



# ALARM

embrace risk

## BUSINESS PLAN 2024-2026



INTRODUCTION

ALARM is a not-for-profit professional membership association that has supported risk management practitioners since 1991. We provide our members with outstanding support to achieve professional excellence including education, training, guidance and best practice, information and insight, networking, and industry recognition for excellence across risk management.

With over 900 members, ALARM is unique in that it is run by members, for members, so everyone can get involved.

The terms risk management and management of risk are used for consistency in this plan, and it is recognised that a number of other professions fall within this scope.

Membership is available to anyone with a responsibility for (but not limited to) risk, insurance, business continuity, emergency planning, governance, health & safety, assurance, audit and anti-fraud, across the following:

- Local government - councils, unitary, mayoral offices, combined and devolved authorities
- Blue light - police, crime commissioner offices, fire & rescue services, and ambulance services
- Education - schools, colleges, universities, and exam boards
- Central and devolved government departments and agencies
- Health & social care - NHS trusts, GP surgeries, and care providers
- Housing - registered providers, arm's length management organisations, for-profit housing providers, and councils
- Third sector - charities and not-for-profit organisations
- Other organisations commissioned to provide services to communities and citizens.

## OUR VISION

ALARM's vision is that professionals with the responsibility for the management of risk are trained, supported and recognised for the excellent work they do. ALARM's vision is to raise the profile of risk management professionals.

## OUR MISSION

ALARM's mission is to promote excellence in risk management practice, support career development in risk management and be the member organisation of national influence, with good depth of membership, high levels of member and sponsor engagement, quality events, education and training.

## OUR VOICE

ALARM sets the professional standard on what strong risk management looks like. The purpose of ALARM is to help risk practitioners be the best in their roles, develop professionally, and support their organisations in embracing risk. ALARM also represents members and lobbies on their behalf across all elements of risk management in the UK.

## OUR PEOPLE

### ALARM MEMBERS

Individual and corporate members from various regions, disciplines or sectors who learn and share best practice together

### ALARM BOARD

Elected or appointed directors who, as volunteers, look after the organisation's strategic management and resilience

### SPONSORS

Partners that provide professional, technical and financial support to help ALARM achieve key strategic objectives

### ADMINISTRATION & SUPPORT SERVICES

Our contractors and suppliers who provide a range of specified services to support ALARM and our members

## OUR STRATEGIC OBJECTIVES

Be a highly valued, respected and influential professional membership association to members and other stakeholders

Address the needs of risk practitioners in their professional development and recognise excellence in their use of risk management

Sustain and build membership across all our portfolio

Be recognised as an excellent provider of risk management guidance and best practice products and services

Be a responsible, resilient and sustainable organisation

## OUR PRIORITIES and ACTIONS

Be a highly valued, respected and influential professional membership association to members and other stakeholders

- ONGOING
  - Consult with members on relevant risk and insurance matters, provide an ALARM view on industry and government consultations, and represent members interests in relevant developments
- NEW
  - Develop and deliver a strategic approach to build new, and strengthen existing partnerships, with other organisations known for their national influence (years 1 and 2)
  - Explore options to raise ALARM's profile at a strategic level

To address the needs of risk practitioners in their professional development and recognise excellence in their use of risk management

- ONGOING
  - Provide regional and national learning events and deliver conferences with high quality educational content, provide training opportunities for those new to risk management and those seeking to expand their knowledge, and deliver the annual ALARM Risk Awards, a platform for recognising professional excellence
- NEW
  - Launch the new CPD portal as a central repository for members to record CPD and review data for future development
  - Review training formats, face to face events, networking opportunities and associated cost models

To sustain and build membership across our portfolio

- ONGOING
  - Ensure our membership offering remains relevant and value for money to current, and prospective members
- NEW
  - Commence post Board briefings to enhance communication between regions/sectors and the Board
  - Enhance our approach to succession planning and structural sustainability
  - Develop role profiles that demonstrate the value of engagement with ALARM

**To be recognised  
as an excellent  
provider of risk  
management  
guidance and best  
practice products  
and services**

- ONGOING
- Provide access to a range of resources and on-line knowledge library, technical guidance relevant to members needs, and round table industry updates
- NEW
- Deliver Back to Basics guides for Resilience
- Develop and deliver Back to Basics courses for Insurance
- Deliver a new Social Value good practice guidance document for member organisations and industry suppliers in insurance related procurement
- Develop new KPI's/ matrices to ensure value for money
- Undertake web article and social media analysis

**Be a responsible,  
resilient and  
sustainable  
organisation**

- ONGOING
- Ensure organisation policies, financial plans, risks and business continuity arrangements are up to date and reviewed regularly, and ensure Board development/ competency for a range of company matters
- NEW
- Finalise the setting up of the new risk environment within SharePoint, with associated PowerBI reporting
- Undertake a holistic review of risk profile following approval of the new Business Plan
- Develop an induction programme for new Board Directors