



Thriving in a changing landscape

Annual review
2020

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Chair's overview

I only took up my post as Chair of the Board of Trustees in January of this year, but I've been a trustee since 2017, experiencing and being part of the numerous changes that occurred at CIEH. 2020 was no exception and if anything, the pace of that change increased significantly.

2020 saw the departure of our Chief Executive Anne Godfrey, Chair Siraj Choudry and President Dawn Welham, all of whom made a significant contribution to the future of CIEH and more importantly, improved engagement with our members.

Staff at CIEH coped tremendously with the impact of the pandemic and adapted speedily to continue to provide member services, despite the difficulties and challenges faced. The Covid-conversations webinars were a real success with members, in addition to online events, and many have realised that the quality online resources and extensive information provided, really does demonstrate the value of being a member of CIEH. Which is why a further 800 members joined us.

All of our governance meetings moved to a virtual platform, to enable the board and respective committees and groups to continue with the vital governance work that goes on behind the scenes. Despite the personal and professional challenges faced by many of us, our governance office holders have confirmed their passion and commitment in continuing to give up their time for CIEH and those volunteers with an environmental health (EH) background, to give back to the profession.



Terenja Humphries, Chair

Please consider giving your time for CIEH – we have a range of volunteer roles, with varying levels of commitment. I would like to see greater inclusion in our governance structure, more aligned to our membership and with better geographical representation.

Along with public health workers, our members have been working tirelessly on the front line of the pandemic, elevating the public's awareness of the work that Environmental Health Practitioners (EHPs) do, and how we keep people safe. Our professional profile has been elevated politically too. We need to seize the moment and continue to champion EH in right ways. We have already got underway several strategic and social initiatives – please get involved.

The last job of 2020, I was involved in, was the recruitment of our new Chief Executive Dr Phil James. Phil brings a wealth of experience from other membership bodies and is best placed to help CIEH adapt to the future, grow our membership community and promote and raise visibility to establish a secure sustainable future. We have a bright future ahead.

President's message

Having joined CIEH as a student in the late 1980s, and been involved at a number of levels throughout my environmental health and legal career, to finally working for the organisation as the Director for Wales, I am now delighted to be its President.

It is a huge honour, but at the same time a huge responsibility and challenge. It is one I am going to embrace.

Before looking forward, it is right that I should reflect on the year that has passed and acknowledge the sterling work that has been done over that period. My predecessor Dawn Welham and the professional team at Chadwick Court, and latterly their homes, have done a tremendous job as the organisation has gone through a period of change and challenge, keeping the ship steady, our profile high, and our members informed.

I also want to acknowledge the members who selflessly volunteered their time and knowledge to help CIEH deliver the online briefings on COVID-19 that members have found to be so valuable. In a public health crisis, the organisation and its members, working across the various fields in which we operate, have demonstrated that, recognised or not, we are essential.

Looking forward, I want to share my plans for the upcoming year. As an advocate for the profession, I will be raising our profile, talking about what we have done, what we do, and what we can do, going forwards.



Julie Barratt

The essential contribution that EHPs have made to addressing COVID-19 is a big cheque that we need to cash. I will be leading the call for a Chief Environmental Health Officer for England, mirroring the position in Wales and Northern Ireland, and highlighting the benefits it would bring to joined-up public health policy.

Talk to me, raise issues, highlight successes, and share frustrations. Together we can and will achieve a great deal.

I invite you all to engage with me through my new Twitter account: @CIEH_President.



CEO update

Thank you for the very warm welcome to CIEH! Having joined as Chief Executive at the beginning of 2021, I won't be looking back on last year – instead, I'd like to say something about my priorities for the future.

Chief amongst these is to ensure that CIEH adapts to the challenges of the global pandemic with a refreshed and deepened commitment to its fundamental objective of promoting all aspects of environmental health for the benefit of the public. At a time when the critical contribution of this profession has been so vividly illuminated, the Chartered Institute at its heart will respond vigorously and with clarity of purpose.

Growing our community of members, raising our visibility, promoting professional development, and ensuring our future sustainability, are not merely the strategic goals of CIEH as an organisation. They are essential to the future of the environmental health profession itself, established entirely towards realising our shared vision of safer, cleaner, and healthier, environments for everyone.



Dr Phil James

In pursuing these goals, I intend to do what I can to engender a collaborative spirit within CIEH, ensuring that we invite, listen, and respond, to the views of our members and other people with an interest in helping us to fulfil our obligations laid down for us in our Charter.

