



**AGM and webinar**

**2021**

 Music: [www.bensound.com](http://www.bensound.com)

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# Welcome

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**AGM and webinar**

**2021**



**Chair**

**Jane Findlay**

President



A background image of a park scene. In the foreground, two children are running across a grassy area. To the right, a woman is standing and looking at a smartphone. In the background, there are trees, a small building, and other people walking. The image is slightly faded to allow text to be read over it.

# Motion

To approve the minutes of the Annual General Meeting held on 4 February 2021



**AGM and webinar**

**2021**

**Trustees' Report  
and Annual  
Accounts**

**For the financial year ended  
31 March 2021**



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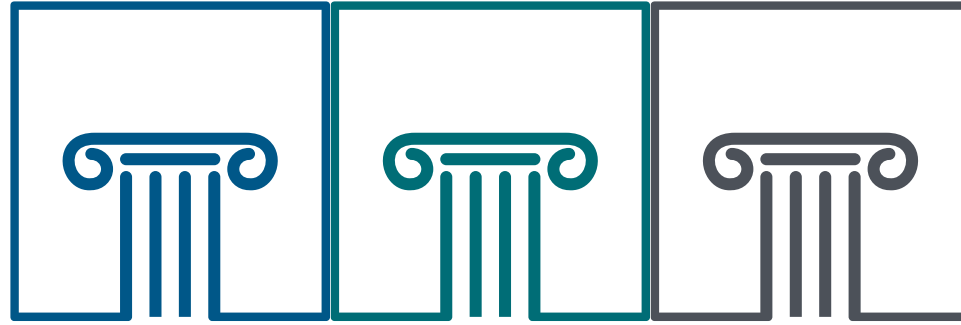
**AGM and webinar**

**2021**



**Annual finance report**  
**Mathew Haslam**  
Honorary Treasurer





## Introduction

### *THE ROAD WE WALK TOGETHER*

*Our journey would not have been possible without our valued volunteers, dedicated staff, resilient members, dedicated sponsors and supportive partners who all help us to weather the pandemic and its impact. Thank you.*



**Finance Report**  
**Mathew Haslam**

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## **Financial context**

**LI through resilience, adaptability and agility:**

- **Delivered continuity to members through its on-line services**
- **Avoid furloughing staff to ensure business as usual**
- **Align expenditure with income where possible**
- **Continued strategy especially around staff resources for business development and marketing**
- **Increased its sponsorship income**





## Financial performance

### Successful Audit

- Clean audit report
- No going concern issues

### Income Sustained

- Membership retention
- On-line income opportunities
- Investments rebound

### Cost savings

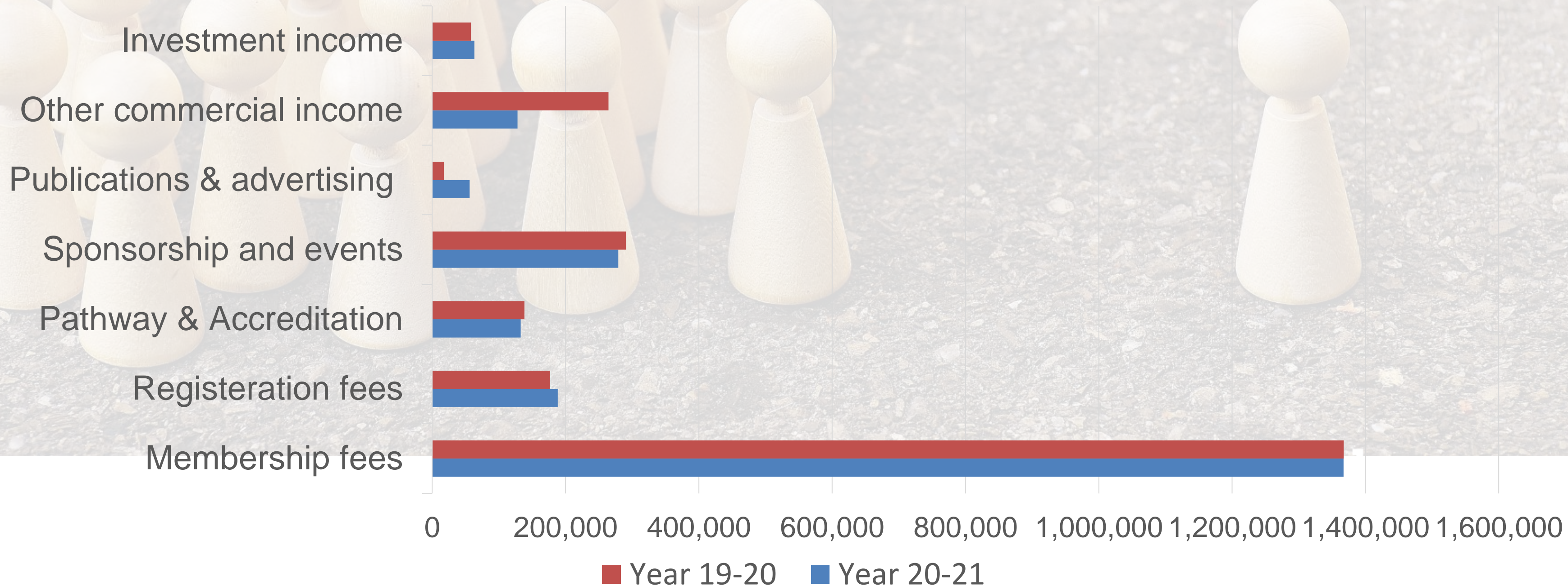
- Robust forecasting
- Savings on-line activities
- Delayed activities





