

# **4. CEO's Report: Performance 2017/18 Update on activities & outcomes**

**Dan Cook**

**CEO Landscape Institute**

# People, place & nature

LANDSCAPE INSTITUTE  
CORPORATE STRATEGY  
2018-2023

ISSUED 3RD APRIL 2018



Landscape Institute  
107 Grafton Road  
London WC1X 8TZ  
United Kingdom

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- 1. Influence**
- 2. Relevance**
- 3. Inclusive growth**

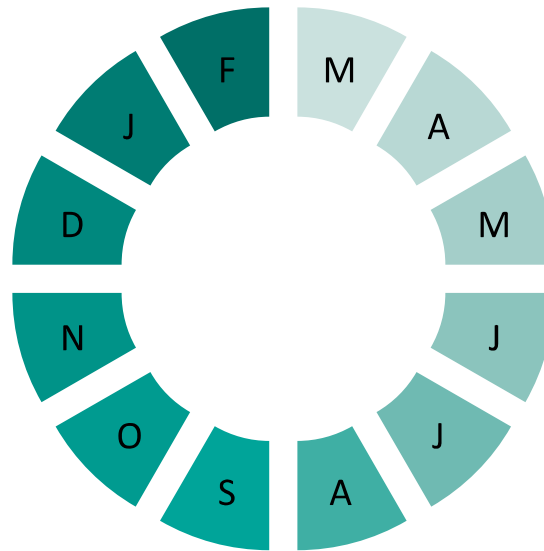
# Better decision making through planning our annual governance cycle

Jan/Feb: Council 3 - **Influencing** - policy, standards, engagement priorities for year ahead

Nov/Dec: Board 3 - sets business planning assumptions

Nov: Practice subscriptions

Oct/Nov: AGM/Jellicoe Lecture  
Council 2/Board 2 – **Strategy** session to discuss key themes, risks, opportunities



March: Board 4 – sets budget/plan  
Performance reviews

April: New LI business year starts  
Branch AGMs

May: Elections

June: Subscription run

July: Council 1- **Oversight**  
Governance, education, professionalism  
Board 1 – approves accounts

