

LI Election 2021 Advisory Council Candidate:

David Appleton CMLI

All candidates are required to provide a manifesto/candidate statement of no more than 250 words that must address the 2 questions below

- 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

Candidate Statement:

Skills and experience

I am a Chartered Landscape Architect with many years of professional experience spanning Local Government, Education and Private Practice. I have served as the Chairman of the North West Landscape Group, Chair of the Schools Visiting panel, Chair of the Institute Education Committee, and a former member of Council. I am therefore well versed in the running of the Institute and have a keen interest in how it operates. As a Director of a long standing and successful professional landscape practice I am familiar with business management and accounting practices. Given the unfortunate state of the Institutes finances as set out in last year's accounts, I consider that this experience would be of advantage were I to be elected as a member of Council.

Delivery of the LI Corporate Strategy

The Corporate Strategy and core values are surely one and the same. The Strategy must embrace shared values otherwise it serves no purpose. There are three strategic goals, firstly to raise the profile of the profession, secondly to empower the membership and future proof the profession and thirdly to achieve inclusive growth. In respect of the first, as a priority we should be focussing on decision makers, in terms of the second, CPD should be directly relevant to practice, and more use should be made of accredited courses. For the third, inclusion including broadening the profession should not be at the risk of lowering entry standards or by offering membership to the great and the good.

Current membership of any other organisations:

Arboricultural Association
Shropshire Wildlife Trust
National Trust