

## WEB Minutes for the 32<sup>nd</sup> meeting of Advisory Council

Wednesday 20 February 2019

Conference Suite, NCVO Society Building, 8 All Saints Street, London N1 9RL

Council Meeting 3 – Standards (Entry & Technical) & Policy

### Present:

|  |                   |  |                 |  |                                      |
|--|-------------------|--|-----------------|--|--------------------------------------|
| <b>Honorary Officers</b>                     |                   |  |                 |  |                                      |
| CHAIR: Helen Tranter<br>Vice President       |                   | Merrick Denton-Thompson<br>Immediate Past President            |                 | Carolyn Göhler<br>Hon Treasurer              |                                      |
| <b>Elected Members:</b>                      |                   |  |                 |  |                                      |
| Annie Coombs                                 |                   | Rebecca Knight   |                 | Katharine Schofield                          |                                      |
| Noel Farrer                                  |                   | Maude Pinet  |                 |  |                                      |
| <b>Branch Reps:</b>                          |                   |  |                 |  |                                      |
| EofE   | Liz Adams         | NE   | Kevin Johnson   | SW   | Christine Tudor for rodie McAllister |
| London                                       | Hanna Salomonsson | NW   | Alice Murphy    | Scot   | Nick Bowen                           |
| Mids   | Rupert Dugdale    | SE   | Louise Ward     |  |                                      |
| <b>Committee Reps:</b>                       |                   |  |                 |  |                                      |
| EMC  | Chris House       | Tech   | Bill Blackledge |  |                                      |
| <b>In Attendance:</b>                        |                   |  |                 |  |                                      |
| Dan Cook<br>Chief Executive                  |                   | Hannah Garrow<br>Policy & Influencing Manager                  |                 | Amina Waters<br>Director                     |                                      |
| Kate Bailey<br>PCC Chair                     |                   | Yvonne Matthews<br>Executive Assistant CEO & Leadership Team   |                 | Emma Wood<br>Governance & Regulation Manager |                                      |
| Ben Brown<br>Policy Manager                  |                   | Lyn Mentiplay<br>Membership Development Manager                |                 |  |                                      |
| Aaron Burton<br>Head of Policy & Influencing |                   | Rachel Smith<br>Director                                       |                 |  |                                      |
| <b>Apologies:</b>                            |                   |  |                 |  |                                      |
| Adam White<br>President                      |                   | James Lord<br>HonSec   |                 | Hanna Salomonsson<br>BrRep London            |                                      |
| Simon Brown<br>Licentiate Rep                |                   | Ian Phillips<br>Elected  |                 | Daniel Watson<br>Licentiate Rep              |                                      |
| Ben Betts<br>BrRepEMids                      |                   | Brodie McAllister<br>BrRep SW (represented by Christine Tudor) |                 | Ray Edwards<br>BrRep Wales                   |                                      |
| Mark Smeeden<br>BrRep Y+H                    |                   | Harry Watkins<br>BrRep NI                                      |                 | Liz Stark<br>Student Rep                     |                                      |

### 1. President's Welcome

As President Adam White was ill and unable to attend the meeting was chaired by Vice President Helen Tranter (HT)

HT welcomed all and introduced new members of the LI staff team:

Head of Policy & Influencing - Aaron Burton

Policy & Influencing Manager - Hannah Garrow

Membership Development Manager - Lyn Mentiplay

## **2 President's Report**

HT and Dan Cook (DC) gave a brief update from the Presidents Report including:

- i. LI Awards
- ii. BALI Awards
- iii. RHS Green Plan It challenge
- iv. President's Diary
- v. LI90th – MERL (Museum of English Rural Life) has been commissioned to create a timeline of LI history. There will be a family friendly celebratory event 07-08 June at Queen Elizabeth Olympic Park
- vi. RHS Garden at Chelsea with Duchess of Cambridge has gained global coverage
- vii. Date to note: 18-20 September IFLA World Congress

HT gave a brief update on activity which included:

- viii. Public Sector Working Group
- ix. Play Symposium in Wales
- x. Charing the Entry Standards Modernisation Group

## **3 LI Elections 2019**

HT encouraged all to consider standing in the upcoming LI elections. We are very keen to have a wide and diverse range of candidates for all the roles, particularly for the President Elect and other officers so please do consider nominating yourself, or encouraging others that you believe would bring key skills to the roles to consider standing

The President, officers and CEO would be happy to chat informally with anyone that might be interested to give greater context for the roles, the support available from the LI staff team etc

**ACTION:** All to consider consider standing in the upcoming LI elections

### **3.1 Use of Video for President / Vice President Candidates**

Council discussed the principles as outlined in the paper, highlights included:

- i. Danger of decisions being made on basis of short piece of video only. Emma Wood (EW) confirmed that the video would be in addition to the candidate statement
- ii. Concern that requirement to submit video should not be a deterrent. It was agreed that those without suitable public speaking video could be filmed at the LI. DC also confirmed that training is available for members which can include presentation, media etc
- iii. Supporting documentation to make the requirements clear
- iv. Council supported the requirement for video and that to make clear that the requirement of video for the President is mandatory the wording of the principle will replace 'should' with 'will'

