

## WEB Minutes for the meeting of Advisory Council

Tuesday 21 February 2023 at 1330

A virtual meeting hosted digitally

### Present:

<b>Honorary Officers</b>					
CHAIR: Noel Farrer Vice President / Acting President		Jane Findlay Immediate Past President		Mat Haslam (from 1416) HonTreasurer	
Keren Jones HonSec					
<b>Elected Members:</b>					
Nathan Edwards Elected		Diana Ispas Elected		Wing Lai Elected	
Michele Lavelle Elected		Theresa Dendy Associate Rep		Bethan Walke Associate Rep	
Mark Brett Student Rep					
<b>Branch Reps:</b>					
EofE	Daisy Parsons	London	Ben Gurney	Mids	John Clay
SE	Ruth Shelton	SW	Cynthia Filipiak-Szymborska	Y+H	John Ingham
Scot	Kirsty Knott	Wales	Emma Hayes		
<b>Committee Reps:</b>					
EMC	Vanessa Ross	PCC	Anastasia Nikologianni	Tech	Jon Rooney
<b>In Attendance:</b>					
Jane Clarke Independent Trustee		Rob Hughes Interim Commercial Director		Donna Lawrence Head of Finance	
Yvonne Matthews Executive Assistant to CEO & Leadership Team		Gideon Opaluwa Head of Professional Regulations		Jackie Sharp Interim Head of Policy & Influencing	
Naomi Taylor Head of Membership		Emma Wood Governance & Regulation Manager		Aoife O'Rourke Membership Engagement Officer	
Ian Parry Gov (item4) CfGS		Paul Cutler Gov (item4) CfGS			
<b>APOLOGIES</b>					
Matthew Bradbury Elected		Charlotte Cottingham Elected		Nicola Phillips Elected	
Paula Gillan BrRep NI					

### 1. Welcome and Report

Noel Farrer (NF) welcomed all to the first Advisory Council of 2023 before agreeing a reorder of the published agenda to facilitate meeting management and to allow for the later arrival of the HonTreasurer

### 2. Leadership Report (SM/RH)

Commercial Director Rob Hughes (RH) gave a presentation providing operational and strategic updates

Highlights:

- i. High staff churn with 17 leavers and significant changes in the Senior Leadership Team (SLT)
- ii. Entry standards roll out E2F E2C E2T

- iii. Appointment of Interim Head of Policy & Influencing Jackie Sharp
- iv. External markets review underway
- v. Events schedule
- vi. The LI Campaign feedback
- vii. Project Kestrel update

COMMENTS:

- i. Is the Choose Landscape Ambassador scheme still ongoing? - *This will be a key project for the new Head of Education (recruitment ongoing)*
- ii. GDPR has made member to member contact difficult, is there any way of improving direct communications within Project Kestrel? - *We are looking to improve all our processes to ensure they are fit for purpose within the legal framework including GDPR*
- iii. Highlighting the hard work of the staff team over the last year which had been particularly difficult. It is a remarkable achievement that so much has been delivered in such challenging times
- iv. Webinar suggestion – complaints and best practice

### 3. **Original item 3: Finance Update** (MH/DL)

HonTreasurer Mat Haslam (MH) and Head of Finance Donna Lawrence (DL) gave a presentation updating on current financial position and activity

Highlights:

- i. Deficit for YTD is better than budget
- ii. Membership up, sponsorship down impacted by staff churn
- iii. 2 key items under cash flow: Delivery of Project Kestrel and reduction of legal fees

COMMENTS:

- i. Important to assure the membership at next AGM of security of the organisation – *Can see that programmes moving and the LI does have enough cash and reserves to cover difficult operating conditions. Could highlight the amount of unplanned expenditure for context*
- ii. 3% increase in membership is good news and shows robust future

1500 Ruth Shelton left mtg

### 4. **Governance**

#### 4.1 Confidential item

#### 4.2 Confidential item

#### 4.3 **LI Election 2023**

Head of Governance & Regulation Gideon Opaluwa (GO) opened noting that Board have asked for Council support for some flexibility around the dates - AGREED

NF gave background to attendance of Independent Trustee Jane Clarke (JC) and AdCo SUPPORTED JC involvement in the rest of the meeting

COMMENTS:

- i. Election Officer Role description could still be improved in time for these elections
- ii. What additional materials (eg campaign guidelines communications strategy etc) – *Already have guidelines etc previously approved and looking to make minor improvements, under the vetting process, updating the role descriptions. Board is clear that the election comes under the remit of Council, Board can provide input and support on detailed items*
- iii. A benefit of the appointment of an external EO would strengthen our standards, vetting, complaints process etc

- iv. How do we manage suitability of candidates to stand for roles – *It's a democratic process so all we can do is ensure that we have guidelines and declarations in advance. An external EO gives a managed package with enhanced independence*
- v. Are we asking candidates to sign declarations? – *Yes the vetting will require all candidates Nolan principles, comply all rules, guidelines, how to conduct themselves whilst campaigning as well as the conduct of those campaigning on the candidates behalf*
- vi. How do Council members communicate with each other outside of meetings? – *LI Connect should be able to support a Council group to facilitate discussion*

Volunteers for a small group to act as a sounding board / sign off final documents versions :

John Ingram, Michele Lavelle, Jane Findlay, Jane Clarke

Unanimous AGREEMENT for the recommendations

#### 4.4 Project Swift (CfGS LI Elections report)

NF encouraged all to consider the paper for a full consideration at the next AdCo

COMMENTS:

- i. In terms of diversity how could someone that works in the public sector be a President? There's a perception that you need the support of a successful practice to serve in the role - *There have been quite a few Presidents from the public sector*
- ii. Terms of Reference for the trustees the legal liability etc is really off putting - *Yes, the LI carries liability insurance to protect trustees and perhaps this needs greater emphasis*
- iii. Embedding EDI – *Yes, this is going to take time and Project Swift will be a major part of delivery*

#### 4.5 PCC Chair recruitment

GO updated on the recruitment process confirming that the A&SC are now shortlisting prior to interview

1602 Kirsty Knott left the mtg

### 5. Policy & Influencing Update

Interim Head of Policy & Influencing Jackie Sharp (JS) gave a presentation updating on activity

Highlights:

- i. Skills for Greener Places Report
- ii. 5 key challenges
  - Lack of strategic coherence in the profession and no mainstream understanding of what landscape is, and why its important
  - Limited interdisciplinary movement and collaboration, which exacerbates the lack of strategic coherence
  - Poor workforce diversity and a stark gender pay gap
  - Limited entry routes, which restrict the development of a diverse pipeline of talent
  - A looming management and maintenance skills crisis
- iii. Embodied Carbon Report
- iv. PCC paper regarding future of landscape strategy, identifying key challenges and opportunities for the sector. Proposing a joint Standing Committee meeting for an informed collaborative approach

COMMENTS:

- i. The Skills for Greener Places Report is missing the supply trade
- ii. Was there sufficient data for a proper salary survey or is this something planned for the future? – *The survey does include some detail regarding salary via the dashboard. - National Audit Office has*

*accepted the data to be used at the NAO level and now recognises LA and landscape as a profession. The survey also used standard reference codes and provides a good foundation for future work*

- iii. Sector worth £25Billion
- iv. Support a closer working relationship between the standing committees

## 6. Technical Update

Paper for information taken as read

## 7. EMC Update

Head of Membership Services Naomi Taylor (NT) highlighted the future direction of Education & Membership Committee (EMC) confirming that the committee is recommending to Board that remit is split between 2 cttees

*1635 Ruth Shelton left mtg*

## 8 Member Survey

NT gave a short presentation on the Member Satisfaction Survey which is currently running. With 700 responses so far - initial findings can be summarised as below:



COMMENT:

- i. What's happening with the College of Fellows, not sure what they are doing but is there a role that they can play going forwards? – *We are actively considering the fellowship proposition and also liaising with CoF Convenor Adam White regarding the CoF, possible event etc*

## 9 Volunteer recruitment

Update from NT

- i. Volunteering short and long term wins
- ii. Branches review

ALL to forwards any comments to NT direct

## 8. Any Other Business

- 8.1 Jane Findlay took the opportunity to note: *'Thank you all for attending this last formal mtg within this sessional year, difficult, challenging year proud to have stood up for standards, policies rules etc. Encourage all to consider standing in the upcoming election'*. JF also thanked all for all their work and noted as last meeting with AdCo disappointed won't be part of the new era

- 8.2 Congratulations to Wing Lai on the award of Fellow

- 8.3 Is the proposed planning session with both Board and Council still going to happen? – *Yes this is still in development*

## 10. Close

There being no other business the meeting closed at 1710