### Minutes of Meeting

**LIM Meeting**

**Location**: Glen Howells Office
321 Bradford Street, Birmingham

**Time and date**: 6.30 30th October 2018

**Purpose of meeting**: Branch Committee Meeting

**Present**
- Rupert Dugdale (RD)
- Charlotte Williams (CW)
- Dorian Randall (DR)

**Apologies**
- Ross Pritchard (RP)
- Megan Lloyd (ML)
- Tom Supple (TS)
- Steve Fancourt (SF)
- Romy Rawlings (RR)
- Emma Skippins (ES)
- Julian Woolley (JW)
- Johnathan Stephen (JS)
- Russell Good (RG)
- Francis Colella (FC)
- Bob Churn (RC)

**Circulation**: Those present + apologies + posted on LIM Web Site

<table>
<thead>
<tr>
<th>Item No</th>
<th>Agenda item</th>
<th>Action</th>
<th>Timescale</th>
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</thead>
<tbody>
<tr>
<td>1.0</td>
<td>Attendees/Apologies</td>
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<tr>
<td>1.1</td>
<td>Attendees and apologies as above.</td>
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<tr>
<td>1.2</td>
<td>Charlotte Williams had offered to become the new LIM student representative and this was confirmed by DR and RD.</td>
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<td>2.0</td>
<td>Previous minutes</td>
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<td>2.1</td>
<td>The previous minutes were accepted as correct.</td>
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<td>2.2</td>
<td>Outstanding issues from last meeting discussed as they arise in this meeting’s agenda.</td>
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<td>3.0</td>
<td>Chair’s Report</td>
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<td>3.1</td>
<td>RP was not available to attend the meeting but he had reported that he had spoken to Andrew McCormick of Specifi about the possibility of assisting in organising future events.</td>
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<tr>
<td>4.0</td>
<td>Treasurer’s Report (RC)</td>
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<td>4.1</td>
<td>RC was unable to attend the meeting but had provided the following figures via e-mail:</td>
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<td></td>
<td>Previous balance £4,689.25</td>
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<td></td>
<td>Expenditure this month: £454.70 - (AGM Food bill and Account charges)</td>
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<td>Income this month: £449.70 - (VESTRE sponsorship of AGM)</td>
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<td></td>
<td>Current balance £4,684.25</td>
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### Item No | Agenda item | Action | Timescale
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4.2 | RP is still to be set up as a signatory on the bank account. | | RC/RP

### 5.0 Branch Rep Report (RD)

**5.1 Branch Advisory Group:**

RD said he had received a report from Rachel Smith in advance of the next Branch Advisory Group which is to be held on 1st November 2018.

RD had prepared a briefing note a copy of which is attached to the minutes. There were various main items included for discussion which required some response from branches.

1. Role of the Institute in raising the profile of landscape and being able to influence policy;
2. Various questions were included for branches:
   - What level of ambition is right for the LI, in terms of policy?
   - What does “best” look like?
   - What do you see as the strengths and weaknesses of our current approach?
   - What organisations do you see doing policy well?
   - Who can we learn from?
   - What are the particular failings of public policy, that the LI ought to be working to address?

There were also a number of questions for regional branches:

- Who can you engage in your local regions and nations to progress LI policy & influencing objectives?
- Are there key cities, government agencies of organisations in your area with whom the LI needs to influence?
- What can be achieved at a local level and over what timescales?
3. LI considering a number of possibilities for 90th birthday celebrations, local and national.
4. What should be the LI strategy for international engagement.

**5.2** The meeting discussed various items and it was suggested that international engagement should not be at the expense of raising the profile of landscape in this country which should be a priority.

**5.3** DR suggested that there was a possibility of possibly organising something in conjunction with Gardener’s World Live for the 90th birthday celebrations. RP had been speaking to Imogen Bodimeade who had expressed an interest in getting involved with LIM.