#### **AGREED:**

- a) That as the President is the figurehead for the membership as a whole and will regularly represent the LI and the landscape profession that a short video showing the candidate public speaking will be required in addition to the candidate statement
- b) That as the Vice President is expected to deputise for the President that candidates be strongly encouraged to submit a short public speaking video in addition to the candidate statement
- c) Those without suitable public speaking video to be filmed at the LI

### **3.2 Candidate Statement**

Council discussed the proposed candidate statement key questions as outlined in the paper, highlights included:

- i. Council supported the first 2 questions but felt that the questions could be simplified by merging question 3 regarding the core values into question 1
- ii. What if a candidate doesn't support the corporate strategy? Can say so but actually the President is a representative of the membership and is elected to act on the membership's behalf rather than on their own personal agenda
- iii. There was a discussion of word limits which recognised that writing a focussed, clear candidate statement was a skill in itself. It was also accepted that a balance needs to be reached between the maximum word limit required by candidates and the need of the membership to be able to read and consider multiple statements. It was agreed to maintain the current word limit of 250

**AGREED:**

- a) That the key questions for the candidate statement be simplified into 2 questions only with question 1 and 3 being merged

*[Post Meeting Note: the candidate statement key questions have been rewritten:*

1. *How would you support delivery of the LI Corporate Strategy whilst living the LI core values*
2. *Please summarise your skills and experience relevant to the role for which you are standing]*

### 3.3 Election Officer

Council discussed the appointment of an Election officer and agreed to appoint an Independent Trustee

**AGREED:**

- i. That an Independent Trustee be appointed as the Election Officer

*[Post Meeting Note: Independent Trustee Dr Wei Yang FAcSS, FRTPI, MCIHT, AOU, RIBA Client Adviser has accepted the appointment as Election Officer]*

## 4 CEO Report

### 4.1 DC gave a presentation, highlights included:

- i. Launch of the new online services directory, MY LI members dashboard etc.
- ii. Successfully introduced live streaming of events. Developing on demand CPD portal
- iii. Journal is now themed, has a well thought forward plan and is receiving good feedback
- iv. Membership numbers show growth with an increase in students and members returning
- v. CPD programme going well with an ongoing forward plan. Any ideas for 2020-21 can be forwarded to [Andrew Morris](#)
- vi. New team structure will help deliver the main goals of the corporate strategy of Influence, Relevance and Inclusive Growth.

ACTION: All to forward any ideas for 2020-21 CPD to [Andrew Morris](#)

### 4.2 Finance and Risk Update

Carolin Göhler gave a finance update:

- i. Volunteer value c£1-1.5 million
- ii. CRM major digital upgrade has been delivered, is already having a positive impact and will support the delivery of new income streams
- iii. LI online services – new directory, my LI dashboard to replace members area February 2019
- iv. Next digital upgrade projects - online CPD reporting and monitoring system followed by the replacement for Pathway

Council took the opportunity to thank Carolin for all her work as Treasurer and showed its appreciation with a round of applause

#### **4.3 Business Plan Overview and Assumptions**

- i. Performing ahead of business plan
- ii. Major projects carried forwards into new budget year: Entry Standards, Digital, #Chooselandscape
- iii. Considering additional funds for branches to support LI90th

#### **4.4 Corporate Strategy**

Major investments over the next 3 years:

- i. Entry standards processes and membership systems
- ii. Website and brand
- iii. Learning management system
- iv. LI Awards - Tom Armour is leading a review
- v. Business as Usual – lots of essential work is going on in the background

Questions from the floor:

### **5 Member Survey**

Amina Waters (AmW) confirmed that the member survey had only closed at the weekend and these are some very preliminary results:

- i. Over 1000 responses
- ii. Respondents reflect the membership (Age, gender etc)
- iii. Member feedback is generally good but further analysis will be undertaken to compare results against previous years and identify any trends
- iv. Member feedback on future LI activity will be considered for future planning and priorities

### **6 Priorities for 2019-20**

#### **6.1 Policy and Influencing**

Policy & Communications Committee (PCC) Chair Kate Bailey and Ben Brown, LI Policy Manager spoke to the paper:

- i. Now have a team of 3 working to develop and deliver policy strategy framework to focus limited resources to deliver those outcomes that the members care most about
- ii. Key policy priorities identified and working on key objectives and targets
- iii. Have introduced a Policy Framework, multi year outcomes and annual workplan
- iv. There are 6 long term priorities:
  - a) Green infrastructure
  - b) Design and placemaking
  - c) Rural and valued landscapes
  - d) Planning and Development
  - e) Measuring and promoting value
  - f) Business, skills and growth

#### **6.2 Technical**

Simon Odell (SO) confirmed that the Technical Committee is very much reliant upon the technical expertise of the membership and gave a brief overview of planned outputs which include the following topic areas:

- i. Digital Practice
- ii. Bio-security
- iii. Infrastructure
- iv. Visualisation: Photography & Photomontage
- v. Urban Forestry Initiative
- vi. Lighting

