



Shining the light on environmental health

Annual review
2021



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Chair's overview

A year on from 2021, we continue to adjust to an altered way of doing business. The pandemic hasn't gone away, but we've learned how to manage life safely around it and make the best of opportunities that the pandemic has brought our way, such as more flexible, hybrid working. Environmental and financial benefits of this way of working have manifested themselves too, which are important to many of us in the field of environmental health.

We have continued to hold our governance meetings virtually, conducting the important business discussions and making critical decisions, as well as setting future strategy. As we enter 2022, our governance roles have cycled through and we are delighted to welcome new office holders across a range of governance positions, to enable a continuing refresh of people to the organisation. Our new volunteers bring different skills and experiences, from a range of EH and non-EH backgrounds. It is encouraging to see that we are enticing highly skilled and experienced people from outside the EH profession, who are interested in the work we do, as well as colleagues with wide-ranging EH backgrounds.

We are better represented from a geographical perspective, but we still have work to do. I want to see people from across the UK and overseas thinking about and applying to be a part of our governance structure and establish greater sustainability. Please look out for vacancies (for election, advertised in May and for other appointments in September). Get in touch with existing governance office holders, or me, to find out how you might be able to contribute to the profession.

For the first time in CIEH's history, the Board has more female members than male, and we have greater diversity across other characteristics too.



Terenja Humphries, Chair

In the last 12 months the Board spent time scrutinising CIEH's financial and commercial performance, to ensure stability. Despite Covid, the organisation is looking in a better financial position. A key element of growing this next year, and striving towards financial sustainability, will be enhancing our sustainable venue, 15Hatfields, and supporting it to strongly engage with the post-covid market for face-to-face events.

The Board asked our management team to prioritise key projects, such as the new professional registration pathway. Which was delivered on time, and with extensive engagement with members and stakeholders. We hope to continue to demonstrate that we listen to our members and act on the things that are most important to you and are central to our public interest role.

One of the ways of listening directly to members was taking part in the 'Meet the Leaders webinars' along with CEO Phil James and President Julie Barratt. Many of you raised issues important to you, as members and practising professionals within the field of environmental health. I also joined both Phil and Julie and many more of you in taking part in the President's challenge to walk 630miles. It was a busy year!

President's message

If the role of the President is to be omnipresent, attending events everywhere and being seen at everything, then 2021 was very much the year that wasn't.

With one splendid exception, a trip in October to the University of West of England in 2021, I went no further than my study, met no-one and had no personal contact. It meant that the first year of my Presidency has been somewhat different to that I had imagined. As I have said before, different doesn't necessarily mean wrong. Going nowhere physically has, in that sense, meant being able to attend many more events and meetings with many more people than traditionally possible.

I said last year that I wanted to engage with members, and the power of the internet and social media has allowed me to do just that. Last year saw the launch of the President's Commission, a platform that allows me and every incoming President after me, to take forward projects that we feel passionately about. For me it is member engagement, and under the banner of the Presidents Commission I have been able to launch the Mentor Scheme, through which members can mentor other members, be they students, aspiring middle managers, or those considering dipping their toes into self-employment. Members have volunteered in numbers to be mentors and there are already a significant number of members who are benefiting from having a mentor to support them.

As part of the same campaign, we have recruited Career Ambassadors, members who will go to schools and other careers events to promote the profession. I'm delighted that members responded to the call to arms and their combined contributions can only be good for us as a profession.

Engaging with members means talking to them. I am pleased that the Twitter page I now have (@CIEH_President) has over 550 followers, and has allowed me to directly



Julie Barratt

engage with members and non-members about CIEH and environmental health issues, as well as to promote CIEH policy and campaigns, and an ever increasing number of jobs, which is a welcome development. As well as member engagement I wanted to help to raise the profile of the environmental health profession. I have been delighted to speak on television and the radio about issues arising out of the pandemic, and also wider environmental health issues. I am now a "friend of the programme" in one BBC radio region which says much about how often I speak with them!

The President's Challenge, launched in response to the pandemic to improve mental and physical health, and to raise money for Water For Kids, has been a big success. Just to prove that nothing succeeds like success there is another Presidents Challenge lined up for 2022-23, this time supporting the Trussell Trust this time being a virtual walk or run round the Wales Coast Path. If you want to join up, please do (<https://endtoend.run/cieh-presidents-challenge/>).

