

## Web Minutes of the 60<sup>th</sup> meeting of the Board of Trustees

Tuesday 31 July 2018

Landscape Institute, 107 Gray's Inn Road, London WC1X 8TZ

### Board Meeting 1 – Performance

#### Present:

CHAIR ALW	Adam White President	MDT	Merrick Denton-Thompson Immediate Past President	HT	Helen Tranter Vice President
JL	James Lord Hon Secretary	CG	Carolin Göhler Hon Treasurer	NW	Niall Williams Non Chartered Trustee
MB	Michelle Bolger Education & Membership Chair	KB	Kate Bailey Policy & Communication Chair	MvG	Marc van Grieken Technical Chair
SG	Simon Green Independent Trustee	JS	Jim Smyllie Independent Trustee	PS	Phyllis Starkey Independent Trustee
WY	Wei Yang Independent Trustee				
<b>In Attendance:</b>					
DC	Dan Cook CEO	AAW	Andy Wallace Head of Finance & Operations	EW	Emma Wood Professional Standards & Governance Manager
CH	Christina Hirst ( <i>item 5</i> ) Consultant: Education Projects	PAS	Poppy Smith ( <i>item 5</i> ) Head of External Affairs	AMW	Amina Waters ( <i>item 6</i> ) Executive Director Digital Transformation
SL	Sarah Loutfi Incoming Director of Professional Standards				

### 1. President's Welcome

Adam White (ALW) opened the meeting and welcomed all before taking the opportunity to thank all those that had attended the Presidents' Reception and helped make it such a successful and positive event

### 2. Declarations of Interest

Merrick Denton-Thompson (MDT) Trustee Cholderton Estate Trust, Trustee Learning Through Landscapes

### 3. Matters Arising

#### 3.1 Confidential Item

#### 3.2 Leadership Session 19 June 2018

Having discussed 'Item 2.2 Remuneration Committee' at the Leadership Session in June the Board came to a decision that was read out and confirmed in the meeting. This decision was then recorded in the notes with that same agreed wording. Since the meeting an alternative wording of that decision had been suggested. Board discussed the proposed change to the notes and agreed that no amendment was necessary. The original wording stands

### 3.3 IFLA

Dan Cook (DC) gave a presentation to update on the IFLA Assembly and World Congress in Singapore. Highlights included:

- i. LI made quite a lot of impact
- ii. DC was invited to moderate a main session, President Adam White also gave a major presentation
- iii. There were c750 delegates including a high number of senior members in the Asia region
- iv. Emerging market landscape bodies were in attendance
- v. Congress agreed that the profession must 'measure, quantify value and promote its contribution'
- vi. Key Issues: IFLA has major financial challenges. It also has major governance challenges  
We have offered to lead on our update to code of conduct/ethics to involve IFLA and undertake to create a global code  
Many emerging associations value our standards, guidance, policy and they loved our #chooselandscape work  
India, Philippines, Singapore, Indonesia, Malaysia all expressed interest to work more closely with us

Comments:

Need to carefully consider our own strategy and plans, important to keep our identity whilst increasing our level of influence. The LI needs to be promote the reform of the IFLA organisation - but not take it on for them. Maintain the links, support reform but put them on notice that without that reform will need to consider our continued membership. This needs to be developed over the months ahead.

Look to developing an agenda for change for the strategy session in November

ALW noted that NW was relentless at networking and promoting the LI and the profession. Both ALW and DC recorded a 'Massive thank you' to Niall for his support

**ACTION:** International strategy and developing an agenda for change to be considered at the November strategy session

## 4. CEO Report

DC gave a brief update on the World City Summit – items of particular note:

- i. Range of excellent landscape led projects in Singapore including: Aged housing, Hospitals set in landscape, SuDs, Climate Change/Heat island mitigation
- ii. Made great connections through Young Leaders Forum including:  
CEO Gehl Institute Helle Soholt – Inclusive Healthy Places guidance  
Major developers - Lodha Group Mumbai  
Chair 100 Resilient Cities – Michael Berkowitz

### 4.1 Quarterly Performance Report

DC spoke to the report and presented additional supporting information highlighting achievements and success from 2017-18:

- i. 70+ visits to employers
- ii. 500+ for LI Awards
- iii. 250+ attendees for LI Manchester conference
- iv. 160 attend our most recent digital CPD day (200+ livestream)
- v. 2 College of Fellows events