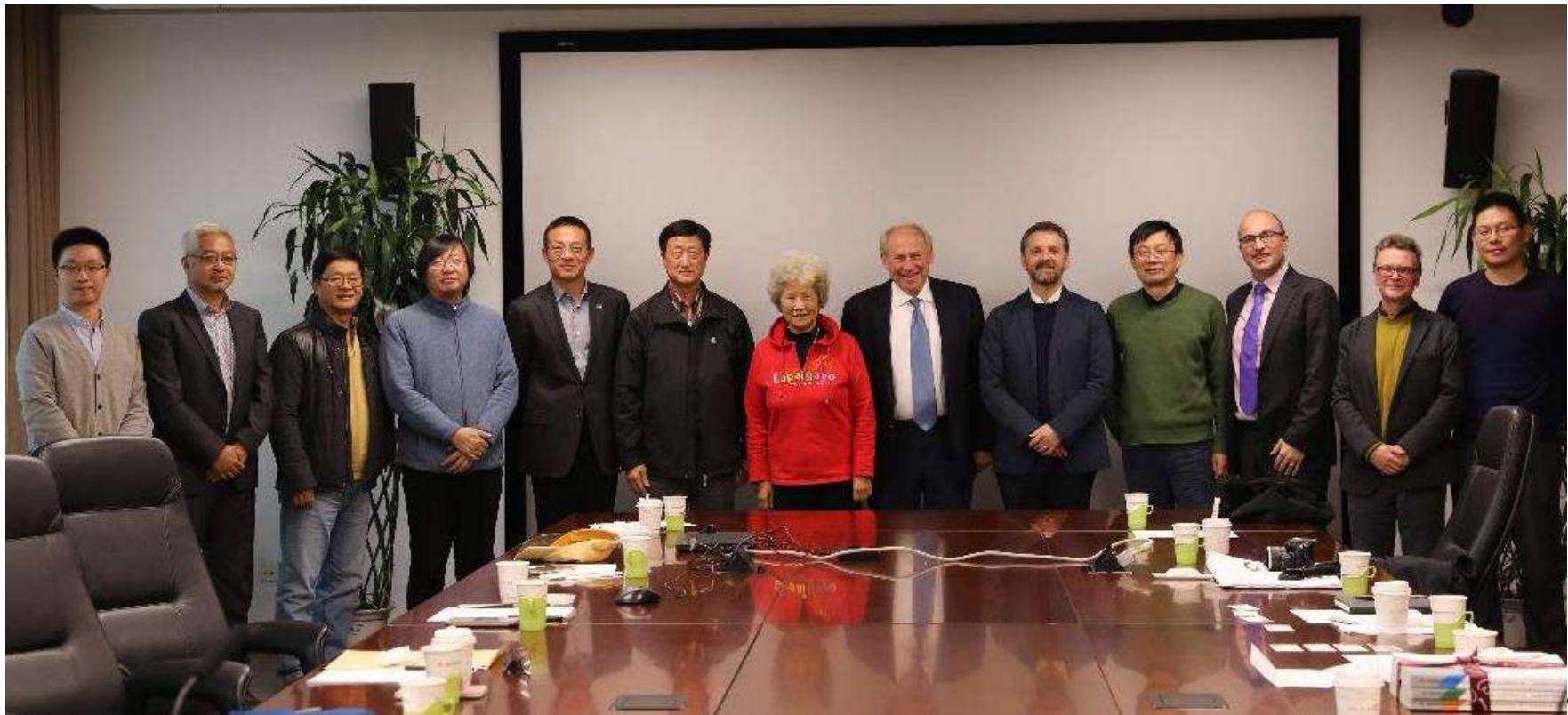
# Engaging & delivering for our members

- 70+ visits to employers
- 500+ for LI awards
- 250+ attendees for LI Manchester conference
- 160 attend our digital CPD day in March ( 200+ livestream)
- Introduced regular college of fellows events
- New combined CMLI & FLI graduation event
- High engagement level with NRW, NE, Defra, SNH/ADS

# Influence: UK 25 year environment plan



# Collaboration: Chinese landscape leaders



SOURCE: Wired.com |

# Influence: “Landscape for Scotland”





**DIGITAL**  
**#LICPDday**

20 March 2018  
London

## LIVE STREAM

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# Back Soon....

- 10:00 - 10:30** **Social Media Marketing – Making it deliver**  
Fern Eyre Morgan, FEYM Digital
- 10:35-11:05** **Using 3D Technology in the AEC Sector**  
Kadline James / Ewen Morrison, Hobs Studios
- 11:35-12:05** **Animated Landscape**  
Matthew Parker, Room60
- 12:10-12:40** **Digitisation, Construction and BIM Level 3**  
Mike Shilton, Keysoft Solutions
- 13:40-14:10** **The future of design will be Immersive**  
Johan Hanegraaf, Peiter Hoen, Mecanoo
- 14:15-14:45** **Smart Design for a smart future**  
Michael Cowdy, McGregor Coxall
- 15:15-15:45** **The digital future of the professions**  
Paul Wilkinson, pwcom
- 15:50-16:20** **Key to the City: Using Augmented Reality in the Public Realm**  
Neil Manthorpe, Atkins

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# Collaboration: urban places

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- Chartered designation
- Standards & regulation
- Awards & competitions
- Thought leadership



**IPM**  
Institute of Place Management

- Education & training
- World class research
- Use of data in practice
- International activity

[landscapeinstitute.org](http://landscapeinstitute.org) @talklandscape

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# New MOU with NAAONB



- AONB staff to work towards LI membership
- Joint discounting & promotion of relevant events

# Membership is growing

- New team across UK
  - Rachel Smith Manchester (Director)
  - Andrew Morris –
  - Membership Development Manager under recruitment
  - Rachel Howe – Glasgow
  - Keith Prickett – London
- We are seeing are seeing growth of chartered & fellowship levels from:
  - Former members returning
  - Strong retention of existing members
  - Good growth of students members through closer university engagement
  - Better engagement with landscape management sector including protected spaces, parks etc