Whilst my thoughts are towards the future, I would like to pay tribute to the hard work, creativity, and tenacity, of the CIEH staff and volunteer team for navigating an incredibly difficult year. It is thanks to their dedication and positivity that CIEH is well placed for the challenges and opportunities ahead. Alongside our new Chair and President, I intend to make good on the promise that this moment holds for new leadership to deliver a bright, safe, and healthy, new future for us all.



2020

Our Mission:

To promote for the public benefit the theory and science of environmental health in all its aspects and the dissemination of knowledge about environmental health.



2020: Thriving in a changing landscape

There can be no doubt that 2020 has been an incredibly difficult year for every person, and every organisation, across our country. COVID-19, and the subsequent lockdowns, has in many places transformed the landscape and the way we work.

Like thousands of businesses and organisations, CIEH has had to adapt to survive. We have had to evolve rapidly to embrace our new role and remain sustainable in an intensely difficult financial environment. In 2020 we met the challenge head on. Across the organisation, we have seen the dedication, drive, and expertise of our members come to the fore.

EHPs have been on the frontline in enforcing business compliance with lockdown restrictions and providing guidance and support for businesses to become COVID-secure. They have also proven to be a valuable resource in supporting test and trace, working hand-in-hand with CIEH to create a voluntary register of EHPs eager to utilise their specialist knowledge to help Public Health England. Because, when we say we are member-led, we mean it. Pivoting towards new technology has not only meant that CIEH is better placed to survive in this new environment, it has meant that we are better able to engage with our members no matter where they live.

Together, our challenge is to build on our membership, to reach out to those who may have been unaware of the value of CIEH. Through a broad and strong membership base, we can amplify our voice and embrace the spotlight that has fallen on our profession.

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

The last year saw our members rally around the flag and support our profession during the pandemic.

We were delighted to welcome 800 new members to CIEH, and to see the first 23 members to successfully complete the Chartered Practitioner programme, becoming Chartered Environmental Health Practitioners. We celebrated this with an online graduation ceremony in December.

We are passionate about promoting our members and reaching out to the next generation of EHPs. In August 2020, we launched the #campaign to coincide with the announcement of A-Level and GCSE results in England. Its aim was to raise awareness of environmental health as a rewarding career choice, with a particular focus on encouraging more 16 to 19 year-olds to pursue environmental health degrees.

It built on the format and success of the previous "What is environmental health?" campaign, for which we were delighted to win the Best Video Award at the Association Awards 2020.

Using social media to reach the target audience, we signposted to fresh content including new career stage webpages, video soundbites from recent graduates, and an online careers fair aimed at students considering their 2021 UCAS applications. Following World Environmental Health Day on 26 September, we also targeted those considering changing their career to environmental health with a short video interview and a pre-recorded webinar of inspirational EHPs who had done just that.