## Financial performance

### Year-on-year income

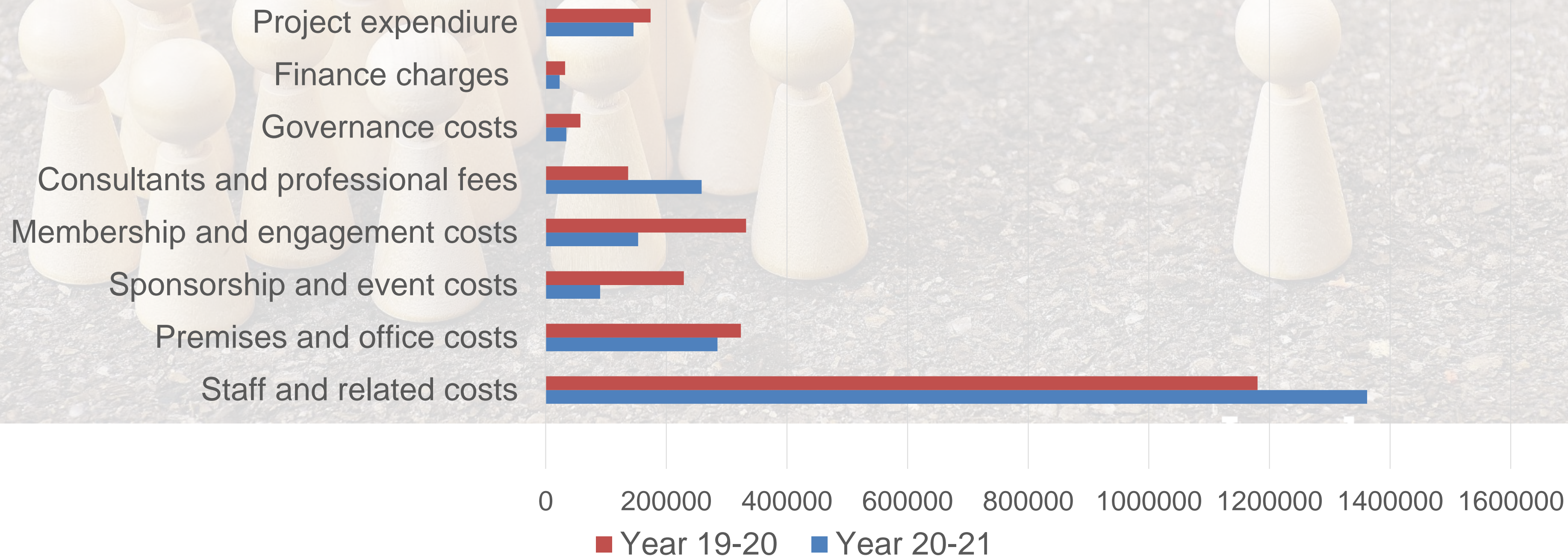






## Financial performance

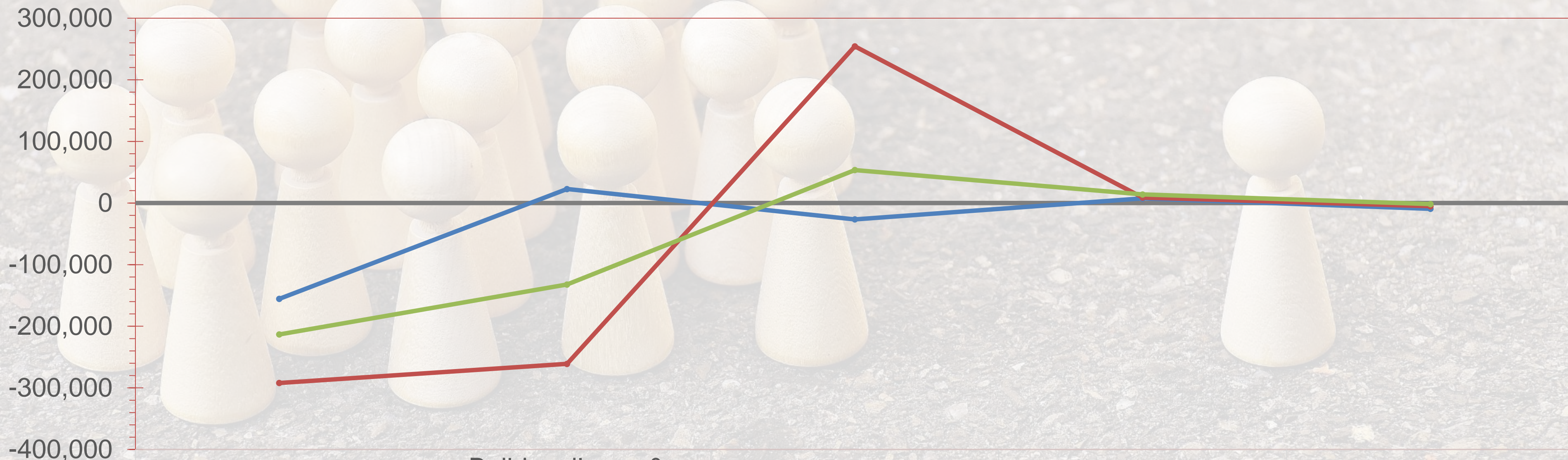
### Year-on-year expenditure







## Financial performance



|      | Raise Profile of LI | Build resilience & confidence | Growth and Inclusivity | Investment Income | Other income |
|------|---------------------|-------------------------------|------------------------|-------------------|--------------|
| 2021 | 78,781              | 128,757                       | -200,794               | 5,053             | 3,385        |
| 2020 | -136,478            | -283,751                      | 280,834                | 1,425             | 4,256        |
| 2019 | -155,561            | 22,755                        | -26,568                | 7,448             | -9,418       |

2019 2020 2021





## Potential challenges ahead

### Internal

- Infrastructure investment
- Review strategic activities
- Diversify income streams
- Operational costs recovery
- Review of KPIs
- New model – Balanced Score Card

### External

- Covid and recent surge
- Brexit and market/regulatory changes
- Impact on Landscape profession – loss of income
- Climate and Biodiversity crises
- Rising inflation





## Opportunities

### **Efficiencies**

Infrastructure –further digital transformation  
Costs savings due to automation  
Refocus staff resources  
Creation of Key Financial principles which underscore all we do.

### **Business development**

Focus on membership offer  
Identify source of income- grants funding  
New grades - Experienced Technician  
Apprentices - Level 3 & 7  
Volunteer engagement strategy  
Focus on communication & engagement



The background of the slide is a photograph of a park. In the foreground, two children are running across a grassy area. A woman stands to the right, looking at a smartphone. In the background, there are trees and a building.

# Motion

To receive and approve the Trustees' Report and Annual Accounts of the Institute for the financial year ended 31 March 2021



A background image of a park scene. In the foreground, a calm body of water reflects the sky and the figures of people. A young girl in a white shirt and dark shorts is running across the water. A young boy in a dark shirt and shorts is also running. To the right, a woman in a white shirt and dark pants is standing and looking at a smartphone. In the background, there is a grassy hill with some trees and a small building. The overall scene is peaceful and captures a moment of outdoor activity.

# Motion

To approve the reappointment of Sayer Vincent as  
the Institute's auditors





# LANDSCAPE INSTITUTE AWARDS 2021





# **Landscape Institute LI Connect**

**Join our new member-driven  
community for conversations on  
everything landscape**

**Login with your My.LI details @  
[connect.landscapeinstitute.org](https://connect.landscapeinstitute.org)**



# LI Events 2022





# **LI Masterclass: LVIA – ‘raising the bar’ Improving standards in the quality of LVIA**

**1 February 2022**

**9am - 3pm**





# LI Webinar: Urban reforestation as effective climate change mitigation

**Tuesday, 25 January 2022, 11am (GMT)**

**Presented by GreenBlue Urban**

**GreenBlue**  
URBAN



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# **LI Webinar: Designing better together - The positive impact of play in housing developments**

**Tuesday, 15 February 2022, 11am (GMT)**

**Presented by Jupiter Play**

**Jupiter**   
play & leisure

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A photograph of a protest sign made of three stacked cardboard pieces. The top two pieces are brown with the words "STOP" and "DENYING" in black marker. The bottom piece is also brown but has the words "THE EARTH" in green marker. The sign is hanging from a tree branch. In the background, there are green leaves and a building.

STOP  
DENYING  
THE EARTH

# **LI CPD Conference: Mitigating the Climate and Biodiversity Emergencies**

**22 - 24 March 2022, 9:00 - 13:00**  
**#LICPDDay**





# Welcome back

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# Meet your Trustees

Jane Findlay CMLI PLI

Brodie McAlister FLI

Noel Farrer FLI PPLI

Keren Jones CMLI

Mathew Haslam CMLI

Chris House CMLI

Kate Bailey CMLI

Marc van Grieken FLI

Jane Clarke

Marc Norden

Jim Smyllie

Dr Wei Yang MRTPI

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**2021**



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**Jane Findlay**

President



**LANDSCAPE INSTITUTE  
CORPORATE STRATEGY  
2018-2023**

ISSUED 3RD APRIL 2018



Landscape Institute  
107 Grays Inn Road  
London WC1X 8TZ  
United Kingdom

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**'Our mission: To lead and inspire the landscape profession for the benefit of people, place and nature, today and for future generations.'**

Image: Port Sunlight River Park. © Gillespies / Giles Rocholl





**Influence**



**Relevance**



**Inclusive growth**

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**Thank you**

**Jane Swift**

Interim CEO



**Welcome**

**Sue Morgan**

Chief Executive

**President's Report**  
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# Driving Change



Image from Fira's 40 Years of Placemaking

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# LI Independent Review



**Leading by example:** influence, relevance and inclusive growth

**Phase 1:** Many recommendations are now business as usual

**Phase 2:** Two-year change programme to deliver more complex improvements

Image: The Hive, Kew Gardens

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# Looking to the future

Delivering change and stability

Understanding the sector

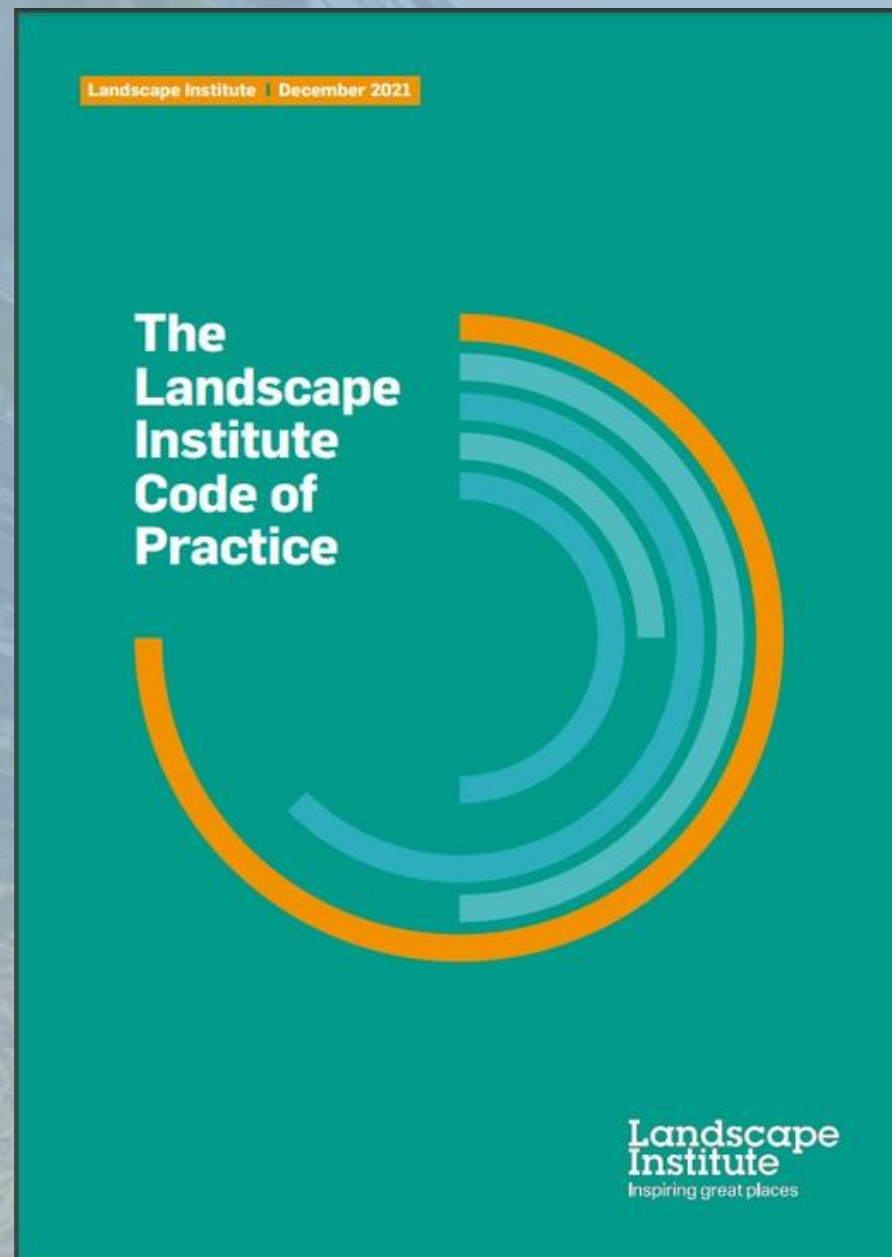
Working together



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**Modern and supportive**  
**Clear and concise**  
**Internationally relevant**

Image: Orchard Place, London City Island, Chris Blandford Associates. © In-Ex Landscapes Ltd

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# Creating Sustainable, Resilient Cities

## #HolyroodCOP26

### SOLUTION

Well-managed ecosystems can provide us with wide-ranging benefits, from producing oxygen and providing food and medicine, to filtering water, removing pollution, and importantly, drawing down and storing carbon from our atmosphere in biomass and soils.

### TREE IN THE RIGHT PLACE

Reforestation - the restoration of forests that have recently been depleted or lost - could protect biodiversity, and help fight global climate change by removing huge amounts of CO<sub>2</sub> from the atmosphere. But when people plant the wrong trees in the wrong place, it can cause more harm than good.

1. Protect existing forest first
2. Work with local people
3. Maximise biodiversity recovery to meet multiple goals
4. Select the right area for reforestation
5. Use natural forest restoration wherever possible
6. Select tree species that maximise biodiversity
7. Use resilient tree species that can adapt to a changing climate
8. Plan ahead
9. Learn by doing

Kew is aiming to be climate positive by 2030. To read Kew's Sustainability Strategy, visit [kew.org/copp26](https://www.kew.org/copp26) or scan this QR code.

# TO REACH NET ZERO WE NEED NATURE BASED SOLUTIONS.







# LANDSCAPE 2021.5°

MAKING COP26 COUNT



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**IFLA**  
CLIMATE ACTION  
COMMITMENT



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# IFLA

## International Ethics Principles



Unifying principles for 70,000 landscape professionals  
worldwide

Addressing social and environmental issues

Contributing to sustainable development

Xianglu Bay Beach in Zhuhai. Image: Zhuhai Xiangwan Wharf developing Co., Ltd

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# Building relationships

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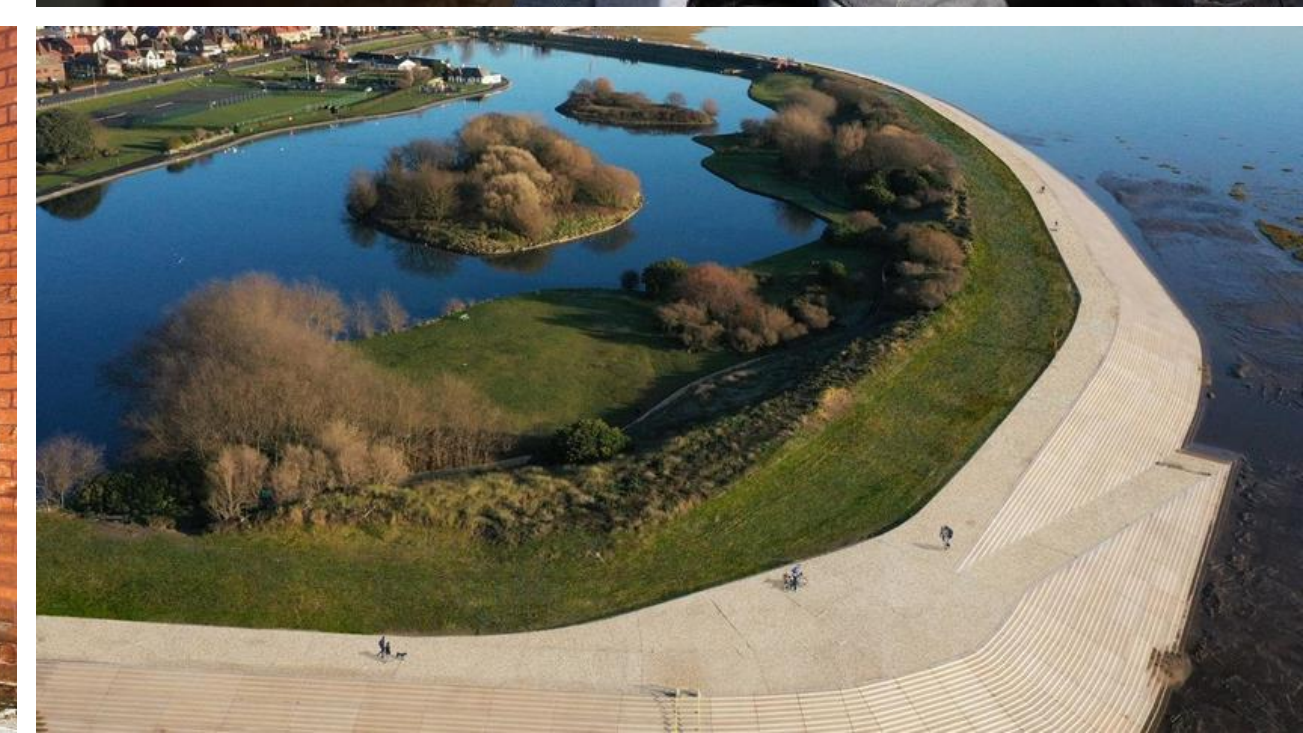
# **A home for parks**

Standards  
Accreditation  
Advocacy

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A large, weathered wooden sculpture of a person wearing a wide-brimmed hat and holding binoculars. The sculpture is positioned on the right side of the frame. In the background, a group of people, including children and adults, are gathered on a paved path in a grassy field. One woman is bending down to pet a dog. The sky is blue with scattered clouds.

