



# Property Investment Strategy

## The CIPFA Property Approach to Strategic Public Sector Investment Excellence

There is clear logic in using property investment as a means of securing income to support service delivery. In addition, its use in furthering sustainable regeneration programmes and providing security and financial stability in the long term, are aims that resonate with many in local government.

CIPFA Property exists to support public sector property professionals and teams in achieving excellence. Doing things the right way consistently requires clear linkages between all levels of the organisation.

As authors of both the Treasury Management and Prudential Codes, we are uniquely placed to ensure that public bodies form their policies and strategies around capital and investment in adherence to best practice principles.

By developing risk based investment policies, strategies and plans, a firm foundation for success can be established. It is only from this position that you can be certain your decision making is delivering your strategic investment objectives.

Focussing on a few key areas enables a structured and effective approach to be developed that can be flexible enough to adapt to changing circumstances:

### Develop Internal Situational Awareness

- Be clear what the investment objectives are
- Understand what you already have and how it performs
- Be clear on what 'good' looks like

### Understand the Environment

- Understand the markets in which you want to operate and the investment risks they present
- Assess the skills and knowledge you will need

### Set the Conditions for Success

- Be clear on priorities. Use them to inform policy
- Understand who your key stakeholders are
- Develop 'fit for purpose' governance

## Find out more

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