	2012 / 2013	2013 / 2014	2014 / 2015	2015 / 2016	2016 / 2017	2017/18
<b>Honorary</b>	36	35	35	30	9	10
<b>Fellow</b>	78	87	90	88	79	88
<b>Chartered</b>	3292	3286	3245	3217	3256	3316
<b>Licentiate</b>	1111	1134	1227	1353	1225	1145
<b>Student</b>	458	384	325	183	253	370
<b>Academic Fellow</b>	1	1	1	1	1	2
<b>Academic</b>	26	31	32	28	35	47
<b>Retired</b>	213	223	295	312	325	330
<b>Supporter</b>	37	30				
<b>Affiliate</b>	42	48	103	188	147	158
<b>Total</b>	<b>5294</b>	<b>5259</b>	<b>5353</b>	<b>5400</b>	<b>5340</b>	<b>5469</b>

# Challenges for the LI

## Internal

- We are updating and changing things - new people, processes & systems
- We need to keep BAU running while updating new
- Workload & resourcing has been challenging in a small team
- Legacy systems such as P2C platform have had major outages this last year

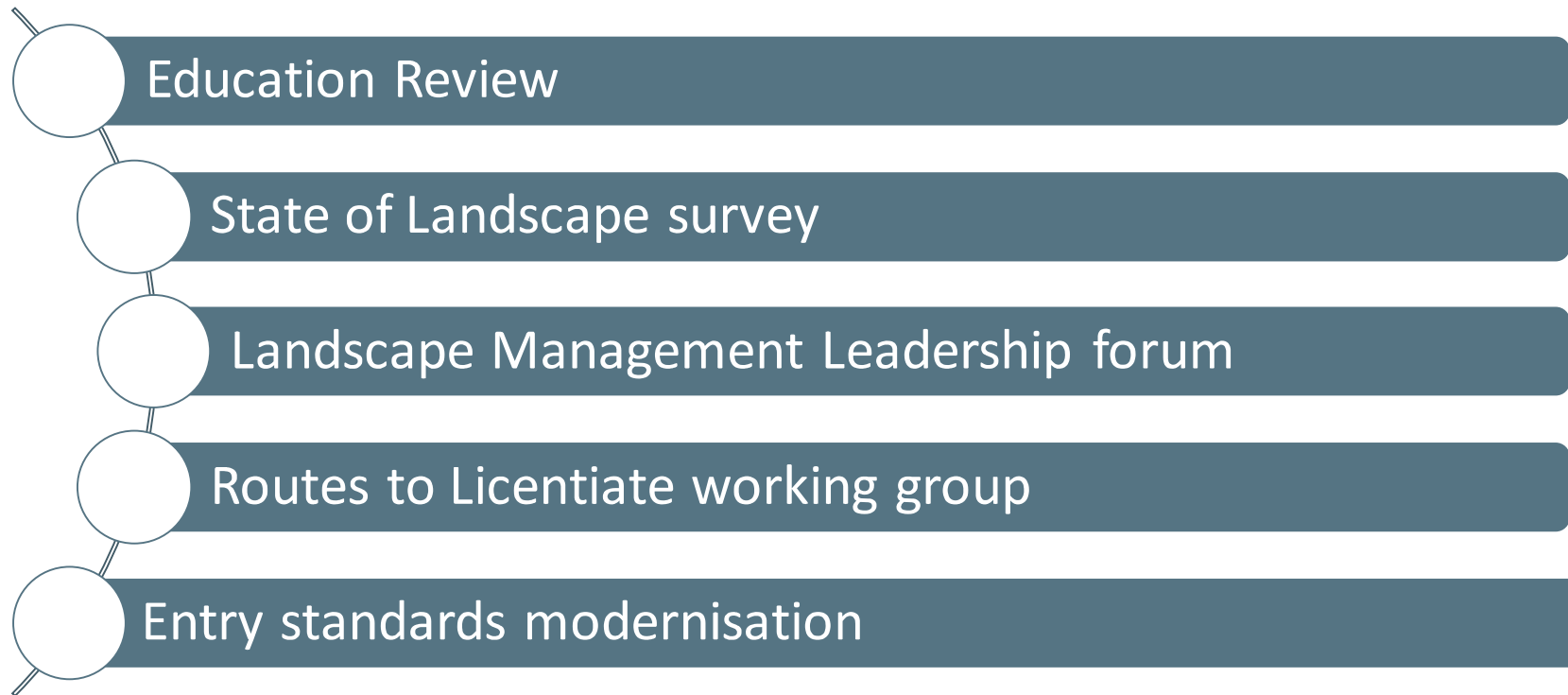
## External

- Sector is suffering major skills shortages
- There are uncertain economic conditions
- Brexit could have major impacts on people, services & supply chains