# Thank you!

Image: Port Sunlight River Park. © Gillespies / Giles Rocholl



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# **AGM and webinar** **2021**



**Welcome**

**James Hayter**

President, IFLA

Professor of Architecture and the Built Environment,

University of Adelaide

Founding Director, Oxigen



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**2021**



**Chief Executive's  
Report**

**Sue Morgan**  
CEO





**People and HR**

# Meet the leadership team

Antonella Adamus

Ben Brown

Donna Lawrence

Michael Lu

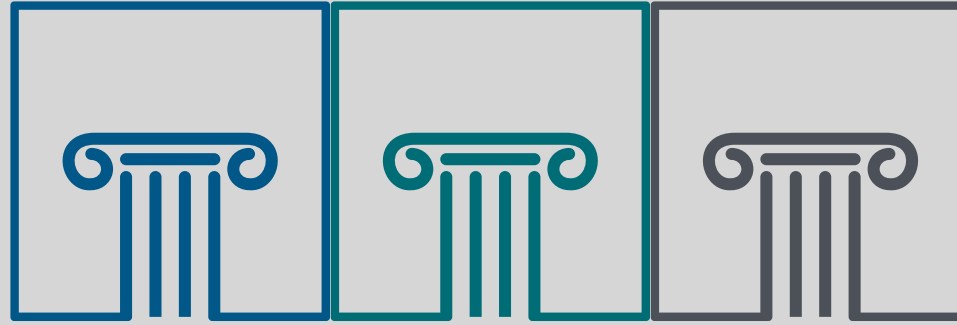
Andrew Morris

Gideon Opaluwa

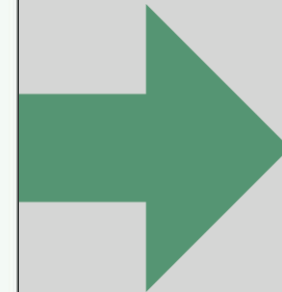
Naomi Taylor

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# Strategy



## Our vision

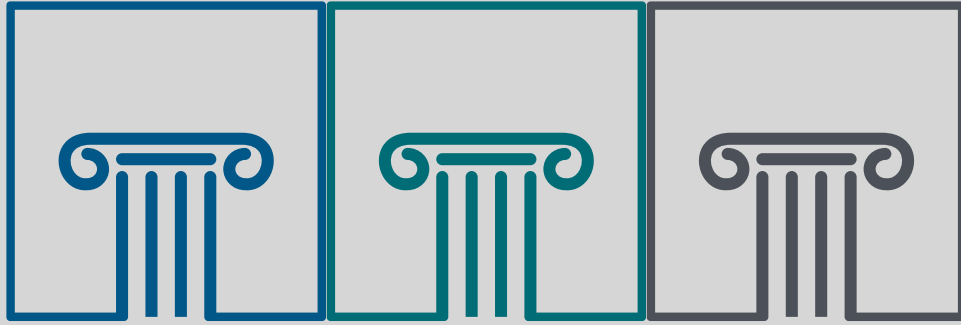
- ✓ Expert and Trusted Body
- ✓ Professionalism and Ethics
- ✓ Influence and challenge
- ✓ Deliver sustainable ways of living and working
- ✓ Agile and innovative

The year saw us being agile and innovative to transform and shift; continue to support members and remain sustainable and resilient.

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**Sue Morgan**

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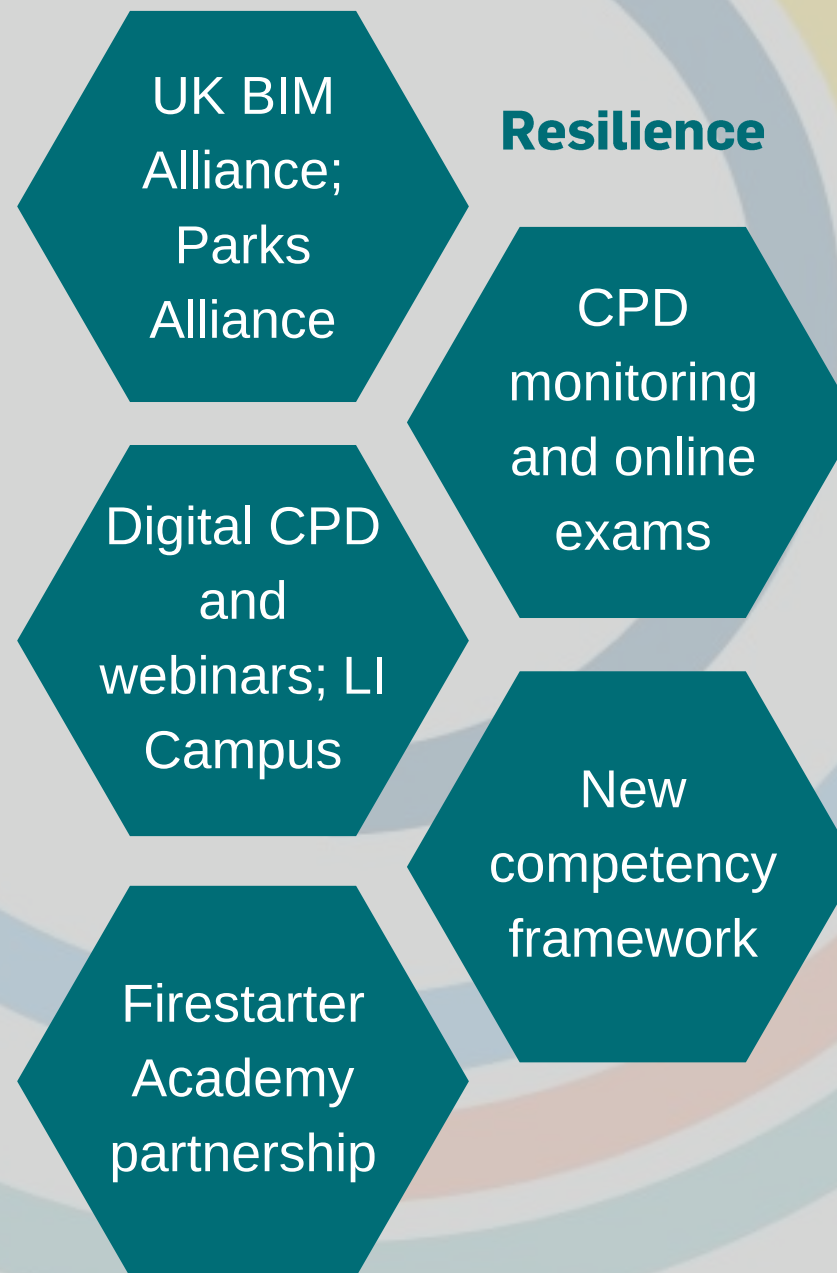


## Strategy in action

### Influence



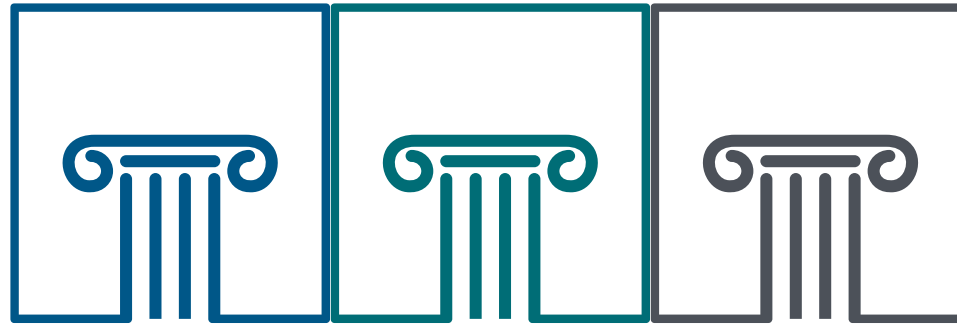
### Relevance



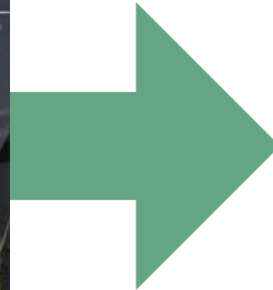
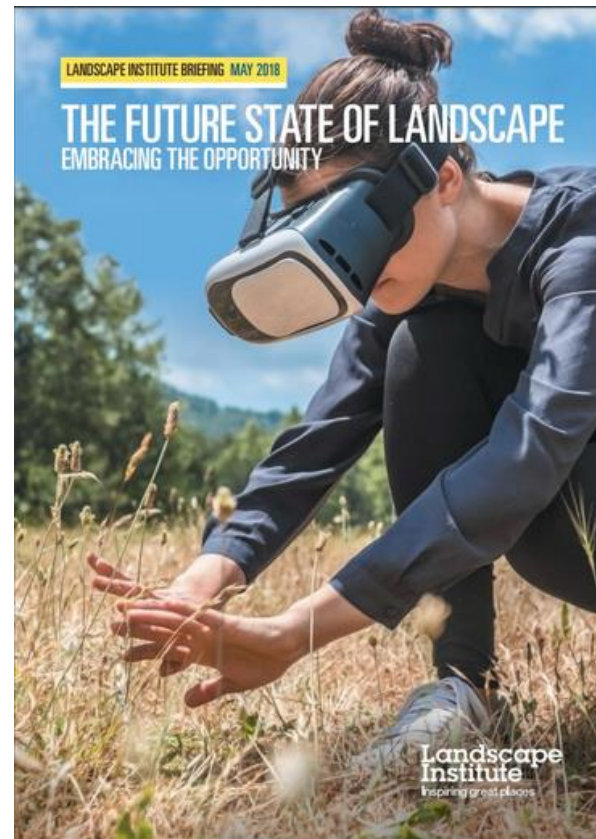
### Inclusive Growth







