

LI Election 2021 Advisory Council Candidate:

Matthew Bradbury FLI



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:

I am a passionate landscape/parks & greenspaces professional with my considerable governance experience in public, private and third sector organisations.

In my role as CEO of Nene Park Trust, as Chair of the Parks Alliance for the last six years and as Vice Chair of the Broads Authority, I promote the value and importance of people, place and nature. Covid has served to highlight these considerable benefits for us all.

I offer experience (of working with government and industry) - and my support through leading debate and influencing regionally/nationally - and at the same time using real, hyperlocal examples of the value that landscape professionals bring to people and the environment.

I am keen to share my knowledge and empower others through developing skills and leadership. I am passionate about ensuring the parks and greenspace sector are well equipped for the future; one that will require new and different skills. I would also seek to support a greater LI focus on newer challenges, such as EDI, Digital and the Climate Emergency.

As a Chair, Director, CEO and Trustee, I have accumulated considerable experience in governance, including undertaking a governance review of a large membership organisation. I would apply that experience in the LI, ensuring accountability, providing an informed oversight and in supporting the review of the LI's Strategy and plans.

I am delighted to offer my commitment to the LI in the interests of supporting the membership and supporting the success and impact of an increasingly important and relevant organisation.

Current membership of any other organisations:

Broads Authority (National Park) - Member and Vice Chair

The Parks Alliance (Chair)

British Mountaineering Council

The Wildlife Trust

National Trust

RHS

British Cycling

British Canoeing

Institute of Directors