# Opportunities for the LI

- Nature into cities eg Singapore, National Park cities movements
- Climate change leading to adaptation & mitigation
- Wales – Water regulations, measuring landscape outcomes
- Scotland – edible growing, towns centre first
- England – High street fund, greater focus on health
- Post Brexit – Agriculture & Development linked to net environmental gain

# Defining the future of the profession





# Being more inclusive

## Our work is well underway

- Established a diversity & inclusion working group
- Engaging disciplines in addition to planning & design
- Making LI the home of all professional landscape disciplines
  - Landscape Architecture
  - Landscape Planning
  - Landscape Management
  - Landscape Science
  - Urban Design

## Understanding emergent fields of practice:

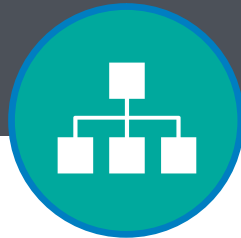
- Place Management
- Digital practice
- Community engagement
- Natural Capital
- Health & well being

# Entry standards, talent & relevance



## APPRENTICESHIPS

Creating new routes into the profession to increase numbers entering profession and support diversity agenda



## BROAD PROFESSION

Ensure the Landscape Institute is the professional home to a broad range of landscape professionals



## EDUCATION SPREAD

Focus to ensure education routes are more evenly spread across the UK. International links will also be explored in the future



## DIVERSITY AND INCLUSION

Support to ensure diversity and inclusion strategy is adopted by the profession



## FUTURE PROOF

Support and develop the profession to enable it is future proofed

# Talent

## What types of organisations do LI Members work for?

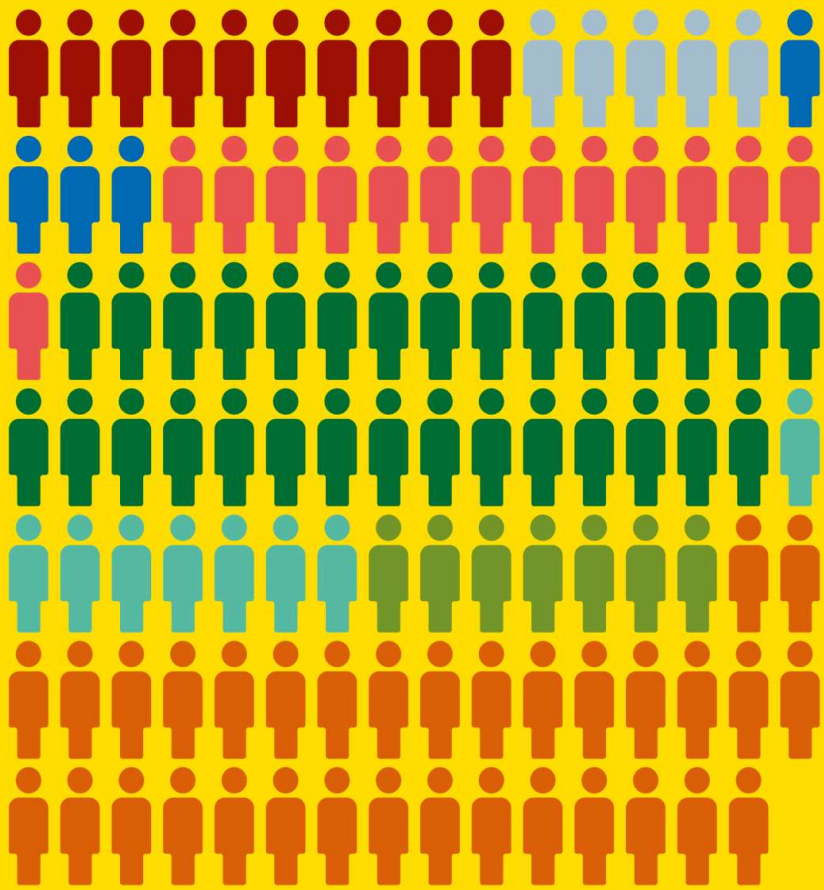


## Important sources of work for professionals in private practice



TEP has **111** environmental professionals including **33** members of the Landscape Institute.