800

new members

7,211

members

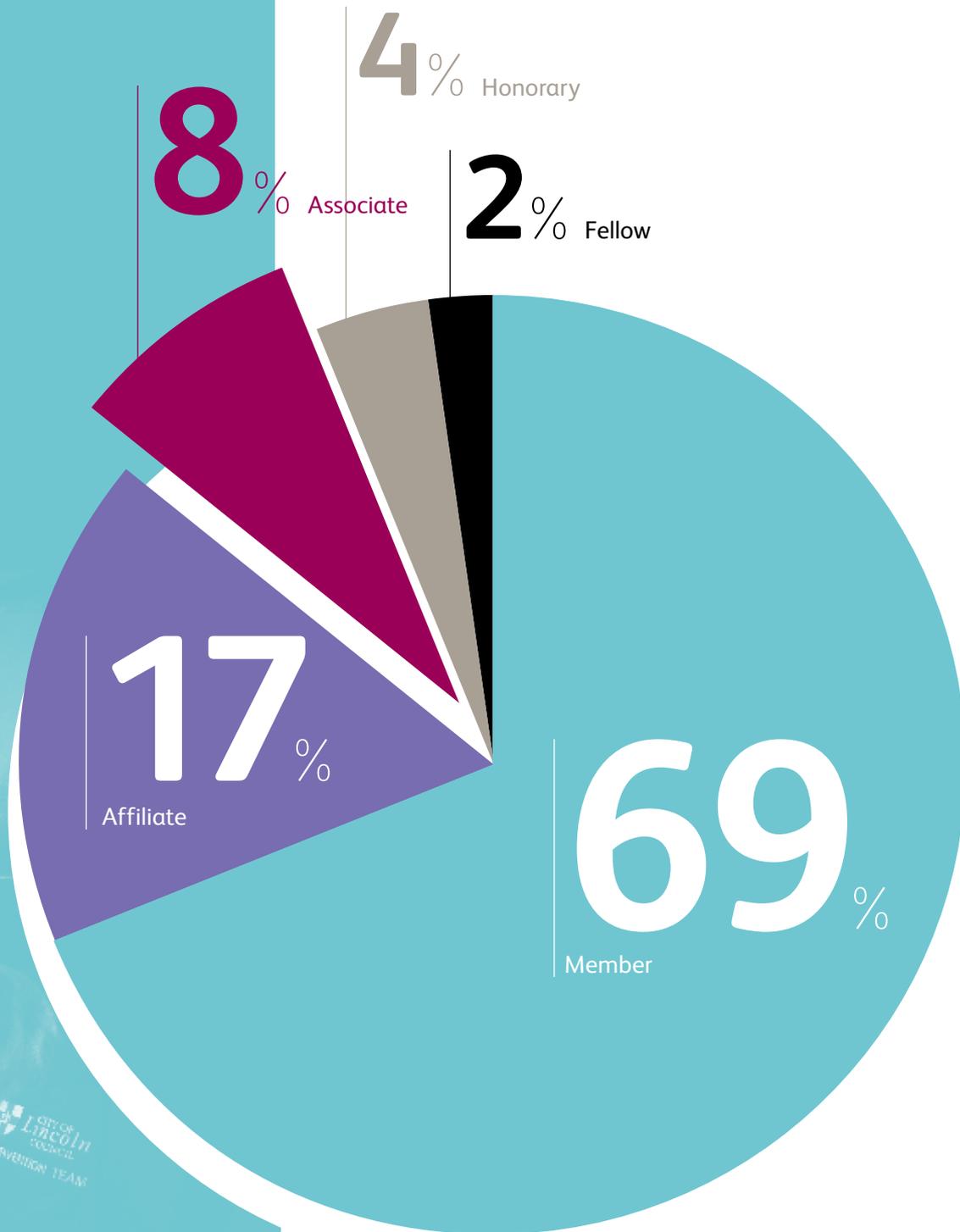
1,930

members with
Chartered Status

Francesca Bell MCIEH, Kerry Vickers and Sam Smith (from left) from the award-winning City of Lincoln Council Intervention Team.



Our membership by grade



City of Lincoln
PO BOX 111
L11 1JH
SHERWOOD TEAM

Networking and events

The change in landscape caused by COVID-19 has posed a significant challenge to our flagship events programme. With face-to-face meetings and events being seriously curtailed throughout the year, we have worked closely with our members to create a comprehensive and accessible series of webinars and learning opportunities dedicated to addressing the key issues facing our profession.

It has allowed us to bring expert opinion and frontline experience together on a platform that ensures full accessibility for members across the United Kingdom.

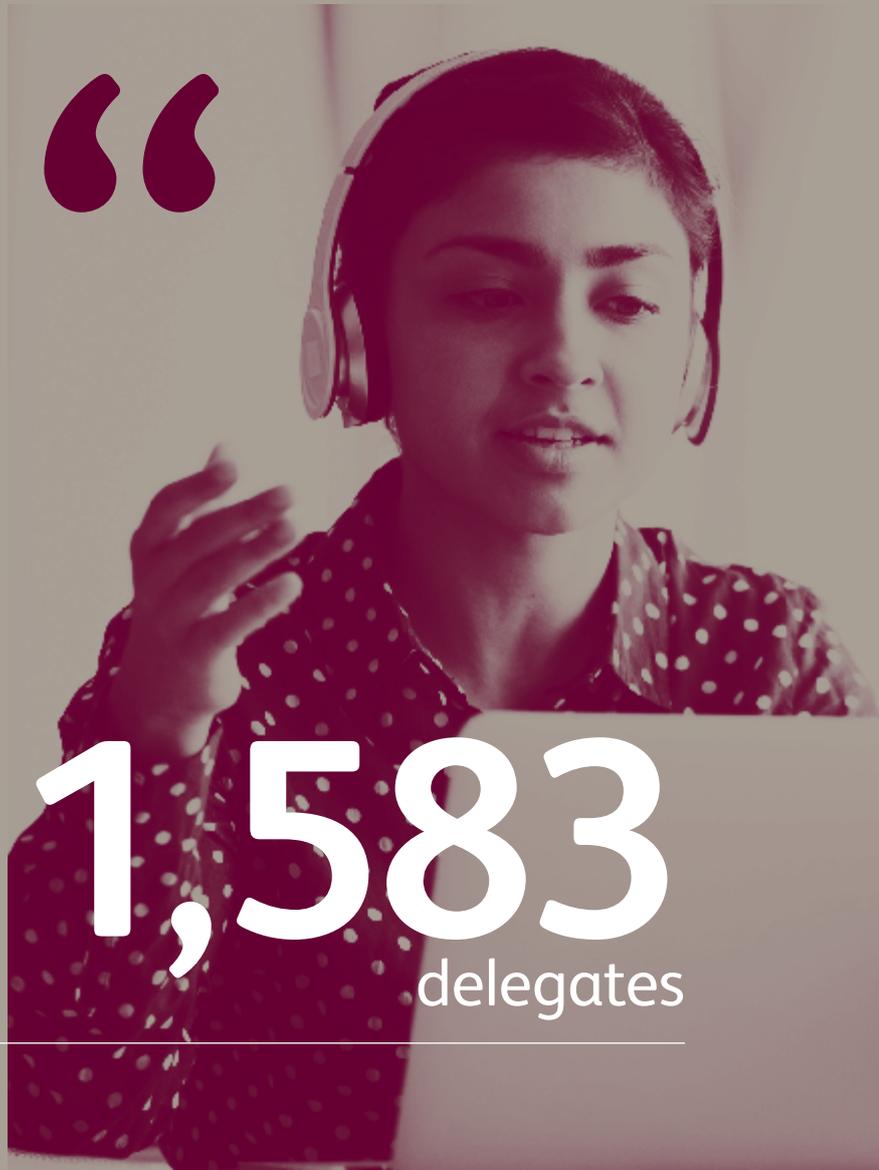
Although positive news on vaccines and a roadmap to end to lockdown give us hope that life might return to normal later in the year, we expect social distancing measures and restrictions to continue to seriously affect our networking and events programme in the first half of 2021.

