



Chartered  
Institute of  
Environmental  
Health



# Best of the Best 2009

A conference and exhibition for anyone  
practising environmental health

21–23 September  
East Midlands Conference Centre, Nottingham



REGISTRATION NUMBER 184307

Gold Sponsor



Best of the Best is the UK's most successful environmental health conference. This firmly established conference and exhibition provides a unique opportunity for professionals working in the environmental health community to benefit from full updates and essential information on the latest research, innovation and developments in the environmental and public health field.

## Sessions and activities

A selection of 50+ sessions and activities which you can pick and choose to suit your needs, including:

### PUBLIC HEALTH

- **An investigation into the ultraviolet emissions of artificial tanning equipment available in salons across South East Wales** – Jenna Cloke, University of Wales Institute

This session investigates the regulatory control of solariums, in particular unsupervised salons, in the UK and discloses results from the latest research undertaken in the South East Wales region.

- **EHP involvement with a case of inhalational anthrax in the London Borough of Hackney** – Kate Harris, LB of Islington and Ken Marshall, LB of Hackney  
In November 2008, the LB of Hackney experienced a fatality from inhaling anthrax spores during African drum making. This session will discuss the risks of making African drums from imported animal skins and the role EHOs played in dealing with the incident.
- **Interprofessional learning around determinants of health and wellbeing** – Michael Parkes, West Midlands Teaching Public Health Network  
EHPs are part of a diverse workforce seeking to act in respect of key determinants of health and wellbeing. This interactive session will assist EHPs to maximise their impact through better understanding and closer relationships with partners in related fields and agencies.
- **Partnership working – The continuing adventures of an EHO in the HPA** – Peter Hill, Welwyn Hatfield Council  
The speaker shares his experiences and

subsequent initiatives undertaken as a result of a two day week secondment to the Bedfordshire and Hertfordshire Health Protection Unit, with the aim of forming links between the Health Protection Agency and EHPs working in Environmental Protection.

- **When Infection Prevention met Environmental Health** – Richard Hooton, Hooton Consultancy and Maria Bennallick, Royal Cornwall Hospitals Trust  
Following the massive growth of MRSA and C. difficile in the health sector, infection prevention has become high profile. The increase in Norovirus infections and the impending arrival of pandemic flu, make it critical that EHPs and Infection Prevention professionals work together. This session shares good practice and an update on the latest research in this field.
- **Working in International Public Health – a personal experience** – Sajil Liaqat, Department for International Development  
The speaker shares his experience of working at the UK Department for International Development (DFID). The session includes an outline of major global health priorities, challenges facing developing countries and DFID's approach to improving international health.
- **Working towards and promoting a national Public Health ethic** – Anthony and Sara Sharpe, International Faith Solutions  
Carbon Calories, Winter Deaths on the Rise, Food For Thought and Mixing with the Medics are headlines from the first four covers of

EHP in 2009. This session gets behind these headlines that are often perceived as the "professional turf" of others and discusses how EHPs can weave complex public health threads together and then work with communities to make positive changes happen.

### FOOD

- **A systematic HACCP based approach in securing compliance in the wake of the Pennington Report** – Penelope Jane Dawson Malone, EHP

In the wake of the Pennington report, the speaker will present how she developed a unique inspection technique using HACCP based principles to secure compliance in a staged approach.

- **A vision for Allergen Management Best Practice in the food industry** – The Food and Drink Federation  
With food recalls due to cross contamination of allergens or incorrect allergen labelling still a concern, food companies are facing an ongoing challenge to control allergens and minimise the risk to consumers. This session is an opportunity to learn how manufacturers are currently meeting this challenge and why the development of quantitative allergen action levels will be crucial in moving allergen management best practice forward.
- **Calorie counting and labelling for small catering businesses** – Rosemary Lee, Wigan Council  
In January 2009, the FSA announced their interest in displaying the calorific values of food at the point of choice in catering establishments and asked for volunteer early adopters. This session will offer an interesting insight into the pilot stage of this innovative and controversial public health intervention, with discussion on the main challenges and achievements.

- **E. coli O157: Practical Preventative Measures** – Dr. Lisa Ackerley, Hygiene Audit Systems  
Dr. Lisa Ackerley, an expert witness to two Fatal Accident Inquiries on E. coli O157, examines the lessons that can be learned from E.coli outbreaks and how EHPs can help food business operators put into place controls for E.coli. This session will include discussion on the implications of the latest Pennington recommendations for businesses and EHPs.
- **Learning the Lessons** – Professor Hugh Pennington  
Professor Hugh Pennington presents this year's keynote address, outlining the findings of his investigation into the E. coli outbreak in Bridgend in 2005. His radical review of this tragedy offers up a number of sobering lessons for the profession that need to be taken on board to ensure that history is never repeated.
- **Let's chew the fat!** – Anglian Water Midlands Teaching Public Health Network  
An opportunity to discover how collaboration between local authorities and water companies, combined with best practice PR and marketing, can bring about change to help protect against potential pollution and harm to the environment from incorrect disposal of FOG (fats, oils and grease) caused by restaurants, pubs and takeaway outlets.

