

## Web Minutes of the 33<sup>rd</sup> meeting of Advisory Council

Thursday 18 July 2019

CIWEM, 106 Saffron Hill, London EC1N 8QS

Council Meeting 1 – Oversight

**Present:**

<b>Honorary Officers</b>					
CHAIR: Adam White President		Jane Findlay President Elect		Carolyn Göhler Vice President	
<b>Elected Members:</b>					
Catherine Birkin Elected		Diana Ispas Elected		Peter Neal Elected	
Charlotte Cottingham Elected		Wing Lai Elected		Cara Pedley Student Rep (& for Mark Smeeden)	
Anna French Elected		Michele Lavelle Elected		Adrian Wikeley Co-opted - Chair College of Fellows	
<b>Branch Reps:</b>					
EMids	Ben Betts	Mids	Rupert Dugdale	SE	Louise Ward
EofE	Liz Adams	NE	Kevin Johnson	NI	Paula Gillan
London	Ben Gurney	NW	Serena Welton (for Alice Murphy)	Scot	Rebecca Rylott
<b>Committee Reps:</b>					
EMC	Chris House	Tech	Bill Blackledge		
<b>In Attendance:</b>					
Dan Cook Chief Executive		Christina Hirst Consultant – Entry Standards Project		Rachel Smith Director Business development	
Ben Brown Policy Manager		Yvonne Matthews Executive Assistant CEO & Leadership Team		Amina Waters Director Digital Marketing & Operations	
Aaron Burton Head of Policy & Influencing		Lyn Mentipty Membership Development Manager		Emma Wood Governance & Regulation Manager	
<b>Apologies:</b>					
Romy Rawlings HonSec		Brodie McAlister BrRep SW		Alice Murphy (represented by Serena Welton) BrRep NW	
Mary O'Connor BrRep Wales		Mark Smeeden BrRep Y+H			

### 1. President's Welcome

Adam White (AW) welcomed all to the first meeting of the 2019-20 session before delivering a presentation which included:

- i. LI90<sup>th</sup> anniversary
- ii. RHS Chelsea – presentation of the LI Gold Medal to Hal Moggridge
- iii. Working with the Duchess of Cambridge and the resultant major press coverage
- iv. Blue Peter competition
- v. Landscape united, engaging with partners
- vi. Plan-It

- vii. Biosecurity
- viii. Housing Design Awards
- ix. London College of Garden Design
- x. RHS Tatton Park – 4 LI members shortlisted designers including RHS Young Designer of the Year Kristian Reay

## **2 Election and Governance Matters**

Emma Wood (EW) spoke to the paper and confirmed the results of the recently held elections for vacancies on the Board of Trustees and Advisory Council

### **2.1 Vacant posts**

#### **2.1.1 Licentiate Representative Vacancies**

7 Licentiates have registered their interest in the vacant posts. Having discussed the options Council agreed to option 2:

**AGREED:** To contact those Licentiates that have registered their interest asking for supporting information by 31 August 2019. To be reviewed by A&SC with recommendations voted on by Council during September 2019 so as to appoint the new representatives 01 October 2019  
These new Council members to attend the November and February meetings at which time Council will need to agree whether to reappoint until June 2021 or to recruit again

#### **2.1.2 Honorary Treasurer**

Having discussed the particular requirements for this post and recognised the need for business and financial management skills Council agreed to option 1:

**AGREED:** To contact all chartered (CMLI/FLI) members asking for expressions of interest with supporting information by 31 August 2019. To include particular encouragement for the member that has expressed interest and those who stood for election to apply. To be reviewed by A&SC with recommendations voted on by Council during September 2019 so as to appoint the new representatives 01 October 2019  
The new officer to attend the Board and Council meetings from October until June at which time Council would need to agree whether to reappoint until June 2021 or to recruit again

### **2.2 Appointments & Selection Committee**

- i. The following members agreed to join the A&SC:  
Peter Neal FLI, Charlotte Cottingham CMLI, Rupert Dugdale CMLI, Diana Ispas CMLI, Rebecca Rylott CMLI, Louise Ward CMLI,. New A&SC to select a Chair at first meeting
- ii. Council agreed that the CEO be appointed to A&SC and to update the Terms of Reference. A&SC to decide whether the CEO role to be advisory or voting at first meeting