<b>10</b> Arborists	<b>30</b> Landscape Managers
<b>5</b> Town Planners	<b>8</b> G15 Specialists
<b>4</b> Archaeologists	<b>7</b> Landscape Planners
<b>14</b> Landscape & Urban Designers	<b>33</b> Ecologists



# Staying relevant to landscape practice today

Those people learning:

- Apprentices
- Students
- Recent graduates

In all areas of landscape (and place) practice

- Senior professionals
- Experienced professionals
- Technicians
- Career changers
- Public sector, private & third sectors
- More self employed

# This profession is getting more diverse

Landscape  
Architecture & Design

Landscape Planning &  
assessment

Landscape  
Management

Urban Design

Ecology/Environment/  
Science

Garden Design,  
Planting design &  
Horticulture

Community  
Engagement

BIM/3D  
Visualisation/Digital

Place Management

Landscape Engineering

Health and well being

History & culture

# Consulting our members on membership

Planning to bring to next AGM (likely November 2019)

## Proposed Technician grade

- 91% (218/238) of respondents agree with new “Technician” category
- 68% (163/ 238) of respondents think this category should be allowed to vote
- 69% (166/239) of respondents think Technician members should be entitled to use post-nominals (E.g “LI Tech”)

## Name Change of “Licentiate” to “Associate”

- 85% (202/240) of respondents agree with the proposed change
- 69% (166/239) of respondents think Associate members should be entitled to use post-nominals (e.g. LI Assoc)

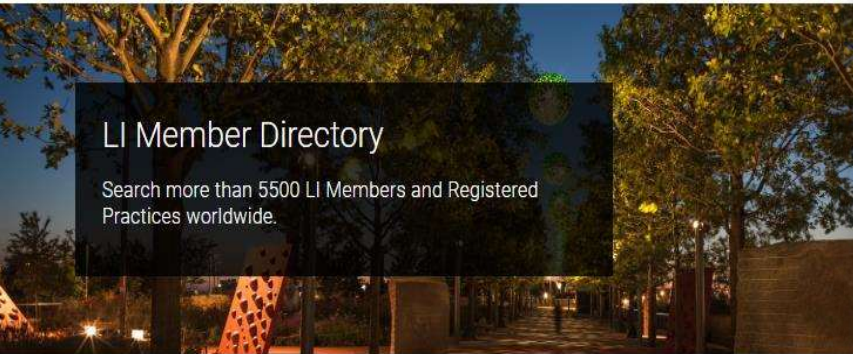
# What next

## Key Consultations

- February: What areas of competence should we include ?
- March – July: Drafting our new competency framework
- Mid year: What levels of skills do we need?
- End year : How should we assess these skills/competencies ?

# **New online services for members on the move**





## LI Member Directory

Search more than 5500 LI Members and Registered Practices worldwide.



Don't have an account?

[SIGN UP](#)

Sign in to Landscape Institute

EMAIL ADDRESS \*

Email Address

Filter Results

Find Landscape Firms - *Worldwide*

- Find a Firm
- Find a Member

Practice Name

LOCATION

Worldwide

Town/City

Postcode



## My Branches

### Your LI Branches

The LI has 12 UK branches, with nine in England and one in each of the devolved Northern Ireland, Scotland, and Wales, plus one International one for members outside the UK.

Your Primary Branch is normally the branch closest to your home address and you have voting rights for this branch. If you are interested in branch activities in other areas you can also select one or more Secondary Branches.

MY PROFILE

MY FIRM



### My Practice Profile

Update my Practice Details

- [My practice details, addresses and directory profile](#)
- [View my Practice LI Directory listing](#)
- [LI Member Directory FAQs](#)



### My Case Studies

Showcase my practice's best work on the LI website

- [View / Edit my case studies](#)
- [Case study FAQs](#)



### My Practice Benefits

Member-only resources and benefits for Registered Practices

- [Logos and Signage](#)
- [Post a job](#)
- [Read Landscape Journal online](#)



### Engage with the LI

Get my practice involved with the LI

- [My Practice LI Branches](#)

**A refreshed Journal with a new  
design and editorial direction**

# Land scape

THE JOURNAL  
OF THE LANDSCAPE  
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WINTER 2017

landscapinstitute.org



Celebrating success  
#LTwards2017

# Land scape

THE JOURNAL  
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Issue 1 - 2019

landscapinstitute.org



## The International Issue

New opportunities in landscape

# Land scape

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INSTITUTE

SUMMER 2018

landscapinstitute.org



## Landscapes for living

How public health and landscape practitioners are changing the face of health and wellbeing

## The case for Healthy New Towns

What are Healthy New Towns and what do they say about current public-sector thinking on planning, landscape and public health? by Sara McCaffery explains.

