



11th June 2024

Stakeholder Mapping: Scope of Work

1. Introduction

- 1.1 The Chartered Institute of Environmental Health (CIEH) is a membership and awarding body and registered charity within the environmental health sector.
- 1.2 In order to achieve a sustainable organisation financial stability is a strategic priority for 2024 alongside enhancing our membership engagement offering.
- 1.3 In 2023 we embarked on a stakeholder mapping exercise and have identified over 200 organisations as key stakeholders. Our stakeholders are also our members, member volunteers and staff. All internal and external stakeholders are to be considered.
- 1.4 Proper evaluation of the views of stakeholders will support our decision making and is much more likely to lead to organisational success. This will support our management of policy and reputational risk and ensure we are engaging with the most important influencers.
- 1.5 We have defined our stakeholders as those interested in our organisations outcomes or who may be affected by them.

2. Objectives

- 2.1 This work is currently incomplete. The purpose of the project will be to analyse our existing map and review contents and use. For this we need to:-

2.1.1 Ensure stakeholder data is available:-

- Understand who our most important stakeholders are with whom we can work in partnership to create influence to support our vision of a safer, cleaner, healthier environment for everyone
- Emerging stakeholders not included within the map with whom CIEH should be liaising in our policy work and as part of our commercial interests
- Achieve a greater understanding of stakeholders who currently support our commercial objectives. Particularly in relation to our commercial products.
- Achieve a greater understanding of emerging commercial stakeholders
- Creating groups of stakeholders so we understand synergies and where efficiencies can be achieved given we have limited resource.
- Help us to gain an understanding in how we support and develop our existing networks and organisational structures to identify new stakeholders we would like to have a relationship with.

2.1.2 Examine how we already engage with stakeholders and how held information can:-

- Achieve a greater understanding of how stakeholder influence is interconnected
- Consider how we hold and use the data to:-
 - Improve communication for different groups
 - Identify how and when to engage with key stakeholders via a clear rating criteria. The current criteria is outlined in 4.2.
 - Create clear feedback loops to understand the effectiveness of engagement and measure success via KPIs
 - Review and provide feedback on our current approach to stakeholder engagement with policy makers, key influencers or decision makers.
 - Consider if there are any stakeholders with whom we engage on multiple levels and within different areas of the organisation. Identify these clearly within the work.

3. Deliverables

3.1 CIEH is looking for support from an external agency who can use their previous experience to complete the work to form a comprehensive stakeholder list and also provide a review of how it can best be used to maximum benefit as per point 2.

4. Support

4.1 CIEH volunteer members within advisory panels are important stakeholders and will offer technical assistance and support. Also, our board and other advisory groups. They will be able to comment and their engagement will be important.

4.2 Current scoring has taken into consideration the following criteria

- Type of stakeholder
- Size of network
- Current Relationship
- Current Influence
 - High Influence / High Interest
 - High Influence / Low Interest
 - Low Influence / High Interest
 - Low Influence / Low Interest
- What the relationship delivers
- What we would like the relationship to deliver
- Existing contact name
- CIEH Owner

5. Timeframes

5.1 We would welcome an indication of timeframes and a road map for completion of the work. Our budgets are set in early September for 2025. We would like to ideally have the work completed by then to feed into our workplans and budgets.

6. Your Information

6.1 We would be looking to receive the following from any interested parties;

- Background information on your organisation and any individuals that would be involved in the work
- Your intended approach, timeline and methodology. This will be considered in detail to ensure expected deliverables will be achieved which meet expectations.
- Outline of other related services you provide
- Fee structure and itemised proposal against objectives
- Any other information you consider relevant

7. Applications Invited

7.1 Applications for consideration will **open on 11th June 2024 and close on 26th June 2024 at 5pm.** Please send a quotation and supporting information to Louise Hosking, Executive Director of Environmental Health l.hosking@cieh.org.