### **2.3 Advisory Council – Virtual Meeting**

Council discussed the proposal that the February 2020 Council be a virtual meeting and if successful to implement virtual February meetings in the forward programme

**AGREED:** That the February 2020 Council be a virtual meeting and if successful to implement virtual February meetings in the forward programme. LI to provide full support and add extra 30mins to the meeting to allow for technical checks etc

### **3 Performance 2018-19**

#### **3.1 Performance and Achievements**

Dan Cook (DC) opened session confirming that the financial audit returned a clean report and thanked Andy Wallace, Head of Finance, for his efforts throughout the year

Highlights:

Major achievements 2018/19:

- i. First new course accredited – UCL Bartlett
- ii. LI Conference - more than 300 attendees, ahead of budget
- iii. LI Awards - record entries
- iv. CPD forward programme – Planning Day sold out
- v. Won a £20 k grant from MHCLG for parks managers
- vi. Ahead of financial budget
- vii. Introduced new CRM, new members area, new directory
- viii. Migration Advisory Committee (MAC) skills shortage list –campaign to get landscape architecture listed

Entry standards:

- ix. Apprenticeship level 3 has been approved and hope to hear soon that level 7 will also be approved
- x. Proposal to introduce new Technician grade to go to 2019 AGM
- xi. Dual track membership system
- xii. Major consultation work undertaken with membership over the last year
- xiii. Membership was previously plateaued but is now showing growth

#### **3.2 Financial Overview**

Carolin Göhler (CG) noted that the organisation is in a very good financial position and confirmed commitment to digital improvement projects as part on the major effort to modernise and increase efficiency of the processes

In answer to questions from the floor CG confirmed that:

- i. Branch funding – branches apply for funds each year on a by project basis and these are assessed to ensure fair allocations
- ii. Consultants – LI uses a range of consultants to provide specialised advice / services including digital, web design, governance, entry standards
- iii. Multiple Financial reports - The LI is a registered charity and reports the majority of its financial activity as a charity. However, various operating/commercial activities (advertising, sponsorship etc) cannot be reported under charitable activity and as such the LI has a commercial arm, Landscape Services, where these activities can be properly reported

#### **3.3 Future Plans 2019-22**

Amina Waters (AmW) spoke to this item

Highlights:

- i. 5 priorities:

Prepare new competency framework, in readiness to be operating a new membership entry system by the end of FY2021/22

Be recognized by members as growing the profile of, and contribution by, the landscape professions

Increase the number of landscape professionals with the right skills for a changing world

Grow the membership to admit at least 250 new chartered members pa and 100 Registered Practices by FY2021/22

LI 4.0: Be agile and innovative in the way we do things, to better serve members and stakeholders

- ii. 3 Year Business Plan
- iii. P2C system will be replaced in year 2
- iv. Membership growth from year 3 and additional staff growth to deliver additional services
- v. Key projects:
  - Online CPD recording
  - Office move
  - Policy & Influencing plan
  - Governance fit for purpose
  - Professional standards (Code of Conduct, technical programme etc)
  - Choose Landscape
  - Re-engagement of ambassadors
  - Member engagement (2 way communications etc)
  - LI Awards refresh
  - University accreditation
  - Training online
  - Competency framework
  - Pathway guides
- vi. LI Awards – more categories including 3 open categories. More inclusive
- vii. New case study directory - to launch July 2019, linked to MyLI
- viii. New CPD on demand - September 2019. Liaising with other organisations re provision of additional good quality educational content
- ix. New online group discussions platform - linked to the CRM. Discussion groups for working groups, branches, P2C study groups etc. To replace TalkingLandscape (TL), TL content to be reviewed
- x. New online CPD monitoring 2020.
- xi. Diversity and Inclusion – conference in October with UEL as part of Black History Month
- xii. LI declaration of climate and bio diversity emergency - to be a major topic for consideration at November strategy meeting. What does this mean for us:
  - Need understand our carbon usage
  - Need to establish an expert panel
  - Consider changes to our ways of working - approach to travel, meetings, procurement
  - Engage and collaborate with other organisations
  - Develop support for members and employees – training, guidance etc
  - New regulatory requirements for members - CPD, standards
  - Costing of work (time and resources), some changes to priorities
  - New approaches to be phased in over time

