

## **Policy and Communications Committee**

### Terms of Reference

#### **1. Aims and objectives**

- a. The Committee has delegated authority from the Landscape Institute (LI) Board of Trustees to create policy and to respond to public policy consultations.
- b. The Committee will develop and implement a plan each year in line with the LI's Charter and Strategic Framework. The plan will identify policy priorities; target organisations in respect of policy; and target audiences in respect of communications; establish key messages; propose communications for policy areas and for each audience.
- c. The Committee will identify and seek to maintain relationships with key organisations and will ensure representation on relevant stakeholder partnerships and groups to advance the aims of the LI and landscape generally.
- d. The Committee will advise on how the LI can be best equipped to respond to external demands in a coordinated and accurate manner in the best interests of the LI aims and those of the profession.
- e. The Committee will identify ways in which LI policy and thought leadership can be embedded in the work of LI staff and the other standing Committees.
- f. The Committee will feed into the development of the LI's Strategic Framework and will agree areas where the LI will publish and/or develop policy and communications initiatives.

#### **2. Remit**

The Committee will address the following issues:

- a. Responses to consultations from the UK government and the European Union; and from the Northern Ireland Assembly; Welsh Assembly Government; and the Scottish Government.
- b. Final authority for all policy statements made on behalf of the LI rests with the Committee, although devolved nation branches and policy consultants will normally take the lead on responding in their own countries.
- c. Responses to consultations from major national bodies whose activities have a significant impact on the landscape where not handled by the Technical and Professional Services Committee.
- d. Position statements and thought leadership publications.
- e. Dissemination of policy across all areas of LI activity and to external audiences.
- f. Advocacy of the LI's aims and position on issues of relevance to the organisation or its members .
- g. Events linked to policy.
- h. Development, promotion and safeguarding of the LI brand.
- i. Media relations.
- j. Print and digital communications.

- k. Work of the Editorial Advisory Panel (which covers Landscape, the Journal of the Landscape Institute; and the News and Reviews website).
- l. The work of the Awards and Competitions Committee.

### **3. Chair, members and expertise**

- a. Council will, following the advice of the Appointments and Selection Committee, appoint a Chair who is a member of the LI and who may serve up to two consecutive terms of two years.
- b. The Chair of the Committee will work with Committee members and LI staff to ensure that the LI reacts in a timely manner to the demands for statements and responses to consultations. Working closely with the Director of Policy and Communications, it will seek to ensure a consistency of message across the LI's work.
- c. The Chair of the Committee will seek to ensure that the skills and experience of members are matched to the requirements of the agreed work plan through review of the membership from time to time/as appropriate.
- d. The Chair will serve on the Board of Trustees.
- e. The Committee will have up to 12 members in total excluding co-optees. Non LI members may be appointed.
- f. Members will be appointed by the Chair of the Committee as required following a clear and open process.
- g. Membership of the Committee will seek to include representation from each of the devolved nations, as officer/consultant or as a member.
- h. Membership of the Committee will include representation by the Honorary Editor of the journal or a representative of the Editorial Advisory Panel
- i. The Director of Policy and Communications will attend Committee meetings, and all policy officers/consultants may attend the meetings, but none will have voting rights.
- j. A meeting will be quorate when 5 voting members or more are present.
- k. A person other than the Chair will be selected by the Committee to represent the Committee on Council.
- l. A representative from the Awards and Competitions Committee will attend Committee meetings as required.
- m. The Honorary Editor of the journal/Chair of the Editorial Advisory Panel will be a full member of the Committee.

### **4. Authority to speak to the media**

- a. The Chair of the Committee shall have authority to make statements on behalf of the LI and will report when this has happened to the Chief Executive and/or the Board of Trustees.
- b. The Director of Policy and Communications will have authority to make statements on behalf of the LI.

- c. Where the Chair of the Committee is unavailable, members of the Committee will have the authority to make statements on behalf of the LI and will devise a method for ensuring that this operates efficiently.

## **5. Groups reporting to the Committee**

- a. The Committee may establish sub-groups, to work on a project for a fixed period of time, for completion of a specific initiative or to work on longer-term projects or responsibilities.
- b. Where sub-groups are created, each such sub-group shall include at least one member of the Committee, who may or may not Chair the sub-group, and shall provide progress or activity reports to each meeting of the Committee.
- c. The formation, purpose and composition of sub-groups shall be recorded in the Committee's minutes.

## **6. Review**

Progress and effectiveness will be reviewed annually to ensure future plans are informed by past activity as well as current priorities.

*Approved by Board of Trustees*  
24th September 2013

*Approved by Advisory Council*  
8th November 2013