

Summary of key points from Council meeting - 8 April 2025

The new Standing Committees - Vision and Engagement

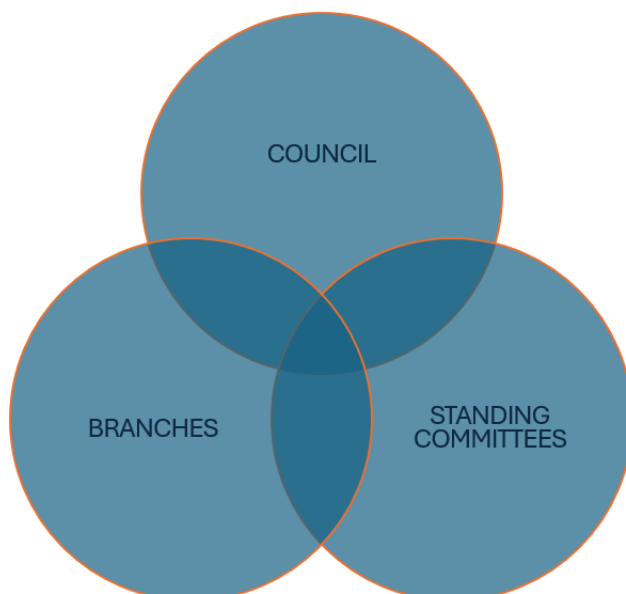
Background

The background and context for the new Committees is the New Ways of Working approach which aims to:

- Put all the people that shape the LI at the heart of decision making
- Review the roles of different parts of the LI governance structure in decision making processes
- Define and promote more two-way engagement between the LI, Members and Branches
- Examine how the LI meets its public interest role as a self-regulating profession.

The New Ways of Working approach came out of the two governance reviews – the Brown Report and CfGS Reports. These two reports made 63 recommendations in total of ways to improve the governance structures at the LI and the engagement with Members. Over 50 of the recommendations one of which was the need to review the previous Standing Committee structure.

The next phase will be to look at the longer-term change that are needed in relation to the governance structures including potential changes to the By-Laws and the next phase of Branch Review that will focus on the role of Branches to meet member's needs and any structural change that will be needed to deliver that.



RELATIONSHIP COUNCIL, BRANCHES & STANDING COMMITTEES

- Branch / Council representatives will play a pivotal role
- How do we strengthen that – consider that in discussion at this meeting and moving forward

- The Committees will be working incrementally and not trying to solve everything at once.
- Standing Committees will report in writing to each Council meeting and there will be a more detailed update from a Standing Committee at each meeting in rotation.
- Branch representatives are a key link to membership and need to be able to communicate effectively. Members need to feel heard.
- Details and Committee membership can be found on the LI website: [Landscape Institute announces successful recruitment of new Standing Committee members - Landscape Institute](#)

The new Standing Committee structure

After a process of review, consultation and recruitment the four new Standing Committees are:

1. **Policy & Public Affairs Committee (PPAC) - Chair Ian Phillips, CMLI**

Focus on influencing government policy and building relationships with other organisations to further our objectives. Work includes:

- Responding to consultations on a range of matters e.g. DEFRA 5-year review of Environment Improvement Plan, Scottish Flood Resilience strategy, NPPF review, MHCLG
- Collaborations with MHCLG, Natural England and the Design Council
- A new blog from Belinda Gordan, Director Policy & Public Affairs gives an update on current LI policy work. [link]

2. **Knowledge & Practice Committee (KPC) - Interim Chair Jane Findlay, FLI, PPLI**

The role and focus of this new Committee is different to the previous Technical Committee with an oversight and commissioning focus with a portfolio of specifically focused Task and Finish groups including:

- Biodiversity in Practice
- LVIA: improving skills and quality of implementation
- Review of TGN 06/19
- Landscape Character Assessment Database
- JCLI contracts
- RIBA Plan of Works overlays