### 3.4 Membership Survey Results

Ben Brown (BB) spoke to item and confirmed that full presentation had been previously circulated

Highlights:

- i. Engagement - Huge jump in response rate suggests survey has improved and that people are more engaged with the LI
- ii. Satisfied - Overall satisfaction is generally static: not much change since 2017. A majority of members are still happy
- iii. Branches - Satisfaction is level across the UK, with the exception of Wales, which is an unhappy outlier. International members are the happiest
- iv. Resilience - 88% of members are either “very” or “extremely” likely to renew. Only 2% are not likely to renew, which is a positive sign for our financial resilience
- v. Services - More work is needed to communicate some key roles and services: such as apprenticeships and our policy activity

Comments:

- i. Request to provide a breakdown by branch – looking at what data can be provided to branches integrating information from all the LI data available
- ii. Filming of CPD events, large events are being filmed but what about smaller events - AmW confirmed that its somewhat cost prohibitive but we are also investigating the possibility of webinars which are much more cost effective
- iii. Action on targeting the experienced landscape practitioners that aren't members - Rachel Smith (RS) confirmed that this is a priority for the membership team later in the year with a focus on reinstatements. Also looking at introducing a returnee programme in the near future

## **4 Governance Review**

### **4.1 Governance Principles**

Sarah Loutfi (SL) gave a presentation after which Council split into groups to consider different structure options. The discussion sheets from each workgroup have been returned to LI for consideration within the governance review.

- i. WORKSHOP FEEDBACK OPTION 1
  - a. Structure should be proportionate to the size of the organisation
  - b. Committees should have a smaller maximum membership eg 8 members
  - c. Reporting from Council to Board – perhaps a delegated rep to report to Board on a regular basis
  - d. Start finish groups must have a very clear purpose as well as a closing process
  - e. There should be a maximum number of bodies that a member can be on
  - f. Maximum terms
  - g. Where's the link between advisory and decision making bodies?
  - h. Branches not shown – distinction between English regional branches and the devolved nations
  - i. All about delegated authority – who does what
- ii. WORKSHOP FEEDBACK OPTION 2
  - a. Board need to be clearly identified as the executive decision making authority
  - b. Council and branches need to be included under the Board
  - c. Permanent working groups
  - d. Time limited groups
  - e. Devolved nations – need to be clear that we are 1 organisation
  - f. Clarify delegated powers
- iii. WORKSHOP FEEDBACK OPTION 3
  - a. Under Council – Branches, sub groups, task groups
  - b. Clear remits, tenure, costs
  - c. Intelligence gathering and reporting mechanism
  - d. Create new regional Chairs

Other comments:

- e. Need to make reference to how we reflect and reinforce international connections
- f. Need to consider how to connect with core stakeholders

### **4.2 Member Networks**

SL Introduced the session with an overview of the current structure

Comments:

- i. Lack of profile needs to be considered

- ii. Could events be mapped? RS confirmed that technology will soon be in place for map based searches and this can be considered within that project
- iii. Branch recognition. DC confirmed that there are still 2 weeks to return nominations for the volunteer of the year award

Council split into groups to consider member networks. The feedback will be considered within the governance review.

