

Chartered Institute of
Environmental Health



CIEH strategy: growth with purpose “Change, Build, Grow”



CIEH's vision

CIEH has a heritage dating back over 130 years and a royal charter that provides the purpose for everything we do.

Environmental health is a diverse profession, incorporating the core disciplines of food safety and integrity, housing and communities, health and safety, environmental protection and public health.

But there is a single end goal: to enable safer, cleaner and healthier environments for the benefit of people, businesses and local communities.

As a professional membership body CIEH's purpose is to help our members and the wider profession achieve this objective through:

- Setting **professional**, technical and ethical standards and behaviours
- Providing work-based **learning** and development solutions
- Creating and nurturing **communities** and networks
- Promoting strong, professional **leadership**
- Collating and sharing **intelligence** and information



Vision

Safer, cleaner and healthier environments for the benefit of people, businesses and local communities



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



Values

Professionalism
Partnership
Inclusivity

Strategic goals and objectives

To achieve our vision of safer, cleaner and healthier environments and settings we have set objectives that are clear, measurable, accountable and achievable.

These objectives reflect CIEH's mission and core values, while enabling us to support and grow our membership and the wider profession.

Membership

CIEH is a membership organisation that engages, promotes and supports Environmental Health Professionals.

Our White Paper 'Growth with purpose' outlines our aim to do more to support the wider profession recognising its diversity and reach across all sectors.

Now that we better understand our current and potential membership base, we will develop a membership offer which is:

1. **Relevant** to individuals' professional needs and their career aspirations
2. **Representative** enabling members to get involved and engaged at whatever level, and in whichever role, is most appropriate
3. **Responsive** recognising that one size doesn't fit all and reflecting a dynamic and changing profession

Voice and Visibility

CIEH has a long and illustrious history and our members have been critical to improving and protecting people, communities and businesses throughout the UK and abroad.

To affect positive and long-lasting change, CIEH should be more visible to people and organisations outside our established community, especially in the corridors of Westminster.

We know who our key stakeholders are, we know how we want to engage with them and we have established a profile that is fit for a modern, open and collegiate organisation in the 21st Century.

To build upon these successes, we will:

1. Run a series of **public facing campaigns** on the key issues facing the environmental health profession including air quality and Brexit
2. Deliver an external affairs strategy which **solidifies relationships** with MPs, the House of Lords and other partners who have an interest in environmental health
3. Promote and celebrate the vital **contribution** that environmental health makes to the delivery of healthy outcomes

Professional Development



We have a responsibility to set professional standards for our members and the wider environmental health community. Standards that include behaviours, skills and technical expertise.

CIEH has established a professional development framework that includes seven robust, contemporary and achievable standards clearly defining what it means to be an environmental health professional.

Now that CIEH has a dynamic framework, the next challenge is to:

1. Identify **multiple pathways** into the profession and define how best to support a wide range of practitioners transition into, or progress through, their environmental health careers
2. Deliver a broader, sustainable and contemporary **learning and development offer** that supports identified learning pathways
3. Recognise, support and celebrate **professional development** and practice

Enablement



To be an effective and sustainable organisation, it is essential CIEH has good governance, appropriate structures and skills and systems which support delivery and excellent customer service.

Significant changes have been made to our governance and organisational structures but this needs to be a process of continuous improvement.

Going forward we will increase revenues, and continue to manage our cost base, while delivering services that will help CIEH remain a sustainable, membership focused professional body:

1. Develop, reward and support **staff** to deliver to their full potential
2. Create and maintain a professional, collaborative and inclusive **culture**
3. Set, and achieve, realistic commercial and **financial targets** across the whole business
4. Deliver the **integrated systems** required to support cross-functional and matrix working