

# Landscape Institute Corporate Strategy 2018-2023

DRAFT (FOR DISCUSSION)

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## 1 Mission

The Landscape Institute (LI) aims to lead and inspire the landscape profession to ensure it is equipped to deliver for the benefit of people, place and nature, for today and for future generations.

## 2 Strategic Vision

Our vision is to be a relevant, expert and trusted professional body, which develops the skills, knowledge and professional behaviours of its members. We will be agile and responsive in the face of change and environmental challenges to help our members and the communities they serve deliver a more sustainable future.

We will be inclusive in our approach, and recognise the wide diversity of skills required to transform landscapes and places, spanning disciplines such as landscape planning, science, design and management.

The institute and the profession will always work according to the following values. We will be:

- i. Caring and nurturing
- ii. Creative and playful
- iii. Socially aware

## 3 Strategic Objectives

1. Raise the political and public profile of landscape and place
  - i. **Promote the value and importance of the relationship between people, place and nature:**
    - a. Increase the 'natural capital' of rural and urban environments
    - b. Promote the social and health benefits of quality places and green infrastructure
    - c. Champion the UN Sustainable Development Goals and international agreements such as the European Landscape Convention
    - d. Acknowledge social challenges such as urbanisation, climate change and resource management, and work towards sustainable landscapes.
  - ii. **Demonstrate the value and breadth of the landscape profession**

Develop the LI's standards, accreditation and kitemarking role:

    - of excellence in landscape planning, design and management
    - to support the professional development of members
    - a. Promote excellence in practice from iconic landscape design to delivery of community infrastructure
    - b. Demonstrate the benefits of long term management of landscapes and places.
    - c. Support members of the profession in taking on leadership roles across civil society.

- iii. **Lead debates on matters of public interest**
  - a. Develop a more prominent media presence and public brand, working increasingly through social media and digital channels
  - b. Lead conferences and public debates e.g. on landscape and health
  - c. Improve relationships with government and business among leaders and decision makers.
2. Build the resilience and confidence of the landscape profession.
  - i. **Empower the profession with skills needed for future success**
    - a. Boost leadership skills across the profession
    - b. Develop professional skills spanning marketing, presentation and engagement
    - c. Improve the profession's expertise in digital practice
    - d. Update a new competency framework and our pathways to Chartership based on industry need, and which is sensitive to future challenges.
  - ii. **Increase access to landscape education**
    - a. Develop more diverse routes into the profession, including through apprenticeships
    - b. Provide more training, and review CPD requirements and provision
    - c. Integrate more landscape modules into educational curricula
    - d. Increase collaboration with education providers and researchers
    - e. Promote the profession to the next generation, and in a way which respects the diversity of students. from many backgrounds
    - f. Promote the profession to graduates in related disciplines.
  - iii. **Horizon scan and future proof the Institute**
    - a. Become an exemplar organisation in the use of digital channels and platforms
    - b. Put sustainability and well-being at the heart of professional practice
    - c. Support and utilise research by partner organisations
    - d. Actively review and improve our products and services
    - e. Seek cutting edge knowledge and collaboration from other sectors e.g. health, technology and education.
3. Grow and be more inclusive as an organisation
  - i. **Be a role model through our actions**
    - a. Be collaborative, ethical and professional
    - b. Act in a socially & environmentally responsible way
    - c. Value and support our volunteers and employees
    - d. Promoting diversity and inclusion in the profession.
  - ii. **Broaden the profession**
    - a. Explicitly value the management of as well as the design and planning of landscapes and places
    - b. Grow by promoting a whole life-cycle approach to landscape practice to include professionals from planning and design to management, rural to urban, including

specialist areas of expertise e.g. garden design, place managers, protected landscape managers

- c. Ensure we remain relevant by updating our offer based on market insight.
- d. Increase our engagement levels with future generations interested in careers in landscape.

**iii. Be more inclusive through the way we operate**

- a. Establish new strategic partnerships
- b. Grow our international activity to offer a recognised professional credential and by encouraging the sharing of expertise and standards across borders
- c. Improve the products and services delivered by the LI. This may include developing differential pricing, greater online delivery and improved value
- d. Support the variety of landscape businesses across all sectors (public, private and third) with appropriate business advice.

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