

LANDSCAPE INSTITUTE SCOTLAND – 5 YEAR BUSINESS PLAN (LIS Business Plan Final 170504)

Executive Summary

The Landscape Institute Scotland (LIS) is the Scottish Branch of the Landscape Institute, the chartered body for the landscape profession, an educational charity working to promote the art and science of landscape practice. The Landscape Institute Scotland has just under 450 members within a population of over 5 million people. The Scottish Branch works locally to represent the interests of members and the environment to the Scottish Government, agencies, and the voluntary sector.

Aim

The LIS Business Plan is guided by The Landscape Institute's Vision which is one through which 'Inspirational landscapes and liveable places are at the heart of thriving communities', and Mission 'to promote the landscape profession for the benefit of society and the natural and built environment'. It also responds to the unique Scottish environment (natural and man-made) which includes Government, legal system, climate, landscape, population distribution, land law: -

Our Aim: *All members of this professional organisation and educational charity, work to protect, conserve and enhance the natural and built environment for public benefit. As Landscape Professionals in Scotland we endeavour to retain, promote, create, and recreate landscapes and inspiring places in both urban and rural environments across Scotland.*

Objectives

The LIS business plan sets out a sustainable way to deliver its mission within the context of the Landscape Institute's aims with clear objectives and measurable targets over a 5-year timeframe The LIS will undertake its aims ensuring the following key objectives are met

1. Understanding and Supporting our Member's Needs
2. Promotion and Advocacy of the Profession
3. Supporting Education

Targets

1. Understand & Support Our Members Needs

| Key Questions | Issue | Action | 2017 | 2018 | 2019 | 2020 | 2021 | Outcomes |
|---|--|--|------|------|------|------|------|---|
| Who are our members? <ul style="list-style-type: none"> • Private practices • Public and 3rd sector • Academics and Students | <ul style="list-style-type: none"> • Membership numbers discrepancies • We don't know numbers / members in each category | <ul style="list-style-type: none"> • Membership numbers now confirmed with LI • Ascertain categories on member's website and keep contacts up to date. | ▲ | | | | | Yr 1: Membership no's confirmed & categories recorded |
| How do we know what they need? <ul style="list-style-type: none"> • Private sector / academics survey 2014 • Preparation of Action Plan 2015 • Stirling Business School survey • No survey of students undertaken | <ul style="list-style-type: none"> • Private responded • No academics responded • No student feedback | <ul style="list-style-type: none"> • Engage directly – Senior Practitioners Event using Manifesto and Business Plan and Survey. Invite Academics. Ensure a Biennial event. • Follow up with online consultation forum for key issues such as Manifesto • Refer to Education Target 3 | ★ | | ★ | | ★ | Yr 1-5: <ul style="list-style-type: none"> • 3 x practitioners events • Feedback on all issues recorded • Manifesto & BP updated • Get all academics engaged |
| <ul style="list-style-type: none"> • Public/ 3rd sector survey undertaken 2013 | Public sector event 2014 – with key objectives but no public sector representative on committee | <ul style="list-style-type: none"> • A&DS LAUDF target public-sector members to attend Forums and A&DS staff member to monitor success • Write to known public sector LA's -welcome • AGM – likely public sector rep from SNH to be nominated • Landscape focussed biennial public sector breakfast • Update public sector contacts and get more public sector as corresponding members | ▲ | | ★ | ★ | | Yr 1-5 <ul style="list-style-type: none"> • LAUDF – Confirmation on LIS representatives attending • Public sector rep on LIS • list of public sector contacts • 2 x public sector events |
| How do we deliver what they need? Keep members informed | Aim for members to want to be part of LIS. Currently we don't know if we are building an audience / nurturing our landscape community. No feedback | <ul style="list-style-type: none"> • Website update – requires LI commitment • Improve communications on what we do Newsletter on policy activities, branch actions/ events/ social media activity • LIS AGM • Ensure feedback at our events | ▲ | | | | | Yr 1: Website update 2017 <ul style="list-style-type: none"> • Feedback form prepared • Newsletter template prepared Yr 2-5: Quarterly newsletter <ul style="list-style-type: none"> • Feedback recorded |
| CPD / Training from topics that are on survey or are current hot topics | Committee too thin to organise major activities | <ul style="list-style-type: none"> • Piggy back on other organisations events / signposting. Use JSW knowledge of key organisations that run events • Add all to website • Encourage reciprocity at Heads of Practice Events and piggy back on practice events or specialisms through 'Reflections' • Deliver one major CPD event/ year (Suds/Conf) • Work with LI and review annually what is coming up that or members need to be aware of that we should be promoting | ★ | ★ | ★ | ★ | ★ | Yr1-5 <ul style="list-style-type: none"> • Signposting events on website • LIS events on other websites • Annual CPD event |