Public health, from planning to delivery, has a long history of working with the built environment to improve health and wellbeing. The case for Healthy New Towns is a natural extension of this history, as it seeks to create new communities that are designed to be healthy from the start.

Healthy New Towns are a type of development that is designed to be healthy from the start. They are a response to the need for new housing and infrastructure in urban areas, and they offer a range of benefits for both the community and the environment.



Map of the UK showing the locations of Healthy New Towns.

Source: Department for Communities and Local Government, 2017.

## Big ambition

10 leading landscape architects reveal how they see the first to try to create international submissions in a new category for the Royal Urban Awards. The Editors of the journal, one of 2018's judges.

The 2018 Landscape Institute Awards for Best International Award, created after the Royal Urban Awards, is a new category that will allow landscape architects to showcase their work on a global scale. The award is designed to recognize the best international landscape architecture projects, and it is a testament to the growing influence of landscape architecture on a global scale.



Image of a large landscape project, possibly a park or urban development.

Source: Landscape Institute, 2018.

## Carefully designed

Research into landscape's role in therapeutic care is the backdrop of Garden's design for North's Ark Children's Hospice in north London, creating an indoor-outdoor care journey that starts the moment you arrive.

The design for North's Ark Children's Hospice is a testament to the power of landscape in therapeutic care. The project is a collaboration between the design firm and the hospice, and it is a testament to the growing influence of landscape architecture in the healthcare sector.



Image of the North's Ark Children's Hospice, showing a modern building with a large outdoor area.

Source: Garden, 2018.

# Raising our profile with the public and decision makers

30 FEATURE: LANDSCAPE DESIGN, PARKS + PLAY

## REFLECTIONS ON VALUE

### Looking back at Landscape Institute Conference 2018

Over 300 delegates and 40 world-class speakers were in attendance at the LI's 2018 conference to debate and discuss the topics of valuing landscapes. Discover more...

As we continue to face urgent global issues such as climate change, a growing population and resource uncertainty, we are presented with a crucial opportunity to address pressing land and landscape issues. How can we ensure that our landscapes are resilient, sustainable and provide a great quality of life for people, places and nature?

Addressing this, the Landscape Institute (LI) in association with JFLA Europe and the University of Greenwich, staged an international conference on 5-7 September 2018 centring on this vital topic. Leaders and practitioners from both the built and natural environment professions were invited to share knowledge, share insight and generate

inspiring visions for the future. Speakers included: Alan Barnes, Director of Landscape, who said that "despite having limited tools, NPIVA does great work by 'normalising partnership'"; Chris Bratton, Director of the Green Hub partnership [www.thegreenhub.org.uk] who said that "the value of landscape is a multilateral alliance spanning the public, private and third sectors"; Debrah Sandley, project manager at Scottish Natural Heritage, demonstrated the ways in which she makes substantial use of big data as part of a Scotland-wide monitoring programme; Working with a high range of partners, CHN has provided a comprehensive information resource for every designated landscape in Scotland.

Sharepoint Marketing Connect Landscape Institute Bankline New Box

the PLANNER FEATURES NEWS OPINION CAREER ADVICE KNOWLEDGE CENTRE RTPI

02/10/2018

## News report: Can we design well-being into modern cities?

By Catherine Early

After attending the Valuing Landscape Conference 2018: Connecting People, Places and Nature, Catherine Early reports on how planners and landscape designers can ensure that tomorrow's cities withstand the pressures of climate change, poor health and population growth.

