



Overview

CIEH is in the middle of a three-year strategy intended to deliver financial stability, reverse membership decline and ensure our future relevance to a diverse and complex profession.

Corporate objectives

We have agreed four strategic pillars each with its own objectives, deliverables and KPIs.

- **Voice and visibility** – to ensure that CIEH is recognised as the voice of the profession by its members, stakeholders, key decision makers and the public
- **Membership** – to maintain our current membership base while increasing the number and variety of environmental health professionals joining CIEH
- **Professional development** – to develop a professional development framework and assets that set the standards for professionalism in environmental health
- **Enablement** – to provide the best infrastructure, resources and governance to enable CIEH to improve the delivery of products and services to members

Activities to date

- **Voice and visibility**
 - Carried out stakeholder mapping exercise and agreed external affairs strategy
- **Membership**
 - Commissioned independent market research agency to survey the opinions of members and non-members across all three sectors.
- **Professional development**
 - Delivered a new professional standards framework
 - Closed our Awarding Organisation function and replaced vocational qualifications with new work based learning delivered as a chartered body
- **Enablement**
 - Modernised the governance structure with a single, unitary board, universal suffrage and new supporting advisory groups.
 - Reduced our headcount by 50% with cost savings of over £2m.

2018 activities

Focus this year is on modernising our membership offer, delivering campaigns that get our voice heard and completely re-building our learning pathways from apprenticeships to chartered status.

- **Voice and visibility**
 - Environmental protection – air quality and the plastic tax / latte levy
 - Food safety – “Regulating our Future”/the future of food inspections & audits
 - Housing – cold homes, housing standards and rogue landlords
 - Public protection – unregulated cosmetic treatments
 - Brexit – the future of public & environmental health legislation
- **Membership**
 - Rollout of new network structure
 - Rollout of new membership pathways
- **Professional development**
 - Launch of new recognised learning pathways
 - Launch of new competency framework
 - Launch of new chartered EH practitioner programme
- **Enablement**
 - Replacement of CRM, CMS and finance systems.