2021 was a strange year for me as President. However, having worked closely with everyone at CIEH I was able to evolve the presidency and promote a new hybrid way of working. 2022 will be the year of building on the early beginnings. More member engagement and hopefully more face to face events. I'm grateful to everyone who supported me in 2021 and would encourage anyone who want to get in touch to please do so. Email me at President@cieh.org or send me a Direct Message in Twitter. I will be talking to you. Please talk to me.

CEO update

Having been Chief Executive at CIEH for a year now I have been able to see first-hand the immeasurable contribution our members make to society. In fact, my experiences over the last 12 months have convinced me more than ever that we must strive to shine a light on the importance of environmental health.

Through our membership survey, our workforce survey, and our public perceptions project with Comres, we have taken steps to get a full and in-depth understanding of our members' views and our profession, including its strengths and weaknesses, its challenges and its opportunities.

This way we are better able to understand what the profession needs to flourish, how best to navigate the shifting policy and political plates, and what actions we can take to ensure that environmental health does not slide back into the shadows.

Our work is already beginning to bear fruit. Efforts to strengthen the profession were centred on installing our new Registration pathway for Environmental Health Practitioners (EHPs), representing an important foundation stone in the professional framework for environmental health and, for the first time, embedding the expectation that embarking upon a career in environmental health requires registering with your Chartered Institute. At the start of that career journey, we have seen a rise in university students seeking to sign-up, whilst the launch of our digital credentials for members has introduced tangible recognition for achievement.

Our strategic pursuit of partnerships and collaborations has allowed us to engage across government on vital issues facing the profession, such as capacity, resource, and responsibilities. It has also supported our vigorous campaigning work, with CIEH working shoulder to shoulder with public health partner organisations on our campaigns around cosmetics, housing



Dr Phil James

standards, and air quality. We have also supported the establishment of the Association of Chief Environmental Health Officers group, and look forward to working with the group to promote the profession.

Our drive to raise the profile of the profession and successfully engage with diverse stakeholders saw the launch of our new group of Vice Presidents last summer. Being a grown-up and impactful organisation, one able to properly advocate for environmental health, means engaging with stakeholders from across the board. We should not be afraid to leave our comfort zones and be pragmatic when it is in the best interests of our profession. After all, we are an inclusive organisation.

We have continued to evolve CIEH into a more nimble, agile, and digital, organisation. This has meant grasping the nettle and taking some hard, but much overdue, decisions on financial issues facing the organisation. Sustainability, both environmental and financial, must be at the heart of everything we do.

As must inclusivity. I am delighted to say that CIEH is about to embark on a long-term strategy on equality, diversity, and transparency, that will encompass not only an internal view of us as an organisation, but also the role that we can play in promoting a profession that is truly inclusive and committed to the principles of equality.

Finally, I want to acknowledge the work that our staff at CIEH have been doing throughout this difficult time. Their commitment to supporting CIEH and the profession has been inspiring and is essential in building the organisation our members deserve.

Our mission:
to promote
and uphold the
principles, standards
and good practice
of environmental
health, in a variety
of disciplines and
settings, to improve
and protect the
public's health,
safety and wellbeing.



2021: Shining the light on environmental health

2021 saw the very foundations of environmental health shaken as both Brexit and the pandemic put ever more pressure on our members. Being asked to more with less, and having to navigate new systems, new responsibilities, and fluctuating expectations. However, these events have brought the importance of environmental health to the forefront. The role our members have played in test and trace, and guidance for businesses, throughout Covid has begun to catch the eye. As has their ongoing importance in ensuring food safety and standards at our ports and in our communities as the UK strikes new trade deals having left the EU.