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| How do we continue to engage with our members and reach those beyond Central? | <ul style="list-style-type: none"> Distance for members to travel to events in central belt | <ul style="list-style-type: none"> Ensure regular programme of achievable and informative events (to include AGM/ Reflections series/ SG 'year of'/ xmas) Film all relevant events and post on website Use tried & tested venues (to gain support of venue staff) Keep members informed by an up to date website Add key papers from conferences to website Maintain touring exhibitions / piggy back other events | ★ | ★ | ★ | ★ | ★ | Yr 1: LI Website update Yr 1-5 : <ul style="list-style-type: none"> 4-5 no events /year 2 recorded & on website Website kept relevant (LI & Admin) |
| How do we ensure continued support to our members? <u>Sustainable Committee</u> | <ul style="list-style-type: none"> Active Committee members are tired. How do we engage other committee members Committee membership is low and succession plan is required for 'retired' members Public sector not represented Recruit young people onto the committee | <ul style="list-style-type: none"> SWOT & Business Plan agreed by committee & AGM; Review and update biennially Prepare a list of needs for committee for AGM & ensure people respond on basis of strengths at AGM's Engage directly through Senior Practitioner Events Reduce no of meetings and change format of sub committees See Education Strand | ▲ | | ▲ | | ▲ | Yr 1-5 <ul style="list-style-type: none"> Update BP annually Share needs at AGM 1 no senior practitioner support to committee annually |
| | Engage Fellows | <ul style="list-style-type: none"> Contact network of Fellows Use to open doors and attract additional funding or publicity for events. | ★ | ★ | ★ | ★ | ★ | Yr 1-5: <ul style="list-style-type: none"> Annual Fellows breakfast support for planned actions incl Archive |
| Ensure Committee is supported Administrator | Admin support not being used to best advantage. | <ul style="list-style-type: none"> Ensure regular social media, website and updates and responsible for all Eventbrite Organise and issue newsletter Prepare feedback form & template for Event organiser Prepare list of preferred venues | ▲ | | | | | Yr 1-5 <ul style="list-style-type: none"> Cont Admin support - LI |
| Support to each other | <ul style="list-style-type: none"> Lack of continuity in support on events Learning from event organisation is not being passed on to committee | <ul style="list-style-type: none"> Ensure our capabilities are agreed and shared. Use and share our knowledge of recent events exhibitions organisations Seek regular feedback at all events; Event organiser to write briefing note (venue, PR, cost, issues) | | | | | | |
| Policy Officer | Ensure support on advocacy and policy | <ul style="list-style-type: none"> In Place – set targets for next 5 years on annual basis | | | | | | Yr 1-5: Agree targets/outcomes with PO & LI |
| Office Space | <ul style="list-style-type: none"> Maintain good relations with RIAS Locate all information/ marketing /archive and future administrator bimonthly regular meeting room / event space | <ul style="list-style-type: none"> Lease with RIAS through LI (2016) and take up residence | ▲ | | | | | Yr 1-5 <ul style="list-style-type: none"> Lease continued as part of LI block grant |
| How do we protect our member's heritage? | Currently no Scottish Archive MERL not appropriate location for this | <ul style="list-style-type: none"> Locate key material (Peter Daniels, MTA and Gillespie's) Use connection to obtain grants Use office to allow access to archive for doctoral partnership | ▲ | | | | | Y 1: Apply and obtain grant Yr 2-5: Archive complete |