3. **Membership & Professional Standards Committee (MPSC) – Chair Mark Smeeden, CMLI and Hon Secretary**

Priorities for the new Committee will focus around:

- Refreshing and updating member value proposition
- Member development and growth including entry routes, recruitment and standards

- The transition of P2C to the new digital system with a fully embedded Competency Framework
- Technician route growth and development
- The review of the Competency Framework
- Working with the Governance Committee on the development of a Code of Conduct and associated Disciplinary Regulations
- CPD recording and monitoring
- The next phase of the Branch Review

4. **Education & Careers Committee (ECC) – Chair Chris House, CMLI.**

The sector, and LI, have experienced a long-term issue with recruitment.

The Committee will work to support the promotion of the landscape profession as a career of choice, and in ensuring that traditional and alternative routes into the profession meet the highest standards and are relevant, robust and adaptable to a fast-changing world. The committee will focus on the development and delivery of an education and careers strategy and leads the LIs strategic engagement with university and academic partners, including the accreditation of courses.

REQUEST:

- **JCLI contract:** Feedback on the JCLI contract will be hugely helpful to technical@landscapeinstitute.org
- **Task and Finish Groups:** All committees will have a series of Task and Finish Groups set up to focus on specific areas. Members are encouraged to join Task & Finish Groups when details announced.

Anyone interested in joining Policy and Public Affairs Task and Finish groups such as planning, please email the team at policy@landscapeinstitute.org

LI Corporate Strategy

The LIs refreshed Corporate Strategy and Brand Identity will be launched in Summer 2025.

The Council has already discussed and input into the drafting of the Vision, Purpose and Strategic Outcomes as well as into the review and refreshing of the brand identity (including the logo).

The Strategy and brand have been developed based on evidence on the external context and membership consultation. During the consultation process there was a lot of consensus amongst the membership that the outcomes under the current Corporate Strategy were broadly right. As a result, this has been a refresh process, and both the Corporate Strategy and Brand ID will look and feel more confident and clearer but will not be radically different.

Landscape Led Development Briefing

There is a gap in understanding of landscape and the work of landscape professionals. With the development agenda there is a real need to make a strong case for landscape led approaches.

The government has set targets to build significant amounts of housing and infrastructure. It is vital that these targets are delivered in ways which take into account, and ideally enhance, landscapes to create high quality places that are sustainable. To achieve this, landscape professionals need to be involved in the development process from the outset.

The LI has developed a briefing making the case for landscape-led approach to development including supporting evidence and case studies.. Aimed at landowners, including developers, and those involved in the development process including policy and decision makers (national and local government), it sets out:

- The benefits of a landscape-led approach
- What a landscape-led approach is
- Who can deliver a landscape-led approach.

The Council reviewed the near final draft and recommended it to the Board for approval.

Once both Corporate Strategy and Landscape Led Briefing signed off by the Board, the next steps will be:

- Landscape Led briefing to be produced with new branding and launch at UKREiF
- A full brand roll out to Branches at the end of June
- Corporate Strategy published end June.

LI Business Plan 2025 - 26

The refreshed Corporate Strategy gives the framework for this year's business plan and the principles of which are that:

- All activity must contribute and be directly aligned to the LI's strategic outcomes - Essential, Expert, and Inclusive.
- All business activity needs to consider or adopt a strong project management approach to provide collective oversight of shared objective and enable clarity around accountability and dependencies.

The following are the key business priorities this year:

- 1. Increased Influence:** A more focussed, proactive approach to policy influencing based on focussed policy priorities and plans covering the four nations.
- 2. Strengthened Education Offer:** A more strategic approach to education and careers, supported by the new Standing Committees
- 3. Strengthened Membership:** A more focused approach on the member value proposition, membership growth and members engagement.
- 4. Organisational effectiveness:** Strengthening relationship with Council; continuation of the digital transformation journey; the financial sustainability of the LI and our communication and engagement with members.