**5.4** RD said that the LI were not supporting the Charter for Parks and it was felt that this was cutting out of an initiative in which we should be involved.
5.5RD also said that Branch Reps had been asked to take part in an online vote for an additional Fellow on the board. RD said that it was felt this was rushed.

6.0Communications

6.1JS was unable to attend the meeting but had reported a total of 338 likes on Facebook.

6.2CW said she would be willing to help with the social media accounts and particularly Linked In. DR to e-mail CW with details of JS e-mail so she could contact him about this.

6.3Committee members had still not e-mailed with details of one project for adding to the web page but DR said that Tom Supple had been speaking to LI about re-vamp proposed to the website. All

6.4NewsletterML had prepared and sent out the newsletter as agreed at the previous meeting.

7.0Events

7.1The date for the Pub Quiz has now been confirmed for 28 November 2018. DR to prepare dotmailer and ask KA to set up the Eventbrite invite. DR said that he was not available to attend. RD agreed to sort out prizes. RG has spoken to Keysoft about sponsoring the event. DR to confirm with RG. DR/KA RD DR/RG ASAP

7.2Specifi event had taken place on 23rd October 2018.

Other possible events:
These are as previous minutes

7.3DR still to contact Grant Associates about arranging an event to look at The Hive in Worcester. DR

7.4RD had previously agreed to contact Walsall Arboretum about arranging a possible event in the autumn. RD

7.5RC to contact Jane Findlay to discuss a visit to the National Memorial Arboretum at Alrewas and will try and progress this for next June/July. RC

7.6RP had spoken to Kay Hawkins and she was now unable to do a planning presentation until next year. RP

7.7It was suggested that Ghetto Golf evening should be organised for 5th December as a Christmas social. JS
## Minutes

LIM Meeting 30 October 2018

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<th>Item No</th>
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<tbody>
<tr>
<td>8.0</td>
<td>CPD</td>
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<tr>
<td>8.1</td>
<td>No further information available</td>
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<td>KA</td>
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<tr>
<td>9.0</td>
<td>Any Other Business</td>
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<td>9.1</td>
<td>LI is organising Human Skills event in Birmingham at the start of next year. At the moment LIM do not have any specific involvement.</td>
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<td>9.2</td>
<td>RD said that there would soon be some notification from the LI about the Apprenticeships programme.</td>
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<tr>
<td>10.0</td>
<td>Next Meeting</td>
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<tr>
<td>10.1</td>
<td>Next meeting date: Wednesday 12th December 2018 at 6.30pm.</td>
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Regional Branch Representatives - LI Briefing Note

Policy & Influencing

One of our main strategic goals is to raise the profile of landscape and place with the public and decision makers

i. Promote the value and importance of the relationship between people, place and nature
ii. Demonstrate the value and breadth of the landscape profession
iii. Be viewed as thought leaders on public debates

We now need to start to set some clear goals and outcomes we want to achieve. These need to be tangible and achievable. A Policy Strategy will be presented to the Nov Council. It will cover the following key areas

1. Policy framework
2. Evidence and knowledge
3. Government influencing
4. Partnerships
5. Thought leadership / publications
6. External comms
7. Membership and employees contribution

In terms of the actual policy areas we ought to be working on, PCC have started to pick topics that we work on (e.g. planning, GI, urban design, SuDS, etc.), thinking through the following questions:

- Are we (or can we be) the number one “go-to expert” on this issue?
- Would you expect to hear LI comms talking about this regularly?
- Should government consider us a “key consultee” on this?
- Could we speak credibly about this issue in the media?
- Should we know the relevant minister/civil servant?
- Should we know what the latest data/evidence is on this issue?
- Could we lead a partnership?

Questions for branches

Thinking about this in advance within their branches, they could think about questions across the whole LI such as:

- What level of ambition is right for the LI, in terms of policy? What does “best” look like?
- What do you see as the strengths and weaknesses of our current approach?
- What organisations do you see doing policy well? Who can we learn from?
- What are the particular failing of public policy, that the LI ought to be working to address?