However, this has the immediate benefit of reducing travel for members and substantially lowering our impact on the environment which has always been a key goal for CIEH.

3 headline conferences

80+ online events delivered

“



1,583 delegates

Learning and development

Our successful “CIEH-conversations” webinar programme continues to grow, and we are now committed to delivering at least 12 over the course of the next year, completely free to members.

We will also continue to deliver essential legislative updates and access to expertise from our trainers in key aspects of environmental health. We have converted the majority of our technical workshops to online delivery and are excited about a new range of courses and content for 2021 that we will be able to offer. Our innovative online bitesize training events are great examples of our new approach and have proved very popular.

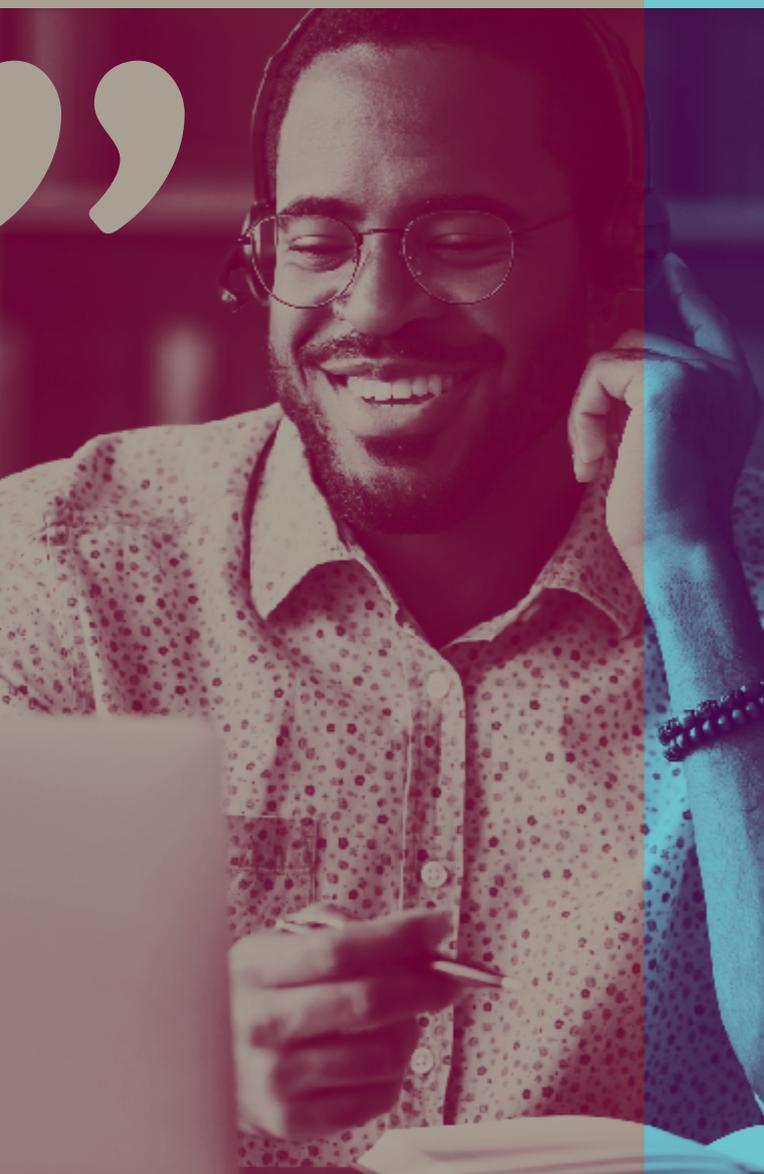
Outstanding professional development is a central tenet for us going forwards.

We are committed to helping to train and develop excellent new EHPs proud to drive our profession forwards, and we are passionate about working with our members to build the qualifications that will allow us to achieve this.

Throughout 2020 we worked with the Food Standards Agency (FSA) on our new Advanced Certificate in Food Hygiene and Standards Control, with the work-based element, the Competency Development Portfolio, being launched in July. We also worked with Greater London Authority on a new Advanced Professional Certificate in Housing which, is due for launch in early 2021.

We worked hard to ensure that our assessments moved onto virtual platforms without compromising our professional standards during the lockdown. This meant that we were able to award 221 EHRB Certificates of Registration prior to the entry into this pathway being closed. We worked hand-in-hand with our assessors, academics, and members, to ensure the best possible outcomes were achieved by all under very difficult conditions.

225
practitioners on our
Chartered Practitioner
programme



We are now focusing on creating a new accessible and modern registration process for Environmental Health Practitioners to sit alongside Chartered Status, and to be the gold standard of our profession.

We were delighted to hold an academics forum in February 2020, with our new accreditation process being launched in April 2020. Nine universities have now been accredited as Recognised Partners.

221
final EHRB Certificates
of Registration issued

9
Recognised Partner
universities

65 appearances
in print and online
national media

125
appearances in
regional media
across the UK

Our voice and influence

The COVID-19 pandemic deeply impacted CIEH's external affairs and advocacy strategies. In the face of a rapidly changing landscape, we undertook a full review of our campaigning goals and priorities in order to thrive in the new environment.

The role of environmental health in supporting government efforts to tackle COVID-19 has led to an increased profile for the profession and a better understanding of environmental health in general. We have endeavoured to build on this and demonstrate both the value of environmental health to government and society, and increase CIEH's influence with key decision makers.

We have become more streamlined, nimble, and flexible, in our policy and external affairs activity, allowing us to significantly raise the profile of the profession and our influencing capabilities. The media coverage we have achieved over the last 12 months is testament to the success of our approach. We secured coverage across the political spectrum in both print and online national outlets, such as the BBC, the Daily Mail, and The Guardian, alongside broadcast, trade, and regional media.

In addition to cultivating our media profile, we have worked closely with MPs, Peers, and government departments, to influence key legislation, on wide-ranging issues such as the Trade Bill, the Environment Bill, cosmetics, noise, and the Food Law Code of Practice, both at a UK level and in the devolved administrations.

We have worked hand-in-hand with CIEH members on our policy panels to create parliamentary briefings, flagship policy reports, and respond to a multitude of government consultations.

Our work on housing has seen us gain a seat on the Ministry of Housing, Communities and Local Government project board for the second phase of the HHSRS review and we have worked with the Healthy Air Campaign coalition of charities to campaign on air quality, we joined the newly created Renters Reform Coalition to campaign for more security and better standards of housing, and we launched our pivotal cosmetics reports in partnership with the Institute of Licensing.

11

consultation
responses

4

flagship policy
reports

6

parliamentary
briefings

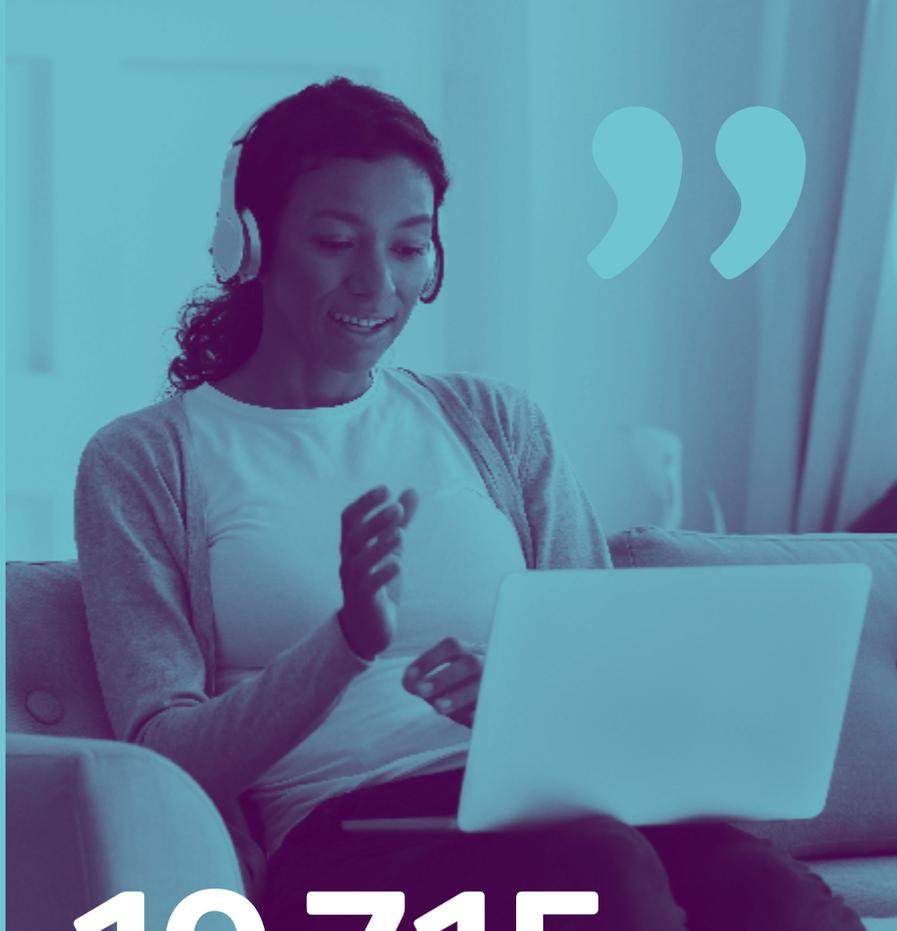
Digital engagement

Due to COVID-19, and the resulting dramatic shift to working remotely and online, there was a heavy reliance on our digital communications and channels in 2020.

We created a dedicated coronavirus hub on our website in April to house the growing volume of COVID-19 news, blogs, resources, and links to external and CIEH guidance, with these pages being viewed over 104,000 times in the past 12 months. The register we set up for EHPs wanting to volunteer to support services in the UK requiring assistance received 971 applications. This directly led to the setting up of the Environmental Health Together register with the Local Government Association (LGA). Backed by MHCLG, this was created to enable local authorities to access the resource they need to support them in the fight against COVID-19.

Our social channels were used to engage with the wider environmental health community, and we created the hashtag #EHCOVID19, leading to a 35% increase in engagement vs 2019 and the acquisition of over 3,500 new followers. We produced 24 videos to support our COVID-19 messaging and other CIEH activity which contributed to over 37,000 views on YouTube.

Between March and August, we sent a new weekly email to members to keep them informed about the latest and ever-changing developments with the pandemic. The success of this led to us changing the frequency of our Member Connect email from monthly to weekly so that we could continue providing regular updates and other important environmental health issues as they happened.



19,715
followers on social
media across five channels

52,047
engagements on
social media

494,601
website sessions

1.3m
member emails sent

Environmental Health Together



Our webinar programme has been a fantastic success and has radically enhanced our ability to engage with members during the pandemic. In total, we ran over 60 webinars in 2020, and implemented a new online events platform, BigMarker, to improve our webinar offering and allow us to run virtual conferences.

We introduced a new programme of “Covid-conversations” webinars from April to provide the latest information and best practice in dealing with new situations and regulations. These were open to the entire environmental health community and provided the much-needed opportunity to engage with other professionals in the absence of face-to-face networking. From October we evolved the webinar programme into “CIEH-conversations” to continue helping members navigate COVID-19 while broadening its remit to tackle other significant challenges such as the UK’s exit from the EU.



24 videos produced contributing to a total of **37,886** views on YouTube

Our people, our organisation

Like for all organisations, COVID-19 brought a number of challenges for CIEH.

We placed a total of 22 staff members on furlough during 2020. Staff that continued to work reduced hours and pay by 20% between May and July. During the year staff returned from furlough and at the end of 2020 we had eight staff still on furlough.

The introduction of agile working practises enabled staff to continue to operate at full capacity and we were able to quickly adjust to working remotely, and new platforms for webinars and events has meant our membership services have continued undisrupted and we have been able to deliver services of value to members who were on the front line of dealing with the pandemic.