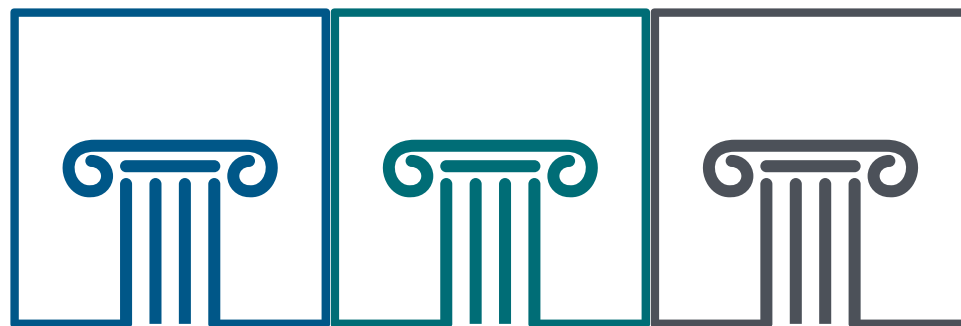
## Equity, diversity and inclusion



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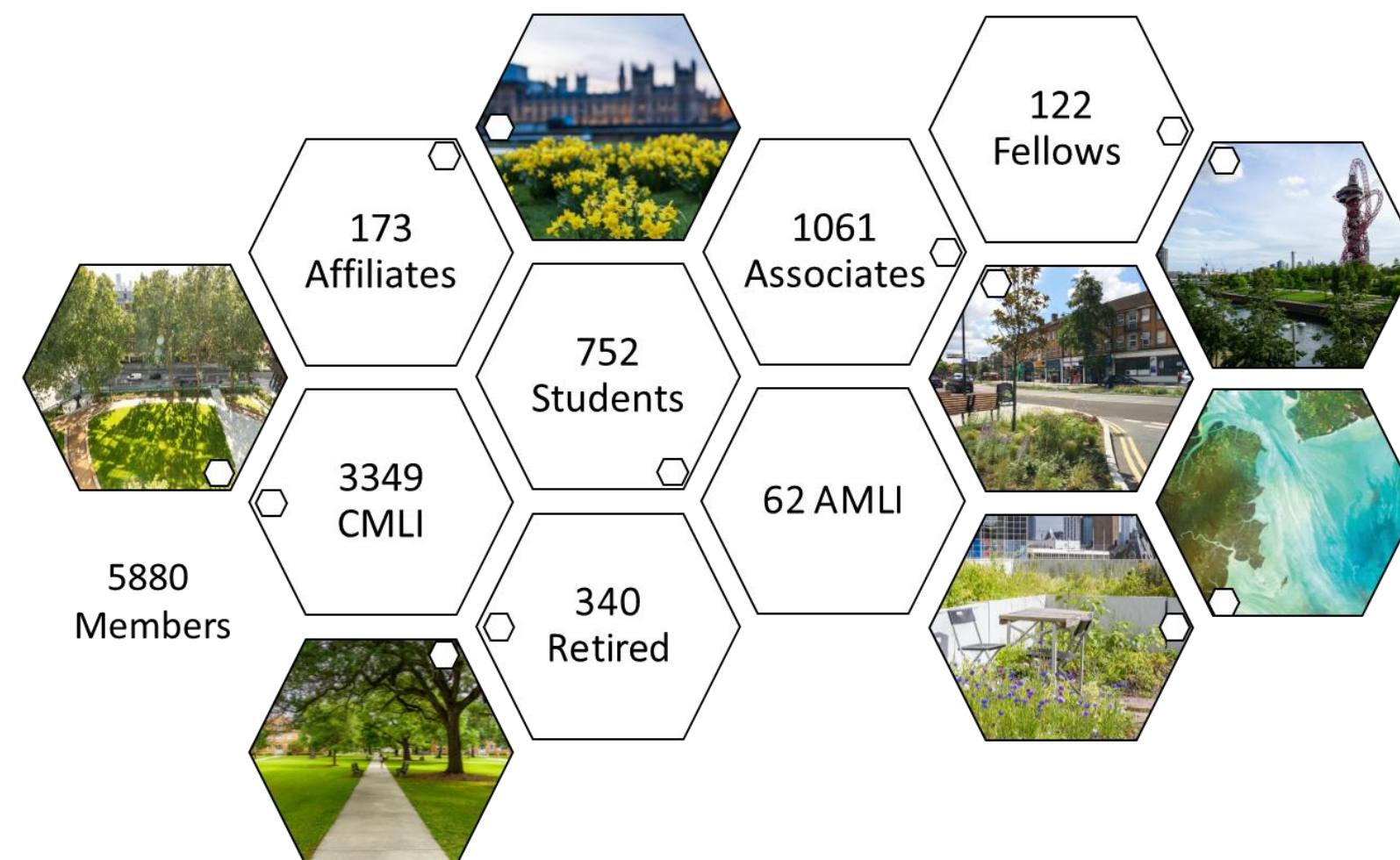


## Membership

### Numbers

Individual and registered practice membership steady against pre-COVID levels

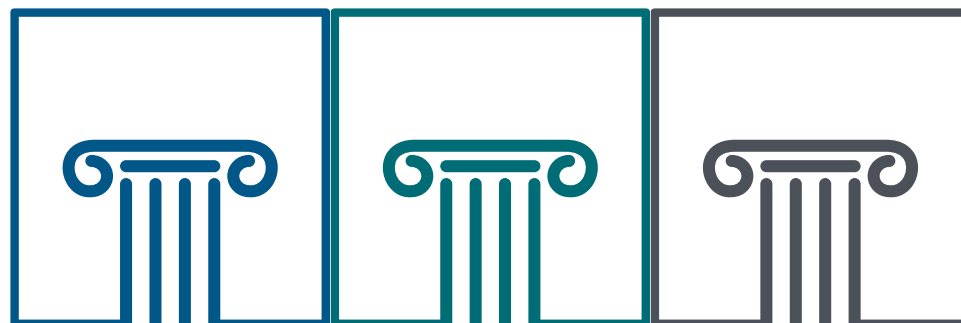
5880 members around the world



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## Membership

### Routes to entry

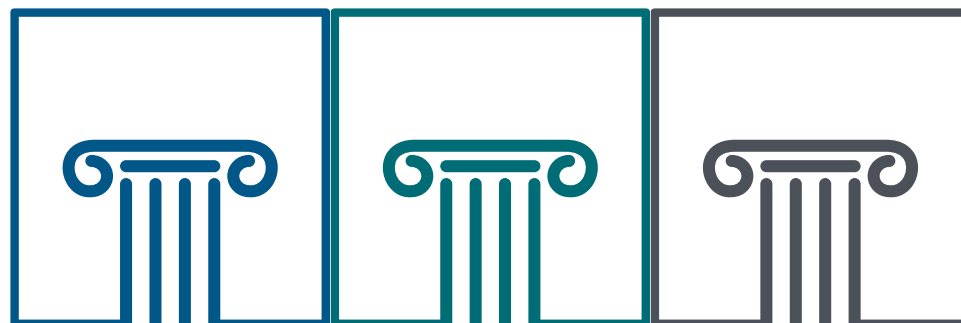
- ✓ Entry standards
- ✓ Affiliate membership offer
- ✓ Pathway to Chartership