- vi. New combined CMLI & FLI graduation event
- vii. High engagement level with NRW, NE, Defra, SNH/ADS
- viii. Strong, positive feedback from Council regarding the new governance cycle, direct influence, positive, smaller groups - definitely the way forward.
- ix. Membership statistics show growth, mainly through retention and returnees. CMLI membership is at highest level since 2012
- x. Finances - very healthy finish to end of year. Looking for financial growth through sponsorship and improved CPD offering

Current performance on key areas:

- xi. Membership: Strong numbers from P2C sitting exams so far this year.
- xii. Awards: Record student entries (67). Paid awards entries are comparable to last year and Awards exceed last 2 years entries already
- xiii. Conference Sponsorship – ahead of plan

## 4.2 Strategy

DC presented issues relating to our International and Influencing strategies

### 4.2.1 International

New international award has attracted the highest number of entries. There is huge interest and opportunity internationally. Whilst we need a clear international strategy we also need to be mindful of the other significant projects already committed to

DC to build into paper for further consideration at the strategy session in November focused on the 'Why would we do this and what is the business case'

**ACTION:** DC to build into paper for further consideration at the strategy session in November focused on the 'Why would we do this and what is the business case'

### 4.2.2 Influencing

A topic for the November strategy session. It was agreed that Policy & Communications Committee (PCC) and other related groups should have the opportunity to input

**ACTION:** PCC and other related groups to have the opportunity to input to the influencing strand at November strategy session

## 5. Finance

Andy Wallace (AAW) spoke to the paper

### 5.1 Audited Accounts

2017-18 was a successful year and finances are in a healthy state. It was proposed that Board approve the audited accounts. Board requested the inclusion of a line regarding the broadening project on page 10. Subject to this amendment the audited accounts were unanimously approved

<b>For:</b>	<b>13</b>	<b>Against:</b>	<b>0</b>	<b>Abstain:</b>	<b>0</b>
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Carolyn Göhler (CG) noted that the finance team had done a fantastic job and contributed to our success

**DECISION:** To approve and sign the audited accounts 2017-18 with the inclusion of a line regarding the broadening project on page 10

## 5.2 Post-Audit Report

The report was noted

## 5.3 Letter of Representations from Board to Sayer Vincent

The letter of representation was approved

**DECISION:** To approve and sign the letter of representation to Sayer Vincent

## 5.4 Schedule of Board Expenses Payments

Noted

## 6. Education and Entry Standards Project Update

Christina Hirst (CH), Poppy Smith (PS) and Sarah Loutfi (SL) joined the meeting for this item

DC introduced Sarah Loutfi as the incoming Director of Professional Standards. SL gave a brief overview of her previous experience confirming her legal and diversity background and highlighting her roles within professional standards and equality

A range of strong viewpoints were expressed during a fragmented debate that highlighted the need to clarify direction of travel. A number of statements were made but there was no clear decision making process

*1630 PS left meeting*

**ACTION:** ESMWG to work on a draft that can be emailed to Board for comment and approval before going to full membership consultation

## 7. Digital Project Update

Amina Waters (AMW) gave a presentation on our digital transformation

Highlights included:

- i. 3 Ds: Improve services for our members (Do Better)  
Bringing new services for our member (Do new)  
Aspiration - be digitally forward thinking (Do Best)
- ii. Online application and information recording
- iii. Upgraded members area
- iv. E-learning

Comments:

Do we continuously question why do we need this? Yes, regularly monitor external forces, requirements and opportunities

Will training be available? Simple online guide to ensure accessible for everyone. There will be communications introducing new services, links to online guides, etc. ALW recommended all visit [#chooselandscape](#) – its very intuitive and that's the approach that we are looking for

All GDPR compliant? Yes - CRM has GDPR built in, preferences, opt in/out, lawyers are developing our privacy policy etc. Board requested a GDPR progress report for next meeting

Automation - this is a key design issue. Aiming to have as little as possible requiring manual input

Branches – websites are being integrated with much better interconnectivity, automatic links to Eventbrite, communication systems etc and simplify the systems for our branch committees

**ACTION:** GDPR progress report to be prepared for next meeting

*1740 KB left meeting*

**8. Governance Update**

The paper was noted.

**9. Any Other Business**

9.1 Confidential Item

**10. Close**

There being no other business the meeting closed at 1802