Landscape design is fundamental to masteringplan, well-designed space improves the resilience of communities to external challenges that include increasingly... Sign Up or Login to read full article

Tags: ECONOMIC GROWTH, ENVIRONMENTAL, HEALTH, PLAN MAKING - MASTER PLANNING, DESIGN, WELLBEING, SPEAKING, LANDSCAPE, NATURE, DEFICIT, DAMAGES, HEALTH

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## Will we value our landscapes more as our cities overheat, forests burn, our rivers flood and we die earlier?

31/08/2018

Valuing Landscape 6th & 7th September 2018 – international conference tackles big questions about valuing our landscape for future generations

Our lives in the 21st century are under increasing threat as our cities overheat, flash floods wreak havoc, forest fires blaze out of control and climate change moves on again as a summer of increasingly strange weather patterns across the world. As we adjust to dealing with more extremes, what are the solutions to tackle some of these issues, and the interventions that the landscape profession can make to help mitigate some of these problems?

Issues such as population growth, increasing urbanisation, social inequality, increasing obesity levels, digital and technological innovation, food and water security and climate change, do not respect national or professional boundaries.

These trends and consideration of how we respond to them will be the focus of a two-day international conference Valuing Landscape, organised by the Landscape Institute and JFLA Europe at the University of Greenwich next week (6th & 7th September 2018). The event will give attendees the opportunity to listen, engage and debate many different viewpoints that are held on this topic.

Advertisements

November 5 and 6, 2018 in Zurich

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INFORM

## Valuing Landscape conference

On 5-7 September 2018, Pro Landscape attended the Landscape Institute's Valuing Landscape Conference 2018

Challenges and future trends faced by the landscape architecture industry were explored at the Valuing Landscape Conference 2018, which was attended by more than 300 delegates from all over the world.

Keynote presentations by the Landscape Institute, the International Federation of Landscape Architects (IFLA Europe) and the University of Greenwich, the event focused on the challenges facing the landscape industry and how to address them. Through a combination of presentations, discussion groups and site visits, the conference underlined the importance of landscape for connecting people, place, planning and the work we do to add value to the landscape.

Again, also spoke about the importance of digital skills within the landscape architecture industry and the importance of networking, children and nature. At the end of the address, he urged delegates: "What we need is for everyone here to go away and be ambassadors and champions to help reconnect society with nature."

THROUGH A COMBINATION OF PRESENTATIONS, DISCUSSION GROUPS AND SITE VISITS, THE CONFERENCE

and landscape. Also, the challenges involved in how to address the question of valuing the landscape were discussed by Simon Willmott, Chief Executive Officer of the Design Council.

During the conference, the winners of the 2018 design competition were announced by Michael Cassidy CBE, chair of the National Development Corporation. The brief for the competition was to find the most creative and inspiring ideas to help shape the landscape of Edinburgh, the first new Garden City of that century, and the largest of 10 healthy 'New Towns' being developed in the UK, judged were announced in selecting the winner: HKS (Paris, Aix-la-Provence and Doha).

A round of presentations followed, including a keynote by Professor John Thompson, Partner, Place Best Associates and between Simon, Alan Barnes, Director of the Landscape Institute, and Debrah Sandley, Project Manager at Scottish Natural Heritage. HVAO is a concept developed by Heather Murphy Design, in collaboration with John Thompson Partnership, Place Best Associates and between Simon, Alan Barnes, Director of the Landscape Institute, and Debrah Sandley, Project Manager at Scottish Natural Heritage.

Other speakers included Chris Bratton, Director of the Green Hub, by Aerial Urbanism, Blue Lake Gardens by Chris Bratton, Executive Administrator of the National Trust, and the Director of the

“WITH MORE PEOPLE LIVING IN CITIES AND A MORE DIVERSE POPULATION, IT IS OBVIOUS THAT PLACES FOR SOCIAL INTERACTION WILL BE MORE IMPORTANT”

“The conference helped me to explore an issue that I think is central to landscape architecture and that I will have to think about in my work”

“I was glad to hear that discussion with colleagues from all over the world and it was a relief to be talking about something that connects us rather than the constant idea, day after day, which seems to want to disconnect us”

“Chris Bratton, green infrastructure project manager at Scottish Natural Heritage, said: “Through a combination of presentations, discussion and site visits, the conference underlined the importance of landscape for connecting people, place and nature.”