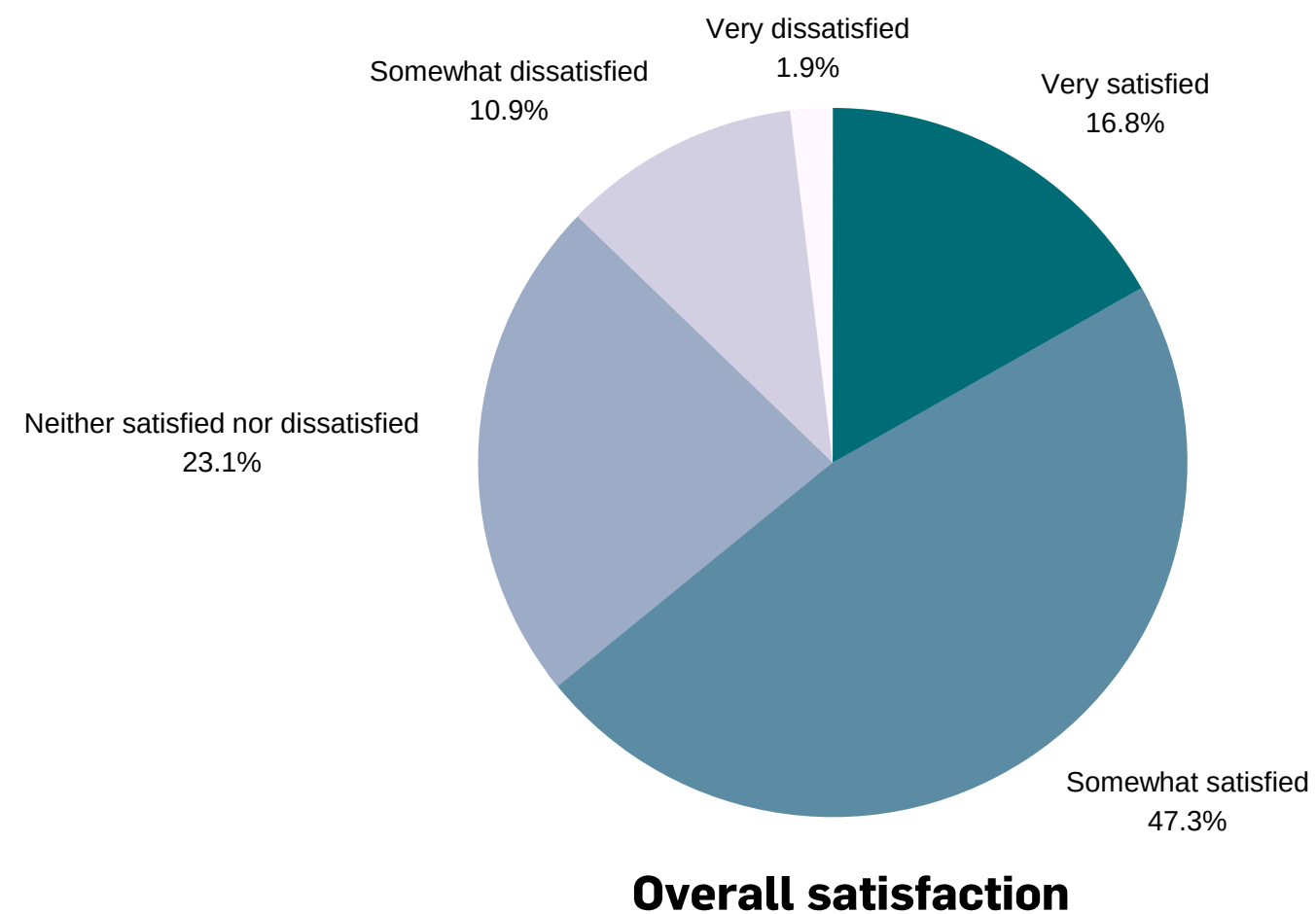
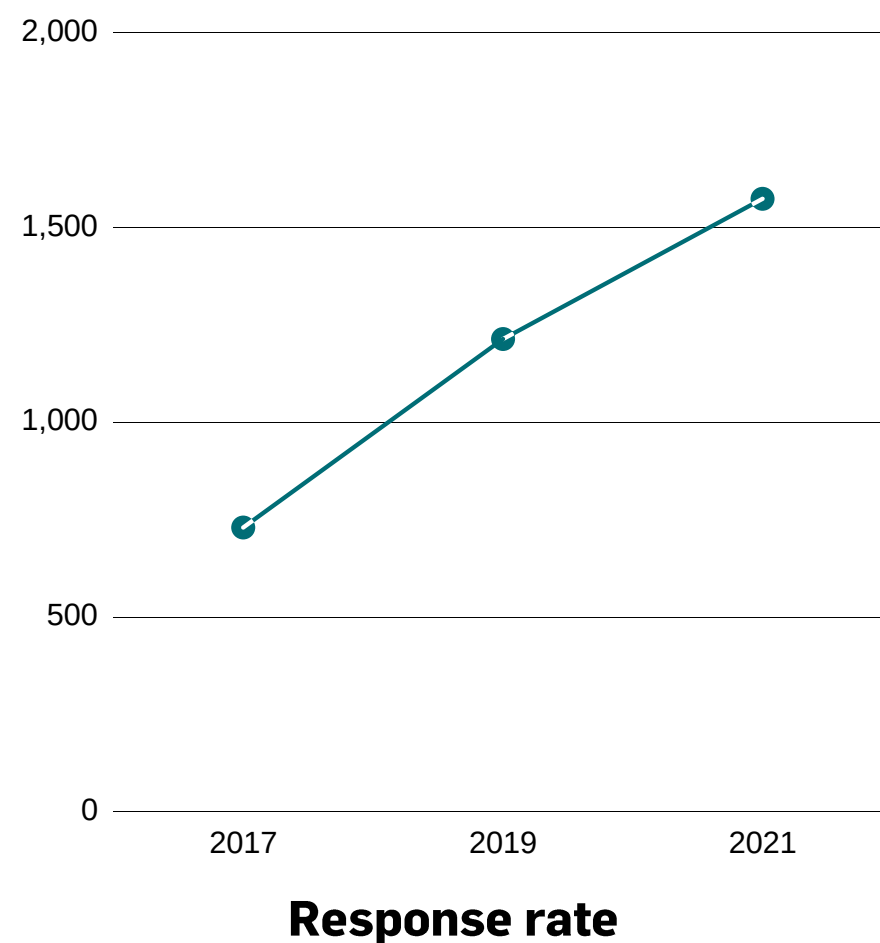
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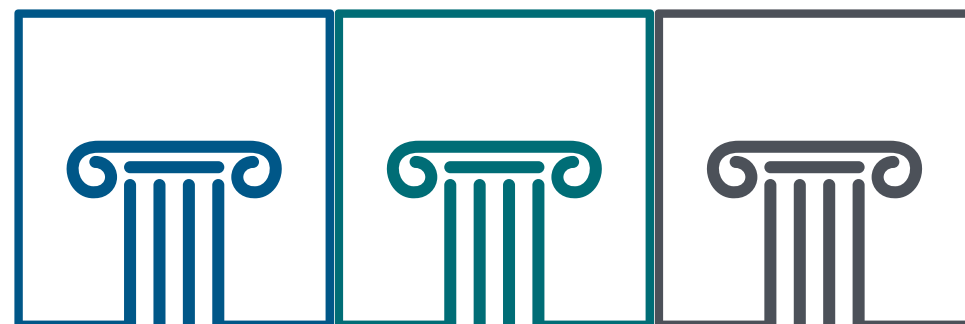
## Member satisfaction - 2021 survey