2. Promotion and Advocacy of the Profession

| Key Questions | Issue to Address | Action | 2017 | 2018 | 2019 | 2020 | 2021 | Outcomes |
|--|---|--|------|------|------|------|------|--|
| Who do we want to Reach? <u>Government / Government Agents /Policy Makers</u> | Government to recognise manifesto | <ul style="list-style-type: none"> 'Manifesto' to be consulted on, completed and printed Promotion event at Scottish Parliament with RUL Manifesto introduced to Government as a Scotland specific document to promote skills of Landscape Professionals and benefits of professional engagement in many aspects of urban and rural development. Updated SG 'Year of' theme and collaborate where relevant | ▲ | | | | | Yr 1: LIS ' Scotland Landscapes' published & launched Yr 1-5: Support SG initiative ' yr of' where relevant |
| | Landscape to be included in all relevant policies Provide independent landscape advice to the Scottish Government | <ul style="list-style-type: none"> Policy Officer continue meetings with Scottish government; attendance at events; and special interest government groups Review timeframe for all up and coming legislation and consultations (Planning etc) Respond to all consultations that impact on landscape. | ★ | ★ | ★ | ★ | ★ | Yr 1-5: Agree targets/outcomes with PO & LI |

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| <u>Government / Government Agents /Policy Makers Cont.</u> | Maintain forged links with SG's Planning and Architecture Division & Transport & Environment Depts. & A&DS to retain LA on Board and staff | <ul style="list-style-type: none"> Arrange regular meetings with Jim McDonald – Head of A&DS and ensure an ongoing programme of meetings Continue to invite to events as participants Arrange meeting with Sandy Robinson Chief Architect at PAD Maintain link with Angus Corby in Transport re Fitting Roads projects. | | | | | | Yr 1-5: Agree targets/outcomes with PO & LI |
| | Maintain links with SNH and LLT & CNP offices | <ul style="list-style-type: none"> Continue programme of meetings and agree who to attend Agree RUL to be installed at Battleby | ★ | | | | | Yr 1: RUL at SNH Yr 1-5: Agree targets/outcomes with PO & LI |
| <u>Other Design Professionals and Construction Industry</u> | <ul style="list-style-type: none"> Cross Party Group on Architecture & the Built Environment RTPI Planning Forum Cross party /discipline discussions on policy BEFS | <ul style="list-style-type: none"> Compile email contacts list for special interest groups and design and construction professional organisations Maintain links– Policy Officer to attend relevant meetings and report JSW or other member contacts and report regularly | ▲ | | | | | Yr 1-5: Agree targets/outcomes with PO & LI |
| | Attendance at Design Review Panels • Edinburgh / Glasgow/Inverness/Fife and Aberdeen | <ul style="list-style-type: none"> JSW – compile list. Obtain new members Agree strategy of attendance and reporting. Financial support with expenses in remote areas. | ▲ | | | | | Yr 1 – New list complete Yr 1-5: Financial support for members on design panels |
| | A&DS Design Review Panel | <ul style="list-style-type: none"> Ensure LA always on panel. Encourage committee members to apply at each change of panel Find out dates. | ▲ | | | | | Yr 1-5: LIS member on Panel annually |
| | Forge connections with other professional disciplines | <ul style="list-style-type: none"> Meet Heads of RIAS / RTPI/ GIA Invite other professional disciplines to our events Piggy back their events so our members can attend. | ★ | ★ | ★ | ★ | ★ | Yr 1-5: Annual meeting |
| | BALI/HTA Liaise on nursery trades matters re biosecurity | <ul style="list-style-type: none"> Link up on possible CPD events | | | | | | |
| | CS/FE/SASA/Forest Research Follow Biosecurity matters re Trees and plants in Scotland | <ul style="list-style-type: none"> Attend STHAG at FCS + Plant production WG +FR update Follow research & monitoring plant pathogens xs Scotland Follow DERFA/SG leads on UK Plant Biosecurity Strategies | | | | | | Yr 1-5: Agree targets/outcomes with PO & LI |
| <u>NGO's/ 3rd Sector</u> | NTS / SWT/RSPB/ RBGE/ APRS/ SGHT | <ul style="list-style-type: none"> Policy Officer to agree who is important to liaise with Programme of meetings and agree who to attend as well | | | | | | Yr 1-5: Agree targets/outcomes with PO & LI |
| <u>Clients</u> | Ensure members have support in advocacy to client groups | <ul style="list-style-type: none"> LI to provide mechanism to update website to include new project examples Ensure website includes information to download including RUL and manifesto | ▲ | | | | | Yr 1: LI to update LIS website Yr 1-5: Admin support |
| <u>Public</u> | Raising awareness of the profession to the public – specifically Scottish aspects | <ul style="list-style-type: none"> Keeping website up to date with downloadable items / videos Promotion / advertising –Use RUL graphics for poster series Split up RUL exhibition, add introduction and concluding panels for mini exhibitions. Re - introduce TGP landscape poster Engage fully with Landscape Ambassadors – welcome email Make certain talks and events open to the public? | ▲ | | | | | Yr 1: LI to update LIS website Yr 1-5: Admin support |