#### WORKSHOP FEEDBACK

- i. Value from branch CPD, localised, specific, low cost
- ii. Ability to network, speak with peers, mentors
- iii. Hubs – smaller, locally focussed events
- iv. Misperception amongst the membership that only those on the branch committee can make an event happen
- v. Increasing numbers of lone workers, smaller practices – increasing importance of local support and networking
- vi. Standardised offer from LI central – something that can be rolled out locally. Standardised advice
- vii. Unlock energy of students and younger members
- viii. How to ensure successful engagement and 2 way communication locally
- ix. Consider pro rata budget allocation
- x. Staff support
- xi. How to link with universities
- xii. Websites are a vital resource
- xiii. Perhaps a mandatory list of what a branch should do with a very simple reporting template
- xiv. Local insight
- xv. Facilitate online networking

## 5 Entry Standards Project

Christina Hirst (CH) gave a presentation providing an update on the entry standards project. Highlighting the changing profile of the LI membership – changing areas of practice, increasing practice size, move to multi-disciplinary practices. Challenge is not just the scope and range of practice but also the wide range of career paths

Comments:

- i. Would the new competency framework apply to those who are already qualified? No, this only applies to new members.
- ii. Importance of high quality planting design, specification, management. The use of mandatory competencies gives the LI the ability to raise the profile of particular specialisms. Once the framework is in place the university accreditation process can then be aligned

Council split into groups to consider the proposed competencies. All worksheets have been returned to CH for consideration in the entry standards project

#### WORKSHOP FEEDBACK

- i. DC noted that Design Review is missing as a possible specialist area – probably at level 3, 4
- ii. Need to review SuDS vs water management

CH confirmed next phase of the project is recruitment of a number of technical authors followed by a number of member consultations before going to Board in March 2020

## **6 November Meeting**

Main topics for strategy meeting:

- i. Code of Conduct - SL confirmed working on a revised version of the Code and this will be a key discussion area at the meeting
- ii. Climate Change and Biodiversity - DC confirmed recruiting an expert panel and will bring a range of options to Council to consider. Considering option of the Jellicoe Lecture being a climate change debate
- iii. International Options – DC confirmed need to start to assess how best to address international membership issues

Anyone keen to be involved with governance, ethics or international issues please let us know

Comments:

- i. Perhaps consider the UK / EU relationship
- ii. What happens to the feedback that has been provided today. DC confirmed that the feedback influences the projects as they go forward and there will be ongoing member consultation together with Board consideration
- iii. Climate change – important to include our own member impacts eg members work on airports, car parks, building on green belt etc. Time that we looked at our own activities

## **7 Any Other Business**

### **7.1 General Strike**

Anna French notified Council that Earth Strike is proposing a general strike on 20 September 2019

There being no time to take any other business members were asked to forward any other issues for consideration after the meeting. AW thanked all for their participation and the meeting closed at 1703

## Advisory Council Agreed:

<b>1</b>	Licentiate Vacancies	<p>To contact only those Licentiates that have registered their interest asking for supporting information by 31 August 2019. To be reviewed by A&amp;SC with recommendations voted on by Council during September 2019 so as to appoint the new representatives 01 October 2019</p> <p>These new Council members to attend the November and February meetings at which time Council will need to agree whether to reappoint until June 2021 or to recruit again</p>
<b>2</b>	Honorary Treasurer Vacancy	<p>To contact all chartered (CMLI/FLI) members asking for expressions of interest with supporting information by 31 August 2019. To include particular encouragement for the member that has expressed interest and those who stood for election to apply. To be reviewed by A&amp;SC with recommendations voted on by Council during September 2019 so as to appoint the new representatives 01 October 2019</p> <p>The new officer to attend the Board and Council meetings from October until June at which time Council would need to agree whether to reappoint until June 2021 or to recruit again</p>
<b>3</b>	Appointments & Selections Committee	<p>The following members agreed to join the A&amp;SC: Peter Neal FLI, Charlotte Cottingham CMLI, Rupert Dugdale CMLI, Diana Ispas CMLI, Rebecca Rylott CMLI, Louise Ward CMLI,. New A&amp;SC to select a Chair at first meeting</p> <p>The CEO be appointed to A&amp;SC and to update the Terms of Reference. A&amp;SC to decide whether the CEO role to be advisory or voting at first meeting</p>
<b>4</b>	February Meetings	<p>That the February 2020 Council be a virtual meeting and if successful to implement virtual February meetings in the forward programme. LI to provide full support and add extra 30mins to the meeting to allow for technical checks etc</p>