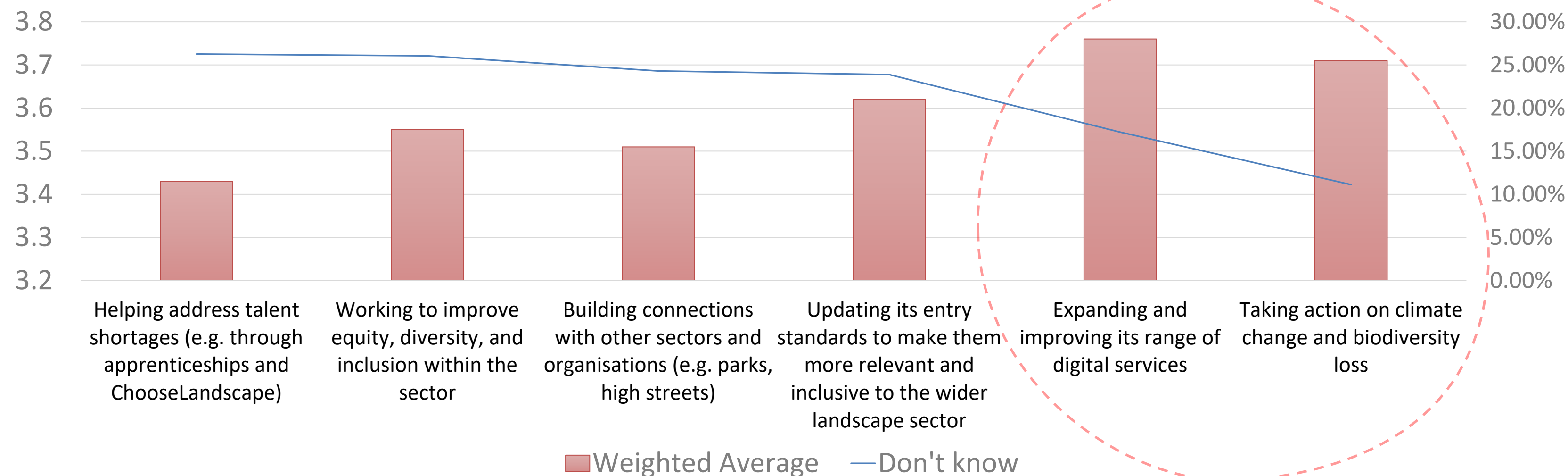
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## Member satisfaction - 2021 survey



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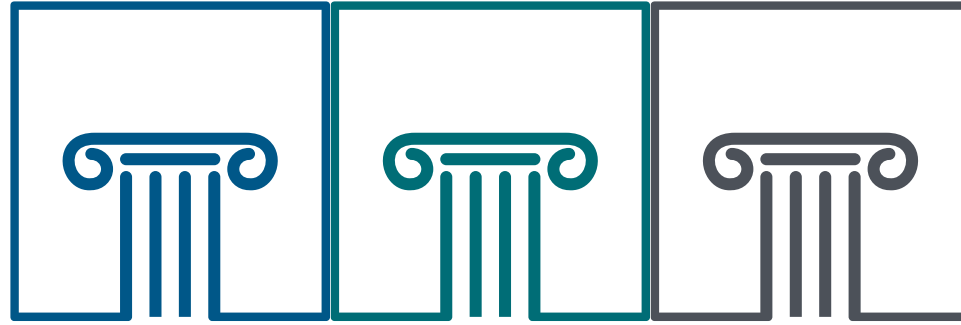


## Member networks

- ✓ Introducing LI Connect
- ✓ More support for branches
- ✓ New volunteering strategy for 2022







## Choose Landscape

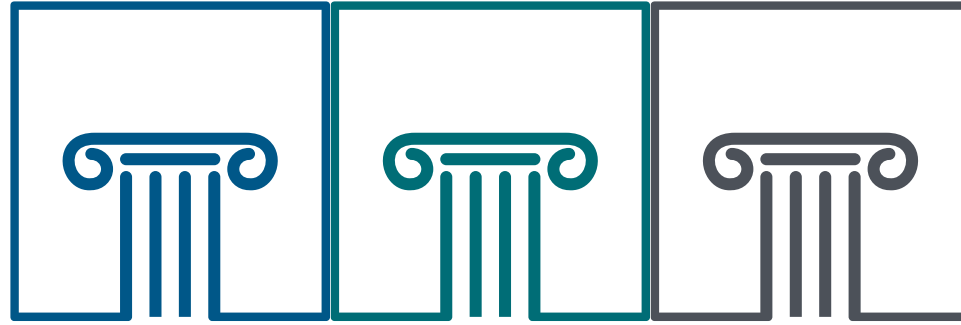
- ✓ New apprenticeships
- ✓ TMLI membership
- ✓ Sustainable development plan for education outreach
- ✓ Exciting new partnerships



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## Parks and green space expansion

### Our standards-based approach

- ✓ Merger with Parks Alliance
- ✓ Professional development opportunities
- ✓ Seeking government funding for capacity-building

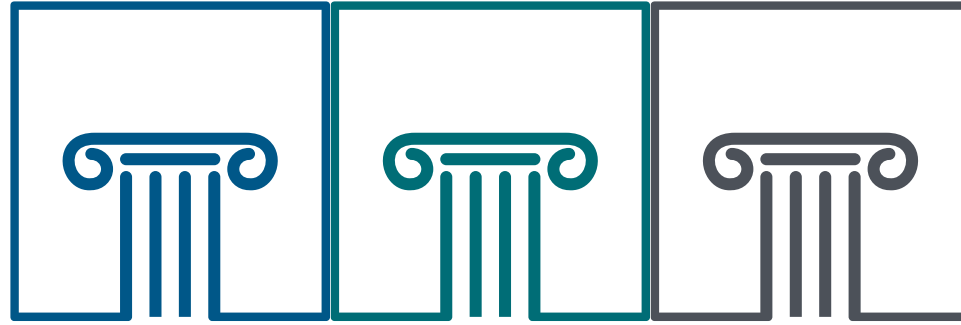


Nene Park, Peterborough. © Nene Park Trust

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## CPD events

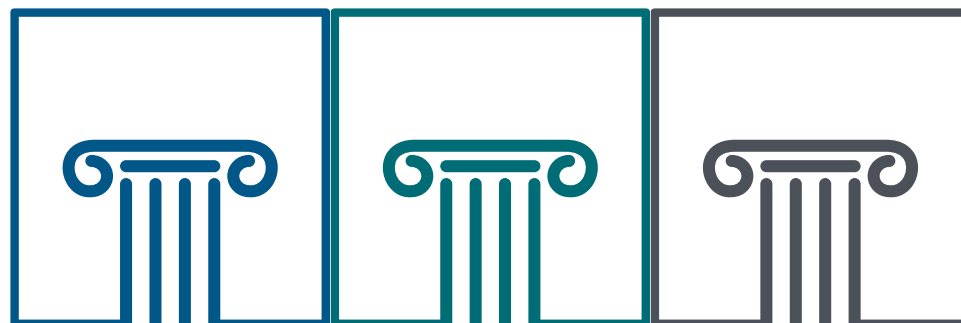
- ✓ Four CPD conferences
- ✓ 25 webinars
- ✓ 1 Jellicoe Lecture
- ✓ Two masterclasses
- ✓ Over 7,000 delegates!



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**LI Campus**

## **Learn from anywhere**

- ✓ 75 sessions
- ✓ Hours of fantastic CPD content
- ✓ Over 2,300 subscribers and counting!

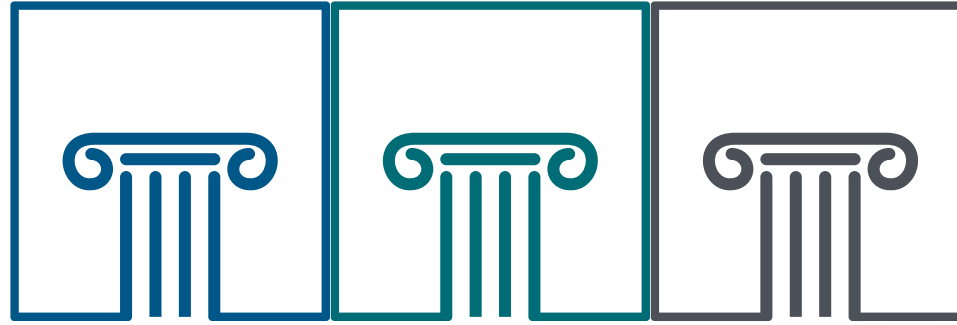


**LANDSCAPE  
INSTITUTE  
CAMPUS**  
Learn from anywhere

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## Technical standards

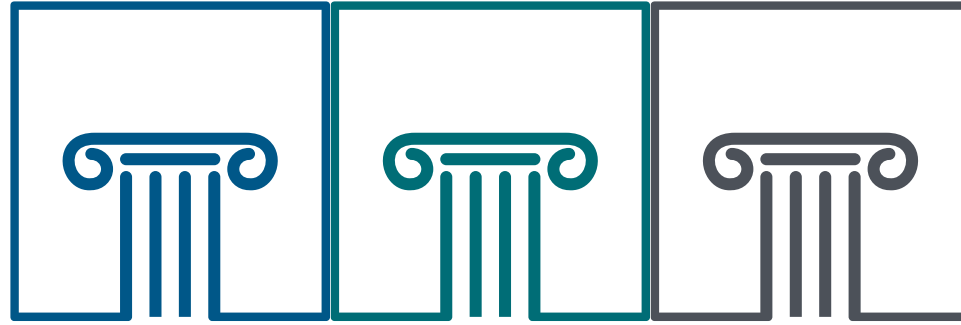


- ✓ Influencing external standards
- ✓ UK BIM Alliance partner
- ✓ Official BSI distributors
- ✓ The future of GLVIA3
- ✓ Landscape character data project