### 6.3 Member Engagement and Branches

AmW and Rachel Smith spoke to the paper and confirmed that there is a 3 year plan for:

- i. Improved member engagement
- ii. Improving volunteering offer to engage more members
- iii. Increasing the impact of #Chooselandscape
- iv. Better engagement with international members

### 6.4 Feedback Sessions

After the presentations Council split into groups to provide feedback on the plans and priorities for 2019-20. The feedback sheets are available at Appendix 1

**App1**

Comments from the floor:

- i. Policy and influencing  
People's recognition of what we do and what the landscape profession can offer society underpins all the objectives.  
Key issue people can grasp is 'landscape led' within which sits people, place and nature - benefits it brings to everyone
- ii. Member engagement  
Plans include direct engagement by the LI and indirect engagement through volunteers and branches. Each area of outcomes needs 'champions' either organisations or people to support is in our endeavours
- iii. Technical  
If Policy is the vehicle for external influencing then Technical is the tool kit that enables delivery

## 7 Member Insights / Branch Items

### 7.1 LI Journal - Tabled paper

Bill Blackledge (BB) confirmed that every issue back to 2012 is downloadable in pdf format. Now need to communicate to members that this is available and how it can be of benefit. DC confirmed can also now link direct to individual articles

Members have access to the historical record at MERL (Museum of English Rural Life) but the LI does not own the full copyright. We are liaising with MERL over possible digital access (possibly via a third party provider) but there is an annual cost implication. Have to consider the value and member benefit versus the existing priorities and member demand

## 8 Standards

### 8.1 Governance Forward Plan

Governance project review – agreed in Edinburgh that the committees will be consulted on the Terms of Reference. Confirm timetable for this. Looking to consider at July Advisory Council

## **8.2 Working Together Policy**

The policy was noted.

## **9 Any Other Business**

### **i. Charter for Parks**

DC confirmed that Board has considered the Charter for Parks and decided not to support it as it cannot support the statement that there can never be any development on parks. Members work on both sides and we cannot support that statement without clear evidence. Members in the room have worked on projects that involve development on parks

### **ii. Member Ethics and impact on Standards**

Suggestion that there is a greater need to consider members impact on standards. DC confirmed that since subject came up at the LI AGM in January Ethics and Trust has already been added to the LI programme and is on the agenda for the November strategy meeting

### **iii. End of Term and final meeting**

HT thanked all those for whom this was their last meeting. Council commented that there was a value to maintaining expertise and suggested that it would be useful to invite past presidents, past committee chairs to input / support LI. DC noted that College of Fellows (CoF) meetings provide a good venue to connect and input. CoF Chair is also now a member of Council and can act as a link

### **iv. Merrick Denton-Thompson**

Council recorded its thanks to Merrick for all his contributions to the LI

### **v. Scotland branch**

Nick Bowen confirmed that LIS have initiated the Scottish Landscape Alliance, a partnership of organisations engaged in landscape and place, co-chaired by The National Trust for Scotland.

### **vi. Appointments & Selections Committee (A&SC)**

All to consider opportunity for involvement with A&SC between now and July meeting. There will be a number of vacancies from 01 July 2019. Katherine Schofield (KS) current A&SC Chair is happy to discuss with any members that may be interested

There being no other business Helen Tranter thanked all for their participation and the meeting closed at 1654

- / Make sure Tech + PCC are well-aligned & communicating about priorities & day-to-day
- / Need clarity on natural capital + how/what Tech will produce. How do we do natural capital
- / SuDS + Urban forestry to align w/ GI.
- / Capture the experts who can contribute to Technical Notes
- / Reviewing LIA - links to major infrastructure + valued landscapes



→ Invited us fast track

① Agree

→ Senior professional entry  
intern

knowledge + experience

→ env economists

→ community / social scientist  
behaviour  
→ master planning.

→ town planner / architect

→ landscape urban design.

→ geography & planning

→ engineering

→ PM for landscape.

→ parks management.

→ garden communities



→ dual qualified people  
— know who they are!

→ education courses  
→ <sup>in demand</sup> pressure to 2yr course  
→ shorter courses  
flexible providers

→

→

# FEEDBACK

## MEMBERSHIP & ENGAGEMENT

(1)

~~Is the long term framework clear?  
Is there anything missing or superfluous?  
Will it still be valid in 10 years.~~

Issue documents earlier for meetings

data issues - incorrect emails

Short notice on meetings/webex

align dates for sending papers / in advance.

General comms - informing members - eg new staff  
summary on profiles, photos

App - Looking at different forms + ways of  
comms - website, email

Acknowledged - initiatives for staff to  
engage, visit physically

Webinars following meetings for non-attendees  
Podcasts



~~cohort~~ ie students + apprentices

(2)

## Young professionals (Y2)

- ↳ social event/dinner?  
student event?  
student specific group?

## University student engagement

- ↳ more representation/profile of  
LI required.

- ↳ student contact/rep.

- ↳ presentations to LI students at  
universities eg induction/overview of  
LI/benefits

- ↳ AMI - suggested on tool kit

- ↳ better links - eg graduation/shows  
where LI could profile @ uni's