

LANDSCAPE INSTITUTE COUNCIL MEETING: 12.07.2012

REPORT FOR LIS BRANCH BY RACHEL TENNANT

1. BRANCH REP MEETING

Apologies as I was unable to attend this. Late notification of meeting date meant that the cost to attend the earlier meeting was prohibitive. However the results will be forwarded to all Branch reps. The main element discussed was communication between branches to ensure sharing of knowledge base and CPD events. Discussion with LI to see if Branches can share to share calendars through LI website

2. NEW PRESIDENTS WELCOME: SUE ILLMAN

Main focus for her term will be:-

- Ensuring Gov delivers on what it has signed up to in terms of water and green infrastructure. LI must lobby in a positive way to help them deliver on their promises
- BIM - LI must embrace because Gov. has committed to it.

3. LI COMMUNICATIONS STRATEGY: PRESENTATION AND WORKSHOP

LI secretariat keen to ensure its communication strategy is appropriate and follows on from a survey conducted Non 2011. Presentations covered who the audience was perceived to be and the method of communication. Workshop followed to gather information and the results will be presented at the next meeting. Key issues appear to be

- Is there anyone else we need to focus on in terms of audience (Gov / Local decision makers/ members/ construction & Professional members/ LI members and students)
- Method of communication (position statements/ policy document's – 'green infrastructure' – appears in NPPF - / Published document's (Clients Guide was considered to be a great success) / website /journal / talking landscapes / digital magazine / new LI logo downloadable/ LI Practices supported by their project images which appear as a rotating
- Digital stuff – Flip Board (compiles your own magazine from websites and updates you are interested in) ; twitter (heavily used) and tweets. LI made a conscious decision to not set up a face book account; YouTube – LI has a number of small videos. Eg Who wants to be a LA?'Open House London' – Landscape Routes in London
- Are we serving the devolved nations? – no was unanimous decision. Discussion regarding policy officers

4. PAPERS FOR DECISIONMAKING

- 4.1 Editorial Advisory Panel (responsible for Journal and digital magazine) – A motion to disband and set up as Advocacy and Communications Committee to make it more accountable. Agreed that it should be retained as is but must report to Council 3x per year. New publishers appointed in last month for journal.

4.2 Changes of Terms of Reference for Appointments and Selection Committee – key issues were raised about this in the meeting and it was agreed it will be reviewed and discussed at next meeting

4.2 External Public / Research Tenders and Contracts. This was expressed as a way of making money and influencing policy making in government – Major concerns by Council on how this was to be set up. No objection in principal to LI tendering for work and making money if it didn't contravene the charitable status but how this was resourced was questioned (ie use of secretariat's time to put bids in and not do the work the members pay for them to do and also anti-competitive nature of how they proposed to select landscape specialist's to help with bids (no framework of consultants discussed- just favourites) Agreed to be reviewed and re-presented to Council.

5.0 SURVEY ON EFFECT OF ECONOMY ON MEMBERSHIP

5.1 Branches asked to report on effect of economy in their regions. Main reports (apart from SE and London) were pretty negative. Key issues:-

- SME'S not supported
- Large multi disciplinaries moving into areas and buying work
- Reduced opportunities everywhere with increased effort put into tendering with poor results
- Reduced opportunities for students
- Reduces salaries and hours for staff
- Increased unemployment
- Loss of expertise in policy making in local authorities

5.2 LI asked what could be done to help and suggestions included:-

- Membership fees /free CPD events for unemployed
- Forum on line to assist unemployed or students
- Support to practitioners to take on graduates / unemployed for short periods of time to help them keep their skills up and have something on CV's

6.0 OTHER REPORTS TABLED

- CEO REPORT (see attached)
- EDUCATION AND MEMBERSHIP COMMITTEE UPDATE (see attached)

EGM

Results of votes – all motions carried