51
total employees

13.73%
staff turnover



Looking to the future

With new leadership now in place, CIEH can look to the coming year with confidence and a renewed sense of purpose.

Together with our new CEO, President, and Chair, we will continue the task of evolving the organisation to ensure that it continues to both survive and thrive in this radically altered landscape.

We will be reviewing our corporate strategy, assessing where best to commit resource, and evaluating opportunities to move our organisation forward. All of this is essential if we are to safeguard our heritage and ensure that we remain the voice of environmental health for years to come.

Cultivating a deeper understanding of our profession, and its standing with government and key stakeholders, is integral to realising this ambition. To this end, we have been conducting a comprehensive workforce survey which aims to gather information on the state of the environmental health workforce in local authorities, private and third sectors. We hope to publish the results of this survey in spring 2021.

COVID-19 will inevitably continue to dominate many aspects of our activity in 2021, and we will continue to support our members and work with government to ensure that environmental health helps to shape plans as we look to move out of lockdown, hopefully for the last time.

There is also a substantial opportunity to build on the increased profile environmental health has had throughout the pandemic, and we will be exploring how best we can consolidate our position and ensure that our profession has a permanent place near the top of government. The work our new President is doing on calling for a Chief Environmental Health Officer for England is a key strand of this.

However, COVID-19 cannot be our sole focus. Our campaigning activity will build on our successes over the last 12 months, with environmental protection, housing, cosmetics, and food standards, once again forming the core of our focus. The impact of Brexit on trade, food, and environmental standards, is substantial, as are the FSA's proposed changes to food competence and the Food Law Code of Practice, and we will continue to work closely with members to influence developments.

We also remain passionate about working with our members to shape our qualifications, and routes to qualification, and to ensure that our learning and development opportunities are absolutely right for our profession. We are excited about taking this forward into the new year. Our qualifications will be complemented by a new accessible and modern Registration process for Environmental Health Practitioners that alongside Chartered Status will be the hallmark of professionalism and competence.

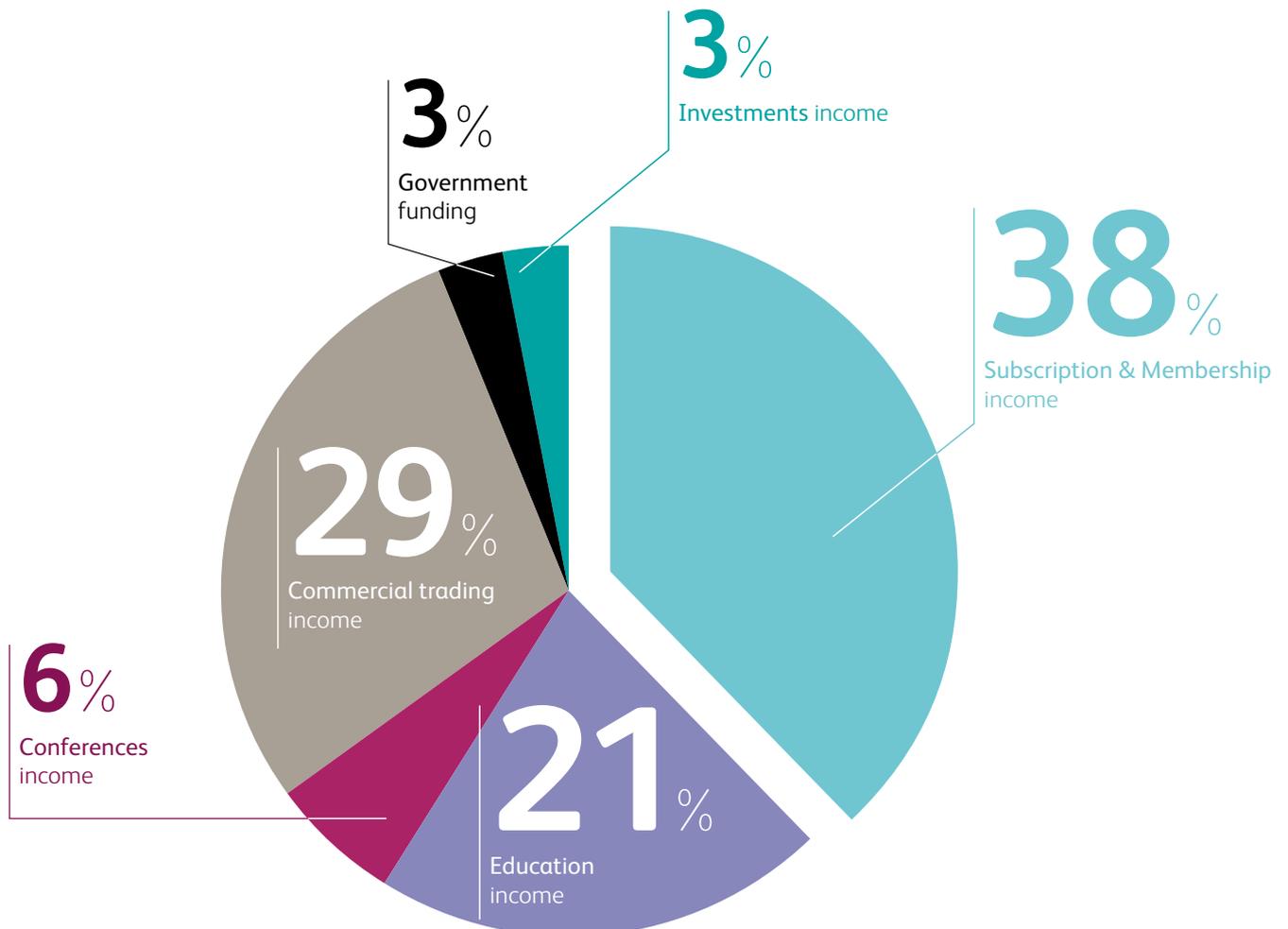
2021 is going to be another year of change for CIEH, but we remain absolutely committed to keeping our members at the heart of everything we do. There are many challenges, but also a great number of opportunities.