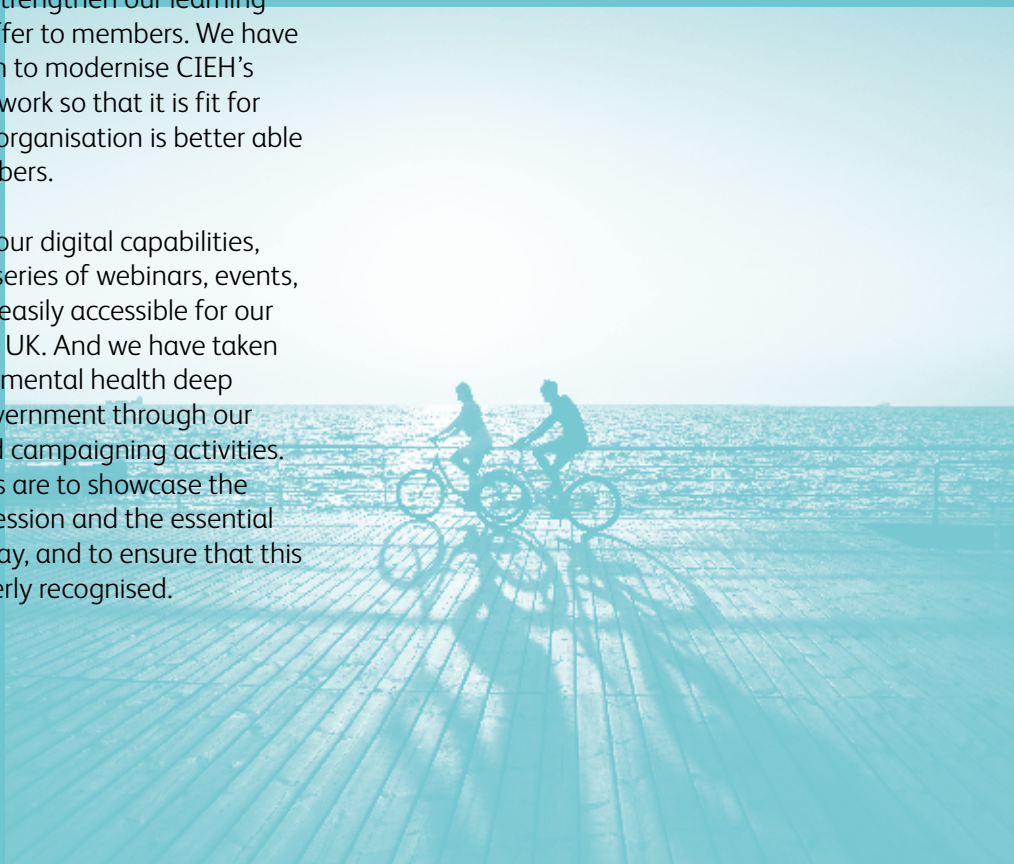
In fact, environmental health's central role in improving public health, promoting environmental protection, safeguarding our food safety, and fighting for better housing standards, are all essential elements of the 'Levelling up' agenda. Now really is the time to shine the light on our profession.

To grasp this opportunity, we have taken significant steps to strengthen our learning and development offer to members. We have taken decisive action to modernise CIEH's own financial framework so that it is fit for purpose and so the organisation is better able to support our members.

We have enhanced our digital capabilities, offering a dynamic series of webinars, events, and digital content, easily accessible for our members across the UK. And we have taken the cause of environmental health deep into the heart of government through our impactful policy and campaigning activities. All these endeavours are to showcase the strength of the profession and the essential role our members play, and to ensure that this contribution is properly recognised.

Corporate objectives

- Ensure that CIEH is recognised as the voice of the environmental health profession by its members, stakeholders, key decision-makers and the public
- Build on our existing membership base, while increasing the number and diversity of environmental health professionals joining CIEH
- Provide multiple pathways into the profession and support a wide range of practitioners to transition into, or progress through, their environmental health career
- Create and maintain a professional, collaborative and inclusive culture



Celebrating our members

With the work of environmental health professionals being pushed to the forefront due to the pandemic, and, of course, Brexit, CIEH has been straining every nerve to ensure that our members are supported and celebrated.

We know how hard it has been for environmental health professionals over the last 12 months, and even before then. Being asked to do more and with a lot less, as local authorities have to juggle competing priorities, and new responsibilities, with already stretched budgets.

We recognised the tough times our members were experiencing, reaching out to offer support wherever we could, and organising a webinar on wellbeing supported by Anxiety UK and the CIEH Welfare Fund.

We have also been providing free webinars to support members on key issues, such as egg safety and allergen management in food in advance of the introduction of Natasha's Law.

Reflecting the need for greater support and community, there has been strong enthusiasm for the 'Coffee and catch up' series of webinars organised by volunteers and supported by CIEH. With our members under pressures, and unable to meet face to face, these catch ups have provided a welcome place for people to talk about their experiences, share advice, trade anecdotes, and discuss the issues facing our shared profession.

In 2021 our weekly Member Connect newsletters continued to generate strong engagement with members, as have our community newsletters focusing on the core environmental health areas of Environmental Protection, Food Safety, Health and Safety, Housing, and Public Health.

Over the last year we reviewed the criteria for Fellowship with a focus on senior practitioners who have made significant contributions to the profession. A formal relaunch will take place in 2022.

