

## LI London Branch Action Plan 2008/2009

LIB = Completed by LI Branch

LI = Completed by Central LI

<b>Strategic Objectives (from Development Plan 2007-2012) and Priorities 08-09</b>	<b>Actions 08/09 – LIB: LI London</b>	<b>Outstanding Actions 07/08 – LIB (match back against main 1.2.3.4.or 5)</b>	<b>Branch lead/ Representative – LIB: LI London</b>	<b>Central LI contact &amp; relevant LI work to link with – LI</b>	<b>Summary on delivery of action – LIB: LI London</b>
<p><b>1. Develop a growth strategy for membership, providing a responsive service to members</b></p> <p>Landscape architects draw on a great diversity of skills and knowledge to plan, design and manage landscapes that are sustainable, aesthetically pleasing and engender an enhanced quality of life. The Landscape Institute will ensure that all appropriately qualified people are able to access Landscape Institute membership grades. In 2008/09 the Landscape Institute will:</p>	<ul style="list-style-type: none"> <li>New and extended Committee to provide better service</li> </ul>		<p>Chair Susan Lowenthal</p>		
<p>1.1 Initiate a major push on careers marketing through the creation of the I want to be a landscape architect campaign</p>	<ul style="list-style-type: none"> <li>Ensure committee briefed on how to market website</li> </ul>	<ul style="list-style-type: none"> <li>Careers advice session</li> </ul>	<p>Education Rep Student Rep Tuan Nguyen</p>		
<p>1.2 Start a marketing drive to recruit more members</p>	<ul style="list-style-type: none"> <li>Provide range of activities / events which will encourage increased member involvement</li> </ul>		<p>Marketing Rep: Tim Spain</p>		
<p>1.3 Intensify work in accredited schools with students and academics</p>	<ul style="list-style-type: none"> <li>Develop links with heads of accredited landscape schools and secondary schools</li> <li>Information on branch to course <u>applicants</u> as well as others</li> </ul>	<ul style="list-style-type: none"> <li>Establish list of secondary schools to visit</li> <li>Training/info on schools presentation</li> </ul>	<p>Deputy Events Sec: Daniela Sikora &amp;  Helper: Andrew Tempany</p>		
<p>1.4 Implement member service related recommendations from the Membership Review</p>	<ul style="list-style-type: none"> <li>Newsletter</li> </ul>		<p>Marketing Rep: Tim Spain. Deputy: Andrew Tempany</p>		
<p>1.5 Through the Technical Committee</p>	<ul style="list-style-type: none"> <li>Website options and</li> </ul>		<p>Net Editor</p>		

prioritise provision of services to members including the publication of a new edition of GLVIA and the provision of more technical advice and professional information on the website.	<ul style="list-style-type: none"> <li>content</li> <li>Develop new Branch website</li> <li>Train committee on website software</li> <li>Ensure site updated regularly</li> </ul>		Dan Rea  Comms/marketing rep (tbc)		
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<p><b>2. Effectively promote Landscape architecture as “the environment and design profession” to the public, government, media, potential clients and other built environment professions and partners in the UK.</b></p> <p>There has never been a more important time to promote the role of landscape architecture because of growing social, political and economic concern over the use of our natural resources and development of sustainable communities. Landscape architecture is the profession best able to provide an holistic approach to creating places where people want to live and work both now and in the future. The Landscape Institute will promote landscape architecture as the profession that works with communities to create places that respect their environmental context and contribute to a high quality of life, working with other bodies if collaborations progress our strategic objectives. In 2008/09 the Landscape Institute will:</p>	<ul style="list-style-type: none"> <li>Communications &amp; Marketing to be higher profile role within committee</li> <li>Branch support for London Festival of Architecture event ‘Fresh Perspectives’ (Whitelaw Turkington)</li> <li>London Open House weekend walks along South Bank</li> <li>Improve additional inter-professional links</li> <li>Develop links with London landscape practices</li> <li>Attend and/or support range of events with marketing and networking potential</li> </ul>	<ul style="list-style-type: none"> <li>RIBA, RTPI links need further development</li> <li>CIC London meeting attendance slipped towards end 2007</li> </ul>	Events Sec Shelley Mosco		
2.1 Fulfil commitments in the Communications Plan for 2008/9, giving prominence to members and public	<ul style="list-style-type: none"> <li>Landscape and Wilderness Conference</li> </ul>		Events Sec Shelley Mosco		

champions					
2.2 Implement a Public Affairs Plan for 08/09					
2.3 Establish the scope of collaborations with key stakeholders and pin down the resources and processes needed, including an international strategy.					

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<p><b>3. Develop clear and relevant policies that protect, conserve and enhance the natural and built environment, and respond accordingly to public consultations</b></p> <p>The government’s signing of the European Landscape Convention (ELC) has provided the impetus for placing landscape at the centre of all work being carried out within the natural and built environment. Every landscape forms the setting for the lives of the community concerned and the quality of those landscapes affects everyone’s lives. The Landscape Institute will seek to ensure that all relevant government policies take account of the four general measures set out in the ELC to:</p> <ul style="list-style-type: none"> <li>— recognise landscapes in law</li> <li>— establish and implement landscape protection, management and planning policies</li> <li>— establish procedures for public participation</li> <li>— integrate landscape into regional and town planning policies as well as any other policies with a possible impact on landscape.</li> </ul> <p>The Landscape Institute will also develop policies to demonstrate the profession’s ability to intervene in the public interest</p>	<ul style="list-style-type: none"> <li>• Attend Council meetings and report back to branch committee</li> <li>• Post relevant information and decisions to website</li> <li>• Respond to LI requests for consultations</li> <li>• Attend London Planning &amp; Development Forum (LPDF)</li> </ul>		<p>Council Rep Adam Cook</p> <p>Net Editor: Nigel Koch / Dan Rea</p> <p>Jan Anderson</p> <p>LPDF: Rep Tuan Nguyen</p>		

on key issues such as sustainability and climate change. In 2008/09 the Landscape Institute will:					
3.1 Publish policy documents on housing, green infrastructure, community development, health and the European Landscape Convention					
3.2 Undertake research to support policy					
3.3 Support branches in engaging with regional and devolved nations policy.	<ul style="list-style-type: none"> <li>Additional social activities for members to network, enjoy and learn, such as site visits, pub quiz</li> </ul>		Events Sec Shelley Mosco		

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<p><b>4. Uphold and advance standards of excellence in professional education, practice and development</b></p> <p>We aim to identify, promote and encourage excellence in the practice and teaching of and research into landscape architecture, as well as in the professional standing, ability, performance and knowledge of the members of the Landscape Institute and their Continuing Professional Development (CPD). In 2008/09 the Landscape Institute will:</p>	<ul style="list-style-type: none"> <li>P2C Workshops</li> <li>Develop mentor list &amp; training</li> </ul>		P2C Rep Tom Hedges		
4.1 Establish and promote new standards of practice to members	<ul style="list-style-type: none"> <li></li> </ul>				
4.2 Review the Code of Conduct					
4.3 Implement a new CPD approach	<ul style="list-style-type: none"> <li>Site visits (local practices' involvement?)</li> <li>Talks on current landscape topics</li> </ul>		Events Sec Shelley Mosco		
4.4 Develop the Pathway to Chartership (P2C)	<ul style="list-style-type: none"> <li>P2C Seminars / Workshops</li> </ul>	<ul style="list-style-type: none"> <li>Design pro-active support programme</li> </ul>	P2C Rep Tom Hedges		
4.5 Implement standards for specialisms					

arising from the membership review					
4.6 Prioritise urban design in LI agendas.					

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<p><b>5. Establish excellent operational mechanisms and performance through the governance framework</b></p> <p>In 2008/09 the Landscape Institute will:</p>					
5.1 Implement the membership review and governance changes and communicate these to members and others					
5.2 Increase trustee training, development and appraisal in light of the governance changes					
5.3 Adopt improved resourcing and management of IT	<ul style="list-style-type: none"> <li>Prepare Branch Budget</li> </ul>		Treasurer Wing Lai		
5.4 Set and implement a plan to secure income growth and diversification					
5.5 Support branches in getting members involved with the Institute.	<ul style="list-style-type: none"> <li>Retain extended committee and engender enthusiasm by providing improved range of services and communications</li> </ul>		Chair Susan Lowenthal		