## HEALTH AND SAFETY

- **Best Practice in Health and Safety partnership work** – Spencer Scott, Health & Safety Executive  
There is currently a lot of interest in the enforcement practices of LAs in Health and Safety following publications by Better Regulation Executive on "Improving Outcomes from Health and Safety" and a draft national strategy from the Board of the Health and Safety Executive on "The Health and Safety of Great Britain: Be part of the solution". This session will discuss these publications and current national best practice in partnership working between Local Authorities (LAs), the Health and Safety Executive and other partners/stakeholders.
- **Greater Manchester Retail Violence Initiative** – Natasha Franklin, Bury MBC and Gary Parkinson, Rochdale MBC  
The Greater Manchester Retail Violence Initiative has won two awards, the LGC and HSJ Sustainable Communities Award for Safer Communities and the HELA Award for Innovation. This session will explain the aim of the initiative and demonstrate how by working in partnership with key organisations, the level of violence towards staff and the number of armed robberies taking place has reduced.

- **Health and Safety in a Dying Profession** – John Conrad, Bristol City Council  
A presentation and Q&A to try and remove some the mysteries of the Funeral Directors premises. This session aims to introduce the subject of a consistent approach to help secure compliance in a unique premises. It will cover manual handling, biological, chemical and sometimes radiological hazards encountered in this profession.
- **Local Authorities are incapable of regulating Health & Safety – myth or fact?** – Andy Lucas, Birmingham City Council  
LAPs, LOPPs, PAS, RES, REP, LBRO – the future of health and safety regulation? It's difficult to understand why health and safety remains the Cinderella service in local government given the importance of this work. This session seeks to give a frank appraisal of where we are and attempts to present a common sense view of the future of local authority regulation of health and safety.

- **The Café Watch Scheme** – Mark Morsman and Dave Wildey, Westminster City Council  
Officers from Westminster City Council's Health and Safety team will introduce the Café Watch Scheme. An initiative to manage the threat of workplace violence within outlets of coffee chains using health and safety management principles and powers.

- **Westminster's Well at Work service** – Stephanie Jones and Dominique Perrissin-Fabert, Westminster City Council  
This session will provide information about Westminster City Council's innovative Well at Work service. The service provides local SMEs with free occupational health support and advice to help reduce work-related ill health, sickness absence and keep people well at work.

## HOUSING

- **How local authorities can work with marketing agencies to target, reach and persuade people entitled to grants and assistance** – Andrew Berry, Eastbourne Council and Phil Bingham, PRG Marketing  
The speakers will explain how a number of Councils defined what they wanted to achieve from a marketing campaign and in turn how marketing agency, PRG responded with processes that were a mixture of science and art. Using factual case studies, this session will demonstrate how to overcome and anticipate barriers that can lie in the path to selling or giving-away grants and assistance.

**Delegates are highly recommended to take advantage of participating in one of the inspirational workshops to be held during the afternoon of Monday 21 September.**

### Workshop sessions include:

#### ► Competence Frameworks

This workshop will show you how to use a competence framework to your advantage, and will also update you on all the ones in development at the CIEH.

#### ► Emotional Intelligence

This workshop looks at how emotional intelligence affects and impacts on our communications with others and how improving our awareness of our emotional state can improve the effectiveness of our communications.

#### ► Leadership

This interactive workshop will explore issues around 'leadership' within environmental health in general and local government based regulatory services specifically.

#### ► Ethical Practice - Being Professional

This workshop will explore the inter-relationship of rules, social conscience and principled values in the context of a range of corporate and political scandals.

- **Making the housing and health link** – Dr. Jill Stewart, Greenwich University  
EHPs are continually involved in a wealth of strategies to address housing and health but much of this goes unpublished. This session presents the Private Sector Housing Evidence Base (PSHEB), a new online partnership initiative between the CIEH and the University of Greenwich to raise the profile of private sector housing, within and outside of the profession.

- **Strategic Housing – Private Sector Housing, The Weakest Link!** – Peter Archer FCIEH, The Housing Consultancy Partnership LLP  
The Audit Commission undertook a research project in June 2008 entitled ‘Improving performance through the Strategic Housing Function’ to try and overcome problems in private sector housing. The speaker will discuss the outcome of this project and also provide clear guidance on how EHPs can help housing authorities be more effective and gain better value for money.