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## Governance

### Business as usual

- ✓ Successful 2021 elections
- ✓ Recruited roles filled
- ✓ Training for Board and Council
- ✓ Standardised terms of reference

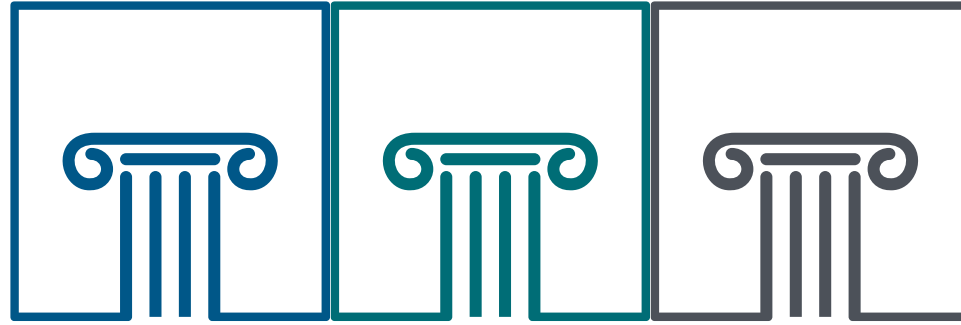


What's Growing on the Greenway? © Chris Hill Photographic

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## Governance

### Independent review



Strengthening our strategy,  
leadership, working environment,  
governance, and operations



What's Growing on the Greenway? © Chris Hill Photographic

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May 2020

# Climate and biodiversity action plan

The Landscape Institute's commitment to addressing the climate and biodiversity emergencies

Landscape Institute  
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## Climate change leadership

# Landscape for 2030

How landscape practice can respond to the climate crisis



Embed nature networks in our planning

We must...build better

Support urban biodiversity

We must...use nature for flood alleviation

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# Climate change leadership



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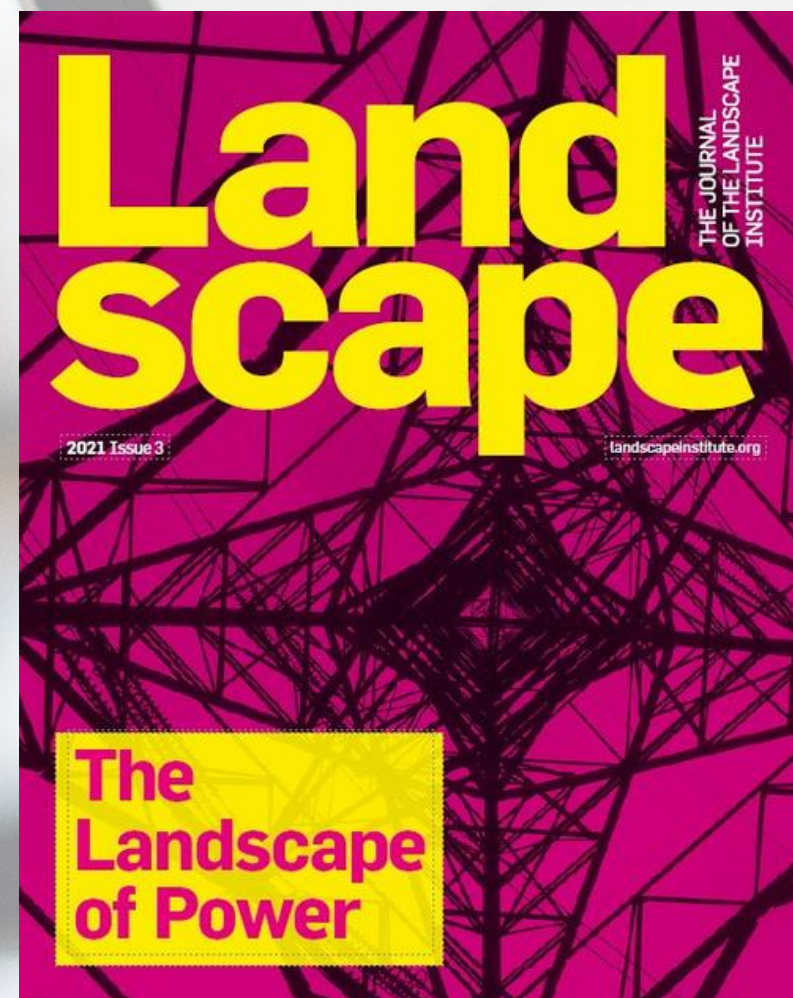








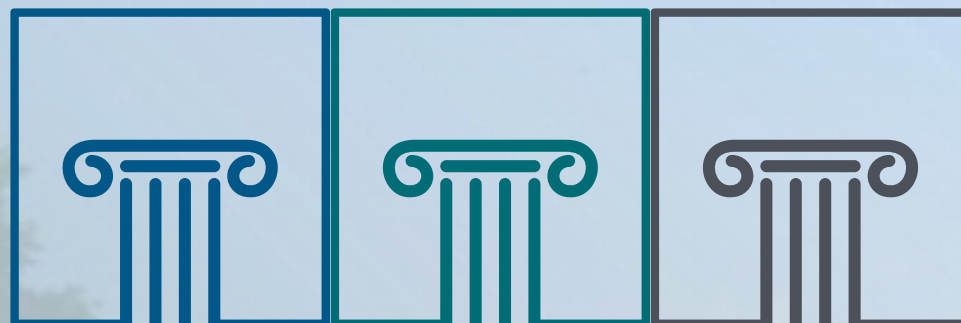
# The Landscape Journal



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## Competitions



**Start with the park: St Cuthbert's  
Garden Village Ideas Competition**



**Highgate Cemetery Design  
Competition**

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## Advocating for public policy change

- ✓ Ensuring landscape voice in public policy change
- ✓ Introduced regular policy briefings for members
- ✓ Growing our relationship with key government departments



Environment Act 2021



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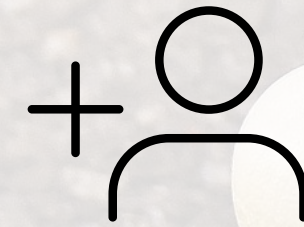
## Communications



**450,000**  
visits



**1.9 million impressions**



### Followers



33,900



14,300



7,000

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**Looking to the future**

**JAN 22**

**APR 22**

**APR 23**

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# Break

Music: [www.bensound.com](http://www.bensound.com)



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| Motion  | For | Against | Abstain | Result |
|---|-----|---------|---------|--------|
| To approve the minutes of the Annual General Meeting held on 4 February 2021  | 407 | 1       | 40      | PASS   |
| To receive and approve the Trustees' Report and Annual Accounts of the Institute for the financial year ended 31 March 2021 | 409 | 2       | 37      | PASS   |
| To approve the reappointment of Sayer Vincent as the Institute's auditors   | 419 | 3       | 26      | PASS   |

**Voting results**

**Turnout**  
**10.2%**

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# **AGM and webinar** **2021**



**Welcome**

**Dan Hill**

Author, City of Sound

Director of Strategic Design, Vinnova

Professor, Oslo School of Architecture and Design



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**2021**



**Welcome**  
**Kay Hughes**  
Design Director, HS2



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**2021**



**Welcome**

**Shankari Raj**

Head of Education, Design West



A photograph of a park scene. In the foreground, a shallow pond reflects the sky. Two children are jumping into the water, creating splashes. A woman stands on the right bank, looking at her phone. In the background, a grassy hill with a path and some trees is visible.

# Thanks for joining us!

 [www.landscapeinstitute.org](http://www.landscapeinstitute.org)

 [@talklandscape](https://twitter.com/talklandscape)

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