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3. Supporting Education

| Key Question | Issue | Action | 2017 | 2018 | 2019 | 2020 | 2021 | Outcomes |
|--|---|---|-----------------|-------------|-------------|-------------|-------------|--|
| Who do we want to reach? University Education Academic Members | ESALA engagement with head of school is tenuous and doesn't happen easily | <ul style="list-style-type: none"> Engage directly with all ESALA contacts to promote better relations. ECA Accreditation panel – investigate who sits on Promote and support David Skinner Memorial Lecture annually and hold LIS AGM at school | ▲ ▲ ★ | ★ | ★ | ★ | ★ | Yr 1-5 <ul style="list-style-type: none"> 2 support lectures by members to students Annual meeting with Head of School and staff |
| Student Members | <ul style="list-style-type: none"> Always changing Student workload - difficult to keep them engaged with LIS. No current attraction to be members | <ul style="list-style-type: none"> Attend E-scape meeting Use student representative and E-Scape to understand their needs / idea about LIS and to educate of our mission – create connections with websites Early identification and recruitment of successors to current student Engage with School to educate students of our existence and mission representatives LI to instigate free student membership of LI Continue student prizes but focus on things students are looking for (Travel Award and Journal) Continue to support LI at ESALA with talks by LIS members & encourage members to provide talks to the school. Combine with annual LI career event Run another Reflections event – based on Year of Youth | ▲ ★ ★ | ★ ★ ★ | ★ ★ ★ | ★ ★ ★ | ★ ★ ★ | Yr 1-5 <ul style="list-style-type: none"> All students automatic members of LI and LIS Twice yearly meeting with with Escape New Rep each year |
| Other Disciplines | <ul style="list-style-type: none"> Attract graduates from other related disciplines into Landscape Professionalsure Educate student members for other disciplines | <ul style="list-style-type: none"> Use students to promote the landscape profession to other disciplines e.g. undergraduate departments of geography, planning, urban design and natural sciences. Encourage Committee / support members to attend architecture / urban design schools as visiting tutors | | | | | | Yr 1-5 |
| Pre-University | Follow LIS strategy in conjunction with LI to engage with pre University at schools / careers fairs/ careers events | <ul style="list-style-type: none"> LI - annual careers event (Central Belt / Glasgow/Edinburgh) LI to retain ambassadors by welcoming them & organise appropriate information available for their role Ambassadors to attend career fairs with CITB and Skills Development Scotland Ambassadors to visit schools Quarterly Newsletter RHS's Green Plan It scheme – keep in touch with Register with World of work / Marketplace/skills for Scotland Engage practices working on schools projects to get involved I pupil workshops and feedback Practices to update LI members section showing they offer work experience | ★ ★ ▲ | ★ ★ ▲ | ★ ★ ▲ | ★ ★ ▲ | ★ ★ ▲ | Yr 1- 5 <ul style="list-style-type: none"> Target increase by LI of 5 new Ambassadors /year 2 reps at each career fair LI /LIS own stand Newsletters issued Green Plan It challengege – LIS member annually LIS registered on career websites Practices engaged & connected with schools – through feedback |