



Chartered  
Institute of  
Environmental  
Health

## Business Plan 2007 (updated March 2007)

### CIEH Northern Ireland Directorate

#### National and Local Drivers

No.	Core Issue	Related Issues
L1	Increased profile and influence - with policy and decision makers at all levels	N2
L2	Raised profile - for EHPs and EH services	W1, N2 ,N3
L3	Member services	N1
L4	Student Training	N1
L5	Capacity Issues	W1, W3
N1	Member recruitment, retention and engagement	W3, W4
N2	Engaging with government at all levels	W1
N3	Raising the profile of CIEH	W2

#### Business Plan 2007

**Note: This plan describes specific projects and initiatives planned for 2007 at the time of writing. It does not take account of ongoing maintenance issues and reactive work (eg consultation responses and interventions etc)**

Project/ event	Rating	Core issues	Delivery date	Resources/ Budget	Risks	Measures of success
Delivery of smokefree training for LA enforcement staff	1	L1, L3, N3	31.03.07	Time £18600	1.Failure to deliver within agreed timescale. 2.Poor feedback/evaluation thereby compromising CIEH credibility.	1. All training delivered on time and within budget. 2. Positive evaluation.
Participate in and deliver Food Poverty research project (commenced 2006)*	1	L1, N3	30.09.07	Time £150K	1. Failure to deliver project within agreed timescale and budget. 2. Loss of credibility as a result.	1. successful conclusion to project (published report on research findings and high level conference). 2. National/ Local media coverage around issues. 3.future policy incorporating recommendations from report.

Build further capacity/awareness of EH role in PH – 5 OMFs	2	L2, L3, L5, N1, N3	End 07	Time £500	1. Low number of attendees and minimal impact.	1. <25 members per event 2. Increase in Ph based interventions within EH service.
Develop proposal and secure funding for “State of the Environment” Report for NI	1	L1, N2, N3	31.3.07	Time	1. none	1. successful bid
Conference – Creating connections*	1	L1, L2, N2, N3	01.03.07	Time	1. Fail to deliver conference. 2. Low delegate numbers (<80) – low impact event. 3. Loss of credibility with partners	1. >120 delegates. 2. clear priorities for action derived from event. 3. Financial break even (or profit)
Commission research into ETS	2	L1,L2,N3	End 07	Time (funding to be secured from outside agency)	1. Research findings undermine smokefree intervention. 2. Research findings devalue work of EHPs	1. Research completed on time and in budget 2. Research paper published 3. Media coverage of positive research findings
Commission research into public perceptions of role of EH Service	2	L2,L5,N2	End 07	Time	1. Research shows perceptions of EH services and EHPs negative 2. Research shows perception that EH services in NI failing 3. Alienation of CEHOG 4 Alienation of general membership	1. Research completed on time and in budget 2. Research paper published 3. Media coverage of positive research findings
Deliver CIEH NI low cost training programme	1	L3,N1,N3	End 07	To be self funding	1. Delivery of poor quality training ( feedback) 2. Incur financial loss from training event/s	1. Delivery of high quality training ( feedback). 2. Break even or income generating events.
Student fora	2	L3, L4, L5, N1	End 07	Time and self funding	1. Poor attendance/engagement with student members	1. >25 participants 2. Increase in student membership uptake.

Develop toolkit/resources for more effective engagement of EM s within LAs	2	L1, L2, N2, N3	30.09.07	Time £2000	1. Poor engagement with project by LAs. 2. Insufficient material available. 3. poor/ineffective resource	1. positive and comprehensive engagement in project by LA EH Services. 2. Improved influence and relevance for EH depts with EM s.

\* Partnership projects – CIEH has contributory role

KEY

	COMPLETED
	COMMENCED
	PENDING