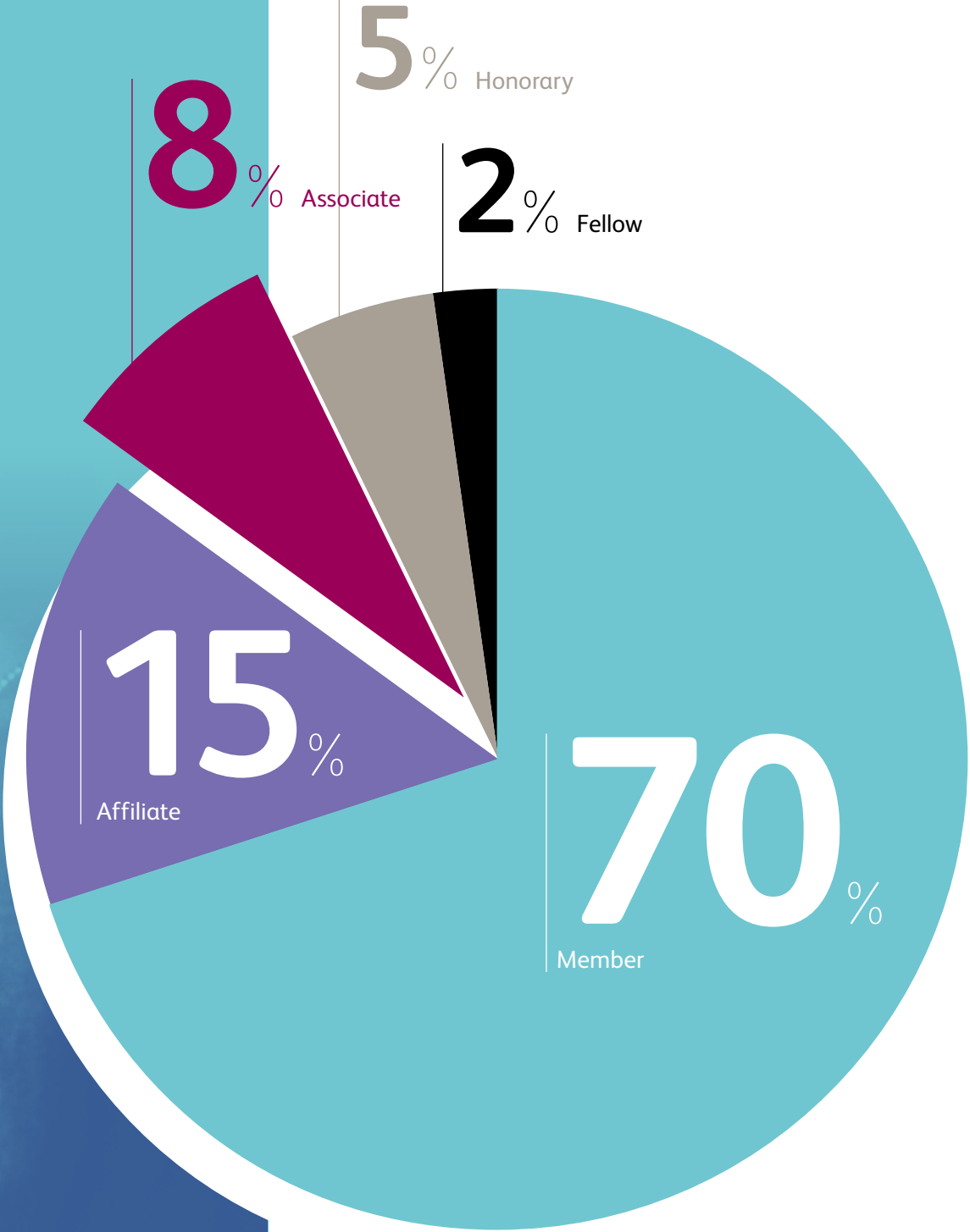
2021 also saw us welcome 810 new members to CIEH, with 1,867 of you having achieved Chartered Status. Another milestone as we strengthen the profession and endeavour to expand our membership.

810
new members

7,240
members

1,867
members with
Chartered Status

Our membership by grade



Networking and events

Like many organisations, over the last 2 years CIEH has enthusiastically embraced technology to ensure that, while we might be prevented from running our traditional face-to-face events, we can still provide access to essential learning and engagement opportunities for all our members across the UK

2021 demonstrated that our pivot to online delivery has strongly benefited our members, providing not only cost-effective training solutions but also a more efficient and flexible way of learning to fit around the day to day working pressures faced by environmental health professionals. This is reflected in the dramatic increase in delegates attending our courses.