## PEST MANAGEMENT

- **Aiming high in pest control** – Safia Khokhar and David Hine, Westminster City Council  
Faced with persistent pest problems causing an unacceptable level of customer complaints and enforcement action, the food team consulted with restaurants and pest control contractors that operate within Westminster to identify a solution. This session will outline Westminster City Council’s innovative pilot project to improve awareness and management of pest control within certain food businesses.

## ENVIRONMENTAL PROTECTION

- **Climate change and human health** – Paul Fisher, Health Protection Agency  
The potential implications of climate change to human health are considerable and very diverse. This session will cover the health effects of climate change in the UK with a specific focus on the West Midlands including the current research findings on temperature/mortality relationship within the area.

- **Innovative remediation of a wartime legacy** – Sarah Johns, Pembrokeshire Council  
In 1942, a single bombing raid on a Ministry of Defence bulk oil storage in Pembrokeshire resulted in eight of the sixteen storage tanks being destroyed. This caused the release of approximately 30 million gallons of oil into the environment. The Public Protection

Best of the Best, once again promises an impressive range of up to 50 session topics reflecting the breadth of subjects dealt with by public and private sector EHPs in an informal and interactive atmosphere. A new feature this year is that sessions will be streamed so, for example, an EHP with an interest in a particular discipline, such as Public Health, can plan their day without fear of missing any sessions of personal interest.

Division of Pembrokeshire County Council, who are now involved with the site, outline the long term management strategy implemented by the Council.

- **Water – who cares..?** – Teresa Isaacs, Drinking Water Inspectorate  
An update on the latest developments, best practices and regulations for Private Water Supplies. The session will also discuss the various roles of the Drinking Water Inspectorate (DWI), the Health Protection Agency and Local Authorities.

## GENERAL

- **APD/Meet the successes** – Gary Telfer and Paul Robinson, CIEH

The CIEH’s APD scheme has been in place for some time. Recently the first successful Part 1 assessments were made. This session gives potential applicants the opportunity to meet the successful candidates and to gain insights into how they produced their successful submissions.

- **Fear, Fact, Fiction Flu, Frankenstein and the Black Swan** – Sterling Crew, Disney Consumer Products Ltd  
Risk is at the core of everything public health is about and EHPs face greater challenges in assessing, measuring, communicating and managing risk. What they see as scientifically assessed risk can appear something quite different to the lay consumer. The speaker considers how EHPs can dispel common confusions about hazards as well as addressing new risk horizon scanning tools.

- **Generalist vs Specialist** – David Williams, Wolverhampton University and Jonathan Blackman, Wolverhampton City Council  
As a result of much debate over the use of generalist vs specialist approaches to the provision of environmental health services, this session will provide examples of best practice in service provision using generalist and specialist approaches. The speakers will also examine how both these approaches could meet the demands of agreed and developing competency frameworks.

- **Licensing Tasking** – Andrew Ralph, Westminster City Council  
Westminster is the largest licensing authority in the UK. This session will disclose how the Licensing Tasking Process and the Prominent Premises Product team ensure businesses in Westminster comply with their licences and how they assist businesses in the promotion of the licensing objectives.

- **Nanomaterials – are they safe?** – Dr. Michaela Kendall and Maurice Brennan, Birmingham University  
This session will examine the current understanding of developments in this new scientific area, consider the environmental risks associated with environmental releases of nanomaterials and discuss how EHPs may respond to these risks.

- **Prince of Wales Junction** – Richard Drew, Westminster City Council  
The Prince of Wales Junction project is a multi-agency partnership aimed at tackling crime and disorder problems identified within a defined area of Westminster Borough. This session describes how The Prevention and Enforcement Group were set the task to reduce anti-social behaviour and improve the quality of life for residents and businesses.

- **The Primary Authority Scheme** – Sarah Smith, LBRO  
Effective local regulation requires confidence and mutual trust. Businesses should be able to rely on the environmental health, licensing and trading standards advice received from local authorities, in the knowledge that it is expert opinion, applicable across the UK and a secure basis for investment and operational decisions. The speaker will outline how The Primary Authority scheme drives and supports progress towards this outcome.

- **Vital connection – let’s Twitter to improve health** – Mark Elliott, Pembrokeshire Council  
This session considers the new technologies available to deliver services and improve health. The speaker will discuss what these new technologies mean for environmental and public health, for work practices, education, consultation, behavioural change, regulatory control and social development.