Financial report 2020

Key financial highlights include:

- group operating **loss of £1.0m**, compared to prior year loss of £0.8m
- **total income of £4.2m** reduced from the previous year's figure of £5.3m
- **total expenditure of £5.3m** reduced from the previous year's figure of £6.1m

Like many other organisations up and down the country, in 2020 business operations were impacted by the global pandemic. The implementation of social distancing measures due to COVID-19 and the resultant reduction in face to face activities understandably led to a temporary drop in income and targeted reduction in planned areas of key expenditure.



Income and expenditure

The consolidated results for the year show that we continue to make great strides in improving our financial performance despite the challenges of the pandemic. Our net expenditure exceeded income by £1.0 m (2019: £0.8 m).

The income breakdown is shown in the chart on page 18.

Subscriptions and membership income continue to play an important part in funding the services of CIEH and represents 38% of the overall income of the organisation.

Income from education activities fell to £0.8m (2019: £1.1m), conferences fell to £0.3m (2019: £0.5m), commercial trading fell to £1.2m (2019: £1.6m), Coronavirus job retention scheme/furlough grant income rose to £0.1m (2019: £Nil), investments fell to £0.1m (2019: £0.2m).

Expenditure on charitable activities fell to £4.8 m (2019: £5.3 m) and expenditure on raising funds fell to £0.5 m (2019: £0.8 m).

About CIEH

President Julie Barratt

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

Terenja Humphries (Chair)
 Daniel Oerther (Deputy Chair)
 Julie Barratt (Appointed 1 January 2021)
 Maurice Brennan
 Siraj Choudhury (Resigned 31 December 2020)
 Sterling Crew (Appointed 1 January 2021)
 Kevin Gould (DC) (Resigned 25 June 2020)
 Jonathan Hayes (Resigned 31 December 2020)
 Roisin Kerr
 Madhu Murali (Appointed 25 June 2020)
 David Newsum
 Nick Pahl
 Jessica Tabois
 Kirpal Tahim
 Vanessa Wardle (Appointed 1 January 2021)
 Dawn Welham (Resigned 31 December 2020)
 Jo Wyatt (Resigned 31 December 2020)

Risk and Audit Committee*

Carol Healy (Chair)
 Roy Coulter (Chair) (Resigned 31 December 2020)
 John Cragg (Appointed 1 January 2021)
 Jonathan Hayes (Resigned 31 December 2020)
 Madhu Murali (Appointed 1 January 2021)
 Saravana Namasivayam
 Robert Spain

Appointments and Remunerations Committee*

James Howe (Chair)
 Steve Othen (Chair) (Resigned 31 December 2020)
 Maurice Brennan (Appointed 25 June 2020)
 Amanda Clarke
 Tracey Marshall (Appointed 1 October 2020)
 Andrea Sutherill (Appointed 1 January 2021)

CIEH Executive Management Team

Phil James	Chief Executive (Appointed 6 January 2021)
Christine Kanu	Executive Director of Finance and Corporate Services
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 2020 and who have been appointed between the end of the year and 30 April 2021 are shown, for completeness.

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