“The programme contained a good balance of expert insights and hands-on examples and provided useful networking opportunities as well as the chance to find out about exciting projects underway in the UK and further afield.”

Pro Landscape enjoyed the opportunity to meet many professionals involved in the built and natural environment and to

NEWS EXTRA

## VALUING LANDSCAPE 2018

ONE OF THE MOST IMPORTANT THEMES OF THE CONFERENCE WAS THE NEED TO TAKE ACCOUNT OF THE NEEDS OF THE LANDSCAPE ARCHITECTURE INDUSTRY IN THE 21ST CENTURY

More than 300 delegates from all over the world attended the event held on 6 & 7 September at the University of Greenwich. The conference was a combination of presentations, discussion groups and site visits, the conference underlined the importance of landscape for connecting people, place, planning and the work we do to add value to the landscape.

Chris Bratton, green infrastructure project manager at Scottish Natural Heritage, said: “Through a combination of presentations, discussion and site visits, the conference underlined the importance of landscape for connecting people, place and nature.”

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“WITH MORE PEOPLE LIVING IN CITIES AND A MORE DIVERSE POPULATION, IT IS OBVIOUS THAT PLACES FOR SOCIAL INTERACTION WILL BE MORE IMPORTANT”

Site visits and workshops

On the second day of the conference, delegates went down the coast to visit the new park including the Olympic Park, Government Gardens, Thornton Park and East Park. In afternoon workshops, delegates discussed topics such as: how to build upon the landscape, natural habitat and the new NPTF impact on habitats.

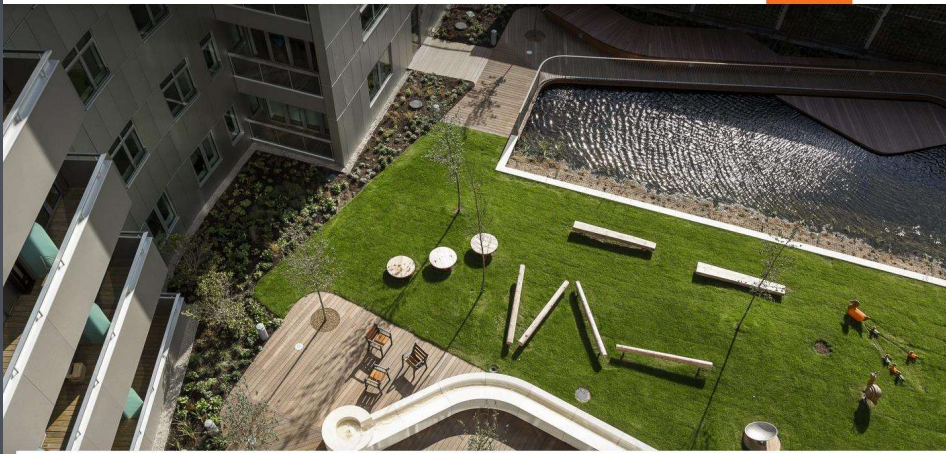
The Valuing Landscape Conference was delivered by the IFLA Europe General Assembly, advised by Alan Barnes, Director of the Landscape Institute, and Debrah Sandley, Project Manager at Scottish Natural Heritage. The conference was held at the University of Greenwich, the event focused on the challenges facing the landscape industry and how to address them. Through a combination of presentations, discussion groups and site visits, the conference underlined the importance of landscape for connecting people, place, planning and the work we do to add value to the landscape.

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Home > Building Control News > New report claims SuDS is behind on delivery

[Building Control News](#)

## New report claims SuDS is behind on delivery

January 10, 2019

**A new report by the Landscape Institute and Construction Industry Council shows that the delivery of sustainable drainage in England is currently a long way behind the ambition**

Sustainable drainage systems (SuDS) are an important way of managing surface water runoff inbuilt




## Survey highlights widespread council worries over SuDS planning regime

11 January 2019 by Colin Marrs

Almost all local authorities report that the quality of planning application submissions for sustainable drainage systems (SuDS) are either "inadequate" or "mixed", according to a survey by two built environment professional bodies.



HOME > FEATURED SLIDER > REPORT HIGHLIGHTS CHANGE NEEDED IN SUDS DELIVERY

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## Report highlights change needed in SuDS delivery

Rachael Forsyth - January 14, 2019

Less than a minute



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