# Information for delegates

## Register Now

---

Complete and return the delegate booking form overleaf or book online at [www.cieh.org/events](http://www.cieh.org/events). NEW for 2009, anyone that wishes to attend for only one day can book as a day delegate and pay accordingly. For further information please contact Priti Patel on 020 7827 5875 or [p.patel@cieh.org](mailto:p.patel@cieh.org).

## Lunch

---

Lunch and all refreshments are included in the delegate fee.

## Networking Events

---

Best of the Best will be hosting two social events this year.

On Monday 21 September an evening drinks reception will offer delegates the opportunity to meet this year's exhibitors and network with other delegates and industry experts.

On Tuesday 22 September the popular social event will be held in the Conference Centre. Always a highly entertaining evening, entry to the event with food and drink is included in the delegate fee.

## Accommodation and Travel

---

The East Midlands Conference Centre Hotel Reservation Service can arrange your accommodation at a variety of hotels close to Nottingham. Early booking is recommended as special delegate rates are subject to availability. Full accommodation and travel details can be found on the Best of the Best website [www.cieh.org/events](http://www.cieh.org/events).

## Exhibition and Sponsorship

---

The conference provides organisations with a perfect opportunity to showcase their goods and services, network with key decision makers and increase brand awareness at the industry's leading event. For information on a variety of exhibition and sponsorship opportunities please contact Claire Bastin on 020 7827 6336 or [c.bastin@cieh.org](mailto:c.bastin@cieh.org).



**Standard  
rate until  
28 August**

# Booking form

One form per delegate. PLEASE TYPE OR PRINT YOUR DETAILS CLEARLY.  
Please photocopy the completed form and retain for your records.

Invoice details	
Organisation:	
Address:	
Postcode:	
Tel:	
Email:	
Contact name and number for enquiries:	

Delegate details (for joining instructions)	
Name:	
Job title:	
Address:	
Postcode:	
Tel:	
Email:	
Contact name and number for enquiries:	

## Registration details: (please tick)

**CIEH members**

Day delegate standard £195.00 + VAT = £224.25

Day delegate late £250.00 + VAT = £287.50

Full conference standard £350.00 + VAT = £402.50

Full conference late £395.00 + VAT = £454.25

CIEH membership no:

**Non members**

Day delegate standard £300.00 + VAT = £345.00

Day delegate late £350.00 + VAT = £402.50

Full conference standard £480.00 + VAT = £552.00

Full conference late £530.00 + VAT = £609.50

**Self Funders\***

Full conference standard £275.00 + VAT = £316.25

Full conference late £350.00 + VAT = £402.50

CIEH membership no:

**CIEH Student member**  
You must be a student member of the CIEH at the time of the conference to qualify for this rate

£125.00 + VAT = £143.75 – Subsidised rate available on a first come first served basis. Subject to availability.

£215.00 + VAT = £247.25

Student membership no:

\* I am claiming the reduced member registration fee as I am paying this from my own personal funds and will NOT claim this money back from another source such as an employer, sponsor or business (including my own business account). By signing this declaration I understand that if it is found that the payment has been claimed back, or was not from my personal funds, that I shall be in breach of the Chartered Institute's Code of Professional Conduct and liable for disciplinary action.

**Special requirements (please tick)**

I require a vegetarian meal

I require disabled access

Other \_\_\_\_\_

**I have read and agree with the above declaration**

Signature:

All refreshments, lunch and social events are included in your registration fee.

**Drinks reception – Monday 21 September**

**Social evening – Tuesday 22 September**

## Payment details: (please tick)

**I enclose a cheque made payable to:**  
Chartered Institute of Environmental Health

£

**Please invoice me at the above address (UK delegates only)**  
Whenever possible an order number must be quoted:

**BACS, Bankers Draft or Swift**  
HSBC Bank Plc, 60 Queen Victoria Street, London EC4N 4TR  
Account No: 12183803  
Sort Code: 40-05-30  
(Remittance must be sent to CIEH, Chadwick Court, 15 Hatfields, London SE1 8DJ or emailed to creditcontrol@cieh.org)

Booking terms and conditions: Confirmation of your booking will be sent by email within a week of receipt. Booking forms cannot be accepted without an authorised signature.  
Cancellations: Delegates may cancel their place providing that written notification is received 25 working days before the event date. Any cancellations made after this date will render the delegate liable for the full fee. Your statutory rights are not affected. VAT reg no. 927 3163 23

**Debit/credit card: Visa or Mastercard only (UK delegates only)**

Card number:

Cardholder's name:

Please give us the last three digits from the number shown on the signature strip on the back of your debit or credit card

Issue:  Expiry date:

**AUTHORISED SIGNATURE:**  
I have read and agree with the booking terms and conditions

**JOB TITLE:**

**DATE:**

Your registration will not be accepted if you return this form unsigned