From a regional perspective:

- Also who can you engage in your local regions and nations to progress LI policy & influencing objectives?
- Are there key cities, government agencies of organisations in your area with whom the LI needs to influence?
- What can be achieved at a local level and over what timescales?
Landscape Institute 90th Birthday

There have been a number of suggestions last year the LI team are now actively considering including:
- Video & web content
- Local action events
- Running a competition
- Books & other records of history

We intend to have some celebratory events during May 2019
- Weekend of 17/18/19 May – dinners, festival of ideas, formal dinner
- May 23rd official date - linked to RHS Chelsea Show.

Key questions for regions
- Would you like to have any local events to celebrate 90th Anniversary in your nation or region?
- Do you hold and material that is relevant that can be shared for online channels about the history of the profession?
- Would you like to hold and direct action events eg street closures, tree planting, volunteering days as part of our 90th year?
- Would you like to attend
  o Formal 90th Anniversary dinner (sat night)
  o Festival style event (Saturday)
  o Evening Reception
  o Local events

International Strategy

Our corporate strategy includes the following sub-goal:
“Grow our international activity to offer a recognised professional credential and by encouraging the sharing of expertise and standards across borders”

Our current state
Around 10% of the LI chartered membership live outside of the UK with significant clusters of members located in Greater China & the Middle East. We know that around 10% of our members are also EU-only citizens( from our recent talent survey).

We are members of IFLA, participate in their major events and delegate international influencing & policy activity to their channels eg climate change, UN agencies engagement. At present we give limited levels of resource to international concerns, though much of our work to underpin standards, guidance & thought leadership is the very reason why people from around the world who maintain the CMLI/FLI credential.

From insight we have gained we know that:
- Our standards and guidance that are freely available are regularly used by other associations
- International universities are interested in our university accreditation
- Our CMLI/FLI credential is of interest to senior professionals operating globally
• Our training/CPD when made available online has interest from international audiences

Our plans
Things we are already planning to provide greater support to existing LI members working internationally this business year 2018/19 by:
• Create an international area on our website
• Support creation of an LI Humanitarian working group
• Start to identify members with an interest in international activity
• Start to explore options for the creation of an online international members forum (or similar) for those working internationally

November Council
In November we need to consider ‘Why would we do this and what is the business case’ for the LI to do more internationally. This would also help identify how much of a priority to give this area of work compared to other activities of the LI

We would be keen to hear from branches:
• How do we best support practices who operate outside of the UK?
• What do members want to know about landscape practice from around the world?
• Where is demand coming from (in terms of cities/countries) for LI professionals to provide services outside of UK?
• How can we engage better with international students studying at local universities?
• Do you see value in LI engaging with more with international organisations or on international policy?
• What more should/shouldn’t LI be doing internationally?
• Do you have any further ideas?

ADDITIONAL MATTERS DISCUSSED VIA EMAIL BY BRANCH REPS

Charter for Parks (see Charter document attached)

Around 20 national organisations and many other groups have now signed up to back the new Charter for Parks calling for proper recognition, funding and protection for all the UK’s public green spaces.

The LI is not proposing to support the Charter. According to Dan Cook, the LI were not approached at the beginning of that campaign and there has been some discussion between Council members over the absolute elements of the campaign that would be very difficult to sign up to. It is the absolute statement “no loss of any part of our parks” that appears to cause real difficulty, but the website also is mostly full of campaigning organisations rather than professional bodies and also has little reference to evidence bases for any of their statements.

There is a challenge to this position from LI Members on the basis that the full wording is to Embed effective protection from inappropriate development, or use, or loss of any part of our parks – which is a different thing entirely.
On a separate note the Parks Alliance have been in touch and want to redevelop a better working relationship with the LI – so that will be something Dan will bring to board/council in November

*This will be raised at Advisory Board on the 2nd November and it would be good to have Branch Members’ thoughts on this.*