

Response form for the consultation on the Draft Brownfield Skills Strategy

Respondent Details	
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The ASC will process your personal data in accordance with the DPA and in the majority of circumstances; this will mean that your personal data will not be disclosed to third parties.

Confidentiality (*tick one box only*)

Is your response confidential?

Yes No

If “yes” please explain why.

Organisation type (*tick one box only*)

- Approved Inspector
- Architects
- Civil/Structural Engineer
- Commercial Developers
- Consultancy
- House or property developer
- Housing Association
(Registered Social Landlords)
- Other non-governmental
organisation
- Builder/other contractor
(please specify)
- Local authority – Building Control
- Local authority –
Environmental health
- Local authority – other
(please specify)

- Manufacturer
- Trade body or association
- Private individual (unaffiliated)
- Professional body or institution
- Property funder
- Research/academic organization
- Specific interest or lobby group
- Individual in practice, trade or
profession
- Journalist/media
- Insurer
- Other (*please specify*):

Consultation Response

Responses including any general comments you might wish to make are welcome on any number of the questions.

For questions with a tick box it would be helpful if you could please indicate whether you would answer “yes”, “no” or are “uncertain” (as appropriate) and offer comment on your answer.

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Please note this contents allows you, through the Word bookmarking facility, to go direct to those questions/ recommendations you want to respond to. To use this facility:

- Place the cursor over the underlined text, hold the control key down and click the mouse.

Please note older version of Microsoft Word may not enable this function.

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1. Brownfield Skills Pledge of Support

A voluntary, public commitment to support the strategy. The purpose is to ensure that everyone within the workforce is able to take ownership of and contribute to the success of the brownfield workforce.

Individual Team Organisation Other

This pledