

# Development Plan 2007 – 2012

## Strategic Objectives

- 1 Develop a growth strategy for membership, providing a responsive service to members.
- 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.
- 3 Develop clear and relevant policies that protect, conserve and enhance the natural and built environment, and respond accordingly to public consultations.
- 4 Uphold and advance standards of excellence in professional education, practice and development.
- 5 Establish excellent operational mechanisms and performance through the governance framework.

## Priorities 2008 – 2009

- 1 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:
  - 1.1 Initiate a major push on careers marketing through the creation of the I want to be a landscape architect campaign
  - 1.2 Start a marketing drive to recruit more members
  - 1.3 Intensify work in accredited schools with students and academics
  - 1.4 Implement member service related recommendations from the Membership Review
  - 1.5 Through the Technical Committee 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.
- 2 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:
  - 2.1 Fulfill commitments in the Communications Plan for 2008/9, giving prominence to members and public 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.
- 3 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:
  - recognise landscapes in law
  - establish and implement landscape protection, management and planning policies
  - establish procedures for public participation
  - integrate landscape into regional and town planning policies as well as any other policies with a possible impact on landscape.The Landscape Institute will also develop policies to demonstrate the profession's ability to intervene in the public interest 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.
- 4 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:
  - 4.1 Establish and promote new standards of practice to members
  - 4.2 Review the Code of Conduct
  - 4.3 Implement a new CPD approach
  - 4.4 Develop the Pathway to Chartership (P2C)
  - 4.5 Implement standards for specialisms arising from the membership review
  - 4.6 Prioritise urban design in LI agendas.
- 5 In 2008/09 the Landscape Institute will:
  - 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
  - 5.4 Set and implement a plan to secure income growth and diversification
  - 5.5 Support branches in getting members involved with the Institute.

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Overleaf: Peace Gardens, Sheffield  
Landscape architects:  
Sheffield City Council  
Client: Sheffield City Council  
Photo: Sheffield City Council



**Development Plan  
2007 – 2012  
Detailed Priorities  
2008 – 2009**