

We will grow and strengthen a highly engaged membership community that reflects the breadth, quality, and influence of the UK's commercial interiors furnishing suppliers. Strengthening the positioning and communication of member benefits, creating a clear foundation for recruitment and retention, will be the starting point.

CIUK will be recognised as the essential organisation for credible, progressive businesses, providing value through advocacy, visibility, industry intelligence, and commercial opportunities.

Accredited Member status will stand as a recognised mark of quality, professionalism, and trust, with Trusted Supplier status carrying considerable weight within the specification process.

Success will be a larger, stronger membership community, improved retention, a more valuable member offer, accredited status embedded as a requirement within specification, and a recognised supporter of the next generation of industry leaders.

GOVERNANCE & FINANCE

We will strengthen CIUK's governance and financial framework to support confident decision-making, clear accountability, and long-term organisational sustainability.

Reviewing and clearly communicating the governance structure of the CIUK Board and Council will be the starting point, creating a strong foundation of trust and representation.

As a not-for-profit organisation, CIUK will operate with financial discipline and purpose, managing resources responsibly, maintaining stability, and reinvesting wherever possible to deliver maximum benefit to members.

Governance and finance will underpin member confidence in the organisation, ensuring CIUK is resilient, transparent, and equipped to grow, adapt, and lead with credibility.

Success will be a more effective and clearly understood governance structure, consistent financial stability, continued investment in reserves, and the reinvestment of profit into membership value and the wider commercial interiors sector.

MEDIA

We will strengthen CIUK's voice, visibility, and influence across the commercial interiors sector, growing the reach and impact of our digital platforms among members and the audiences they want to reach. Clarifying the role of each media platform and strengthening how they work together to support member visibility, sector engagement, and organisational growth, will be the starting point.

Design Insider is a distinctive media strength for CIUK, its reach across the UK and international interiors community will be expanded, playing a stronger role in driving visibility, audience growth, and commercial opportunity for accredited members.

Across CIUK's media channels, including the website, members' area, social media platforms, Design Insider, and Supplier Finder, we will create a more connected digital ecosystem that brings together accredited members and their target audiences.

Success will be a stronger and more visible CIUK brand, growing digital audiences across all platforms, increased engagement with member content and resources, greater reach for Design Insider in the UK and internationally, and more traffic and value generated through Supplier Finder.

EVENTS

We will deliver a coherent, high-quality programme of events that strengthens CIUK's role at the centre of the commercial interiors sector, connecting the industry, showcasing innovation, and creating meaningful commercial opportunities for accredited members. Reviewing the current portfolio to sharpen how each event supports member value, audience growth, and commercial return will be the starting point.

Our events will be recognised for their relevance, supporting business development, and impact, strengthening relationships, and fostering collaboration across the supply chain.

Through a combination of owned events and strategic partnerships in the UK and internationally, CIUK will bring together accredited members, specifiers, designers, operators, and wider sector audiences.

Success will be a strong and effective event portfolio, increased attendance and participation, greater commercial opportunities for accredited members through both CIUK and partner events, growth in the reach and value of Supplier Finder Show.

EDUCATION & TRAINING

We will position CIUK as a trusted provider of high-quality education and professional development for the commercial interiors sector, strengthening skills, supporting progression, and helping future-proof the industry. Establishing a framework for a range of training formats, informed by member survey feedback on the needs of members' businesses, will be the starting point.

Our education and training activity will support development at every career stage, strengthen professional standards, and deliver support into the industry for emerging talent.

By working with educational institutions and industry partners (FIESTA), CIUK will help connect learning with practice, support lifelong development, and reinforce the value of British design and manufacturing excellence across the commercial interiors sector.

Success will be a credible and growing training offer delivered both in person and online, stronger partnerships with universities and industry, and the creation of practical support that benefits both accredited members and the next generation entering the sector.

POLICY & PUBLIC AFFAIRS

We will act as a confident, credible, and member-led advocate for the interests of our accredited members, with the objective of ensuring that the commercial interiors sector is represented and heard at policy-making level. Strengthening our relationships with key industry bodies and clarifying the policy issues where CIUK can have the greatest influence will be the starting point.

By working collaboratively with government stakeholders and sector partners, including through Directorship of British Furniture Confederation and FIESTA, as well as ongoing relationships with organisations including FISP, ACID, and FIRA, we will seek to help shape regulation, influence debate, and protect the interests of accredited members.

Our role will be proactive, informed, and practical, with the objective of keeping members up to date with the legislative, regulatory, and compliance developments that affect their businesses and sector.

Success would be reflected in stronger policy relationships, greater influence in areas that matter to accredited members, more effective representation with government and industry bodies, and better-informed members who are supported to respond to regulatory and compliance change.