Although we are moving towards the end of the pandemic, our CIEH event strategy for 2022 will predominantly remain online. As well as the benefits to members, this also supports our drive for a more sustainable and inclusive event programme, reducing travel for delegates and negating its impact on the environment, and minimising our use of in-house resources such as catering and printed delegate packs.

However, we fully appreciate that online training is not for everyone, and we continue to work with our 15Hatfield venue team to explore hybrid solutions and face to face delivery. CIEH remains focused on delivering the right type of events in the most appropriate way possible to meet the varied needs and priorities of our members.

We will continue to offer a host of learning solutions, from technical bitesize training events to online conferences. Full details of our event offering can be found at: www.cieh.org/events.

7,000
delegates
attending CIEH courses

7
headline
conferences

27000+
attending
'Bitesize'
events



Learning and development

In 2021 we worked extensively with a number of stakeholders including employers in the public and private sectors to develop a modernised qualification process for Environmental Health Practitioners (EHPs)

This culminated in the launch of the new EHP pathway in September, which included a refreshed workplace portfolio covering the essential interventions that can reasonably be expected of a 'day one qualified' EHP.

September also saw the launch of our new online professional Registers for EHPs, Chartered EHPs and Food Safety Practitioners, with accompanying digital credentials to allow our members to showcase their expertise with pride. Building on our positive relationships with the FSA, we have been able to ensure

that the new pathways to qualification mirror their new competency framework.

The new EHP pathway was supported by the work of the President's Commission which also encouraged members to volunteer to speak at schools about their work, to spark an interest in Environmental Health as a career option. Alongside this we launched our Apprenticeship Toolkit for employers in July, with easy to read hints and tips, and in depth guidance for anyone seeking to employ an environmental health apprentice to support their team.

Our new Advanced Professional Certificate in the Private Rented Sector qualification launched in October, with the first intake attending Middlesex University. The qualification was developed with the support of the Mayor of London and will be available to all our accredited Universities from 2022.

To cap off an incredibly busy year, we have also been hosting academics forums and embarking on university visits, all with a view to passionately promoting the profession and encouraging people that environmental health is the career for them.



240 on our Chartered Practitioner programme

221 final EHRB Certificates of Registration

9 Recognised Partner universities

Our voice and influence

A key element of successfully shining the light on environmental health is our policy and campaigning work to enhance CIEH's voice and influence.

To make the most of our opportunities and resources, CIEH embarked on a series of strategic projects aiming to provide an in-depth understanding of the issues facing the environmental health profession, the views and experiences of our members, and the policy and political landscape.

At the beginning of 2021, we launched a major workforce survey for environmental health, for the first time in six years. We combined this with a wide-ranging member survey, and finally a partnership with ComRes to poll and engage with politicians, the public, and vital stakeholders. All of this has served to direct our campaigning activities to areas where we can have the most impact. Our workforce survey report fed into the Cross Government Regulatory Review, with the findings being

used to call on the Chancellor of the Exchequer to create an apprenticeships fund for local authorities. This culminated in a joint submission to the UK Government, alongside the Local Government Association and the Chartered Trading Standards Institute, to put regulatory services on a more sustainable footing.

We have continued our campaign to introduce a national landlord register in England and have teamed up with the Renters Reform Coalition to amplify the call for change. We have also continued to work with our partners at the End Fuel Poverty Coalition, to call for more support for households during the steep energy price rises.

Our flagship campaign has been on the cosmetics industry. Research carried out in 2020 by CIEH and the Institute of Licensing (IoL) found that current legislation is not able to guarantee consumer safety when undertaking a cosmetic treatment on the high street or in their home. Critically, there is currently no consistent system of regulation in England and no nationally-set training and qualification requirements for practitioners offering these treatments. A survey of regulators also found overwhelming support for the introduction of a licensing scheme.

156

appearances
in print and online
media

57

press releases

10

consultation
responses

5

flagship policy reports

Digital engagement

2021 saw us continue to use our digital channels as a hub to communicate vital COVID-19 news, guidance, and resources, as well as other important environmental health issues.

Our website was continually updated with the latest news and information, with over 140 EHN articles, 55 blogs and 57 press releases published over the last year. We created a brand-new section about the history of CIEH and launched numerous new initiatives, including the CIEH President's Commission, mentoring scheme, Directory of Student Opportunities and Apprenticeships toolkit.

Our digital capabilities played a key role in the launch of our new Professional Register online, alongside new pathways to becoming Registered, enabling environmental health professionals to show their level of Registration and verify their status using their own digital badges. All of this contributed to an 18% increase in website sessions and a 69% increase in new users visiting the website compared to 2020.

21,698 followers on social media across five channels

Following these reports, CIEH has been leading a coalition of public health organisations in calling for better regulation of all cosmetic treatments. We drafted and supported a key amendment to the Health and Care Bill, aimed at making the cosmetics industry safer in England, and worked closely with MPs and Peers from across the political spectrum to ensure it received cross-party support in both the House of Commons and the House of Lords.

2021 also saw us publish our report on Health and Safety Perspectives, taking stock of the big challenges and issues in the sector, ahead of the Health and Safety Executive's major strategy review.

We continued to run the CIEH Noise survey to gather information on how noise complaints and workloads have changed during the pandemic, with the support of the Noise Abatement Society and Cirrus Research Ltd.

6

parliamentary briefings

2

oral evidence sessions



In June we launched a new website for 15Hatfields, featuring dynamic aesthetics, responsive design and new content, enhancing the user experience and highlighting 15Hatfield's sustainability credentials. Since its launch we've seen a 69% increase in website sessions compared to the same period in 2020 and organic visits to the site via online search are at a record high.

Our social media channels continue to grow, and we've seen a 10% increase in followers. We have also produced 15 videos to support CIEH activity which contributed to over 23,000 views on YouTube.



23,777

views of CIEH
content on YouTube



442,538

new users visiting the
CIEH website



582,569

website sessions

1.2m

member emails sent

Our people, our organisation

Like all organisations, we are repositioning our activity and resources in response to the challenges of COVID-19.

We have made permanent new ways of working which encourages a flexible hybrid way of working. Our staff team work mainly from home, with access to office space in Chadwick Court for necessary face to face meetings. We have re-configured the previous staff accommodation space for commercial use for 15Hatfields, making sure we are making best use of the asset that is our building in Central London.

We have invested in a new training development portal for staff who can tailor their training and development needs, and we have consulted with staff and introduced a new defined contribution pension scheme which will support our plans for longer term financial sustainability.

51
total employees

46
full-time employees

9.71%
staff turnover



Looking to the future

Having grasped the nettle and taken decisive steps to modernise CIEH and secure its future, the coming year presents an opportunity to build on these endeavours, both internally and through our external activities.

2022 opened with an important Board discussion on what diversity and inclusion means to us all. A theme that will be built on throughout the year, with CIEH's executive management team focusing on how we can become a more inclusive organisation.

We are refreshing of our professional framework, Chartered programme and CPD policy, ensuring that the standards we uphold on behalf of the public enable an inclusive, diverse profession and one that presents an attractive and accessible career option for people in every corner of our society.

Launched in 2021, but very much a major project for this upcoming year, the Directory of Student Training Opportunities (DSTO) will be a key focus. It is a compendium of one-off training opportunities to help students undertaking their professional registration to complete their Environmental Health Portfolio and Higher Certificate in Food Control. CIEH will be continuing to ensure that we have long term sustainability, embedding our new Business Central finance system, and focussing on growing our commercial side of the business. This includes supporting our

sustainable events venue, 15Hatfields, as it expands its operations to welcome back the clients and organisations looking for face to face meetings and events.

Engaging across government to ensure the environmental health profession is understood and supported is a vital strand of our work going forwards, and we will be intensifying our joint working with the LGA and CTSI to advocate for our members within the new Department for Housing, Levelling-Up and Communities (DHLUC).

We will also be driving forwards our successful campaign to improve the safety of the cosmetics industry in England by working with government and stakeholders to help design a new licensing scheme for practitioners.

We are now also putting the finishing touches to our new campaign around climate change. Encompassing all aspects of CIEH, our climate change campaign will focus on showcasing the vital role of environmental health professionals in fighting climate change, highlight what steps CIEH itself is taking to strive for Net Zero, and provide a series of webinars and training opportunities to support members and external organisations become more sustainable in their activities.

And finally, we will be revamping and relaunching our member-led policy advisory panels. These panels, covering each of our key policy areas, serve as essential platforms for members to lend us their expertise and to help shape our campaigning activity. Relaunching them will give all our members an excellent opportunity to be engaged and to be influential.



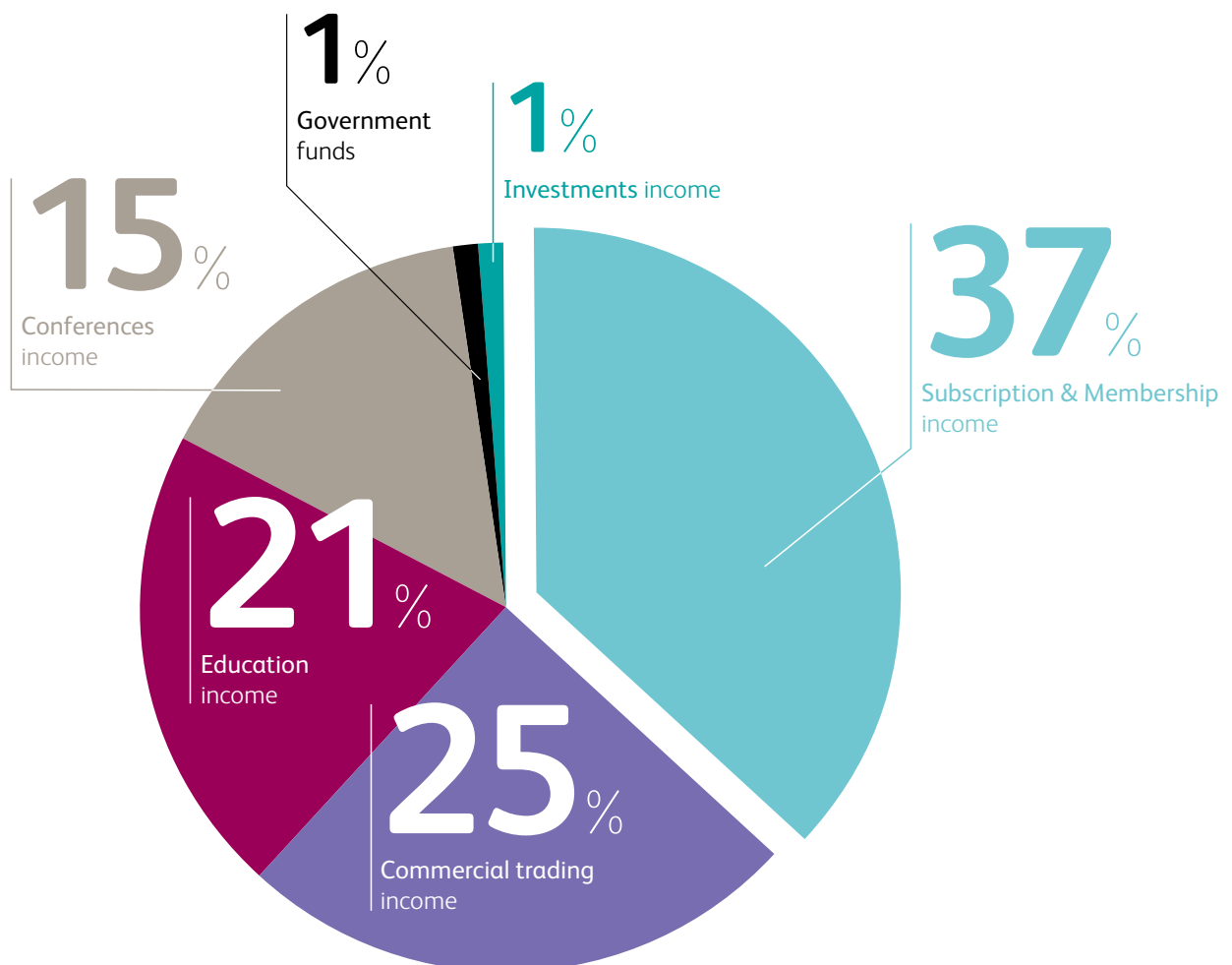


Financial report 2021

Key financial highlights include:

- **total income of £4.9 m** increased from the previous year's figure of £4.2 m
- **total expenditure of £5.9 m** increased from the previous year's figure of £5.3 m
- group trading **loss of £1 m**, compared to prior year loss of £1 m

In 2021, economic challenges, such as Brexit, were again compounded by the financial and ongoing global impact of the pandemic. Despite the implementation of social distancing measures due to COVID-19 and the resultant reduction in face-to-face activities, income increased by 16.4% compared to the prior year, a reflection of the significant steps that had been taken to enhance our digital capabilities.



Most noticeably for our trading subsidiary CIEH Ltd, a continued focus on efficiency in planned areas of expenditure led to a reduction in spend per £1 income, resulting in a trading loss of £0.2m compared to £0.5m loss in the prior year.

In the year to 31 December 2021, we continued to concentrate on stabilising our baseline activity to provide a solid foundation for our future, supporting CIEH through an ongoing time of significant change. Decisive action has been taken to modernise CIEH's own financial framework so that it is fit for purpose, and we are better able to support our members.

Since 1978, CIEH has been a member of a statutory defined benefit pension scheme, administered in accordance with the Local Government Pension Scheme Regulations 2013, the administering authority for the fund being the London Pension Fund Authority (LPFA). The most recent tri-annual valuation shows £6m pension deficit liability with an estimated cessation liability of £11.2m.

In order to manage the risk of any future deficit – arising through the assets of the fund decreasing in value due to expected market volatility and/or liabilities increasing due to changes in mortality rates, changes in obligations or changes in measurement – after staff consultation, the Board took the final decision to close the defined benefit pension scheme to existing and new scheme members. All staff have been transferred to a new direct contribution pension scheme. Dialogue with LPFA is progressing, with a view to securing agreement for a repayment plan over a suitable period of time.

CIEH's net expenditure movement of +£4.6m on total funds (2020: -£1.4m) is a result of:

- total income of £4.9m, an increase of 16.4% from the previous year's figure of £4.2m
- total expenditure of £5.9m increased from the previous year's figure of £5.3m
- unrealised gain on investments of £0.5m and pension actuarial gain of £1.9m

- gain on the fixed asset long leasehold property of £3.4m reflecting a change in accounting policy from a cost to revaluation model

As we look ahead to the future, our focus will be on building on viable opportunities for growth and continuing to strengthen yet further our learning and development offers to members, which will result in improved financial performance in the medium to long term.

Income and expenditure

The consolidated results for the year show that we continue to make strides in improving our financial performance despite the ongoing challenges presented by the COVID-19 global pandemic. Our net expenditure exceeded income by £1m (2020: £1m).

Subscriptions and membership income continues to play an important part in funding the services of CIEH, representing 37% (2020: 38%) of the overall income of the organisation.

During 2021, we greatly enhanced our digital capabilities, offering a dynamic series of webinars, events, and digital content, easily accessible for our members across the UK. Income from education activities rose to £1m (2020: £0.9m) and from conferences rose to £0.8m (2020: £0.3m). Reflecting the impact of the pandemic, commercial trading amounted to £1.3m (2020: £1.2m), with coronavirus job retention scheme/furlough grant income amounting to £41k (2020: £0.1m) and investment returns reducing by £75k.

Expenditure on charitable activities rose to £5.4m (2020: £4.7m), representing a decrease to £1.47p (2020: £1.74p) per £1 charitable income. Expenditure on raising funds remained the same at £0.5m (2020: £0.5m). Fixed costs have been lowered by the move to hybrid working, with flexible and alternative employment measures being considered as part of capacity building efforts.

About CIEH

President Julie Barratt

Trustees who served during the year and continue to serve: *

Terenja Humphries (Chair)
 Daniel Oerther (Deputy Chair)
 Julie Barratt
 Maurice Brennan
 Sterling Crew
 Roisin Kerr
 Madhu Murali
 David Newsum (no longer serving)
 Nick Pahl
 Jessica Tabois (no longer serving)
 Kirpal Singh Tahim
 Vanessa Wardle

Risk and Audit Committee

Carol Healy (Chair)
 John Cragg
 Madhu Murali
 Saravana Namasivayam
 Robert Spain

Appointments and Remunerations Committee

James Howe (Chair)
 Maurice Brennan
 Amanda Clarke
 Tracey Marshall
 Andrea Sutherill

CIEH Executive Management Team *

Phil James	Chief Executive
Christine Kanu	Executive Director of Finance and Corporate Services (Resigned Feb 2022)
Katie Stevens	Executive Director of Finance and Corporate Services (Appointed Jan 2022)
Deborah Wood	Executive Director of Membership and External Affairs
Jon Buttolph	Associate Director of Membership and Professional Development
Justin Turner	Associate Director of Operations

Advisers

Bankers

HSBC Bank Plc,
 60 Queen Victoria Street,
 London EC4N 4TR

Auditors

Haysmacintyre LLP,
 10 Queen Street Place,
 London EC4R 1AG

Investment managers

Cazenove Capital Management,
 1 London Wall Place,
 London EC2Y 5AU

* Governance office holders who held office at any time in 2021 and who have been appointed between the end of the year and 30 April 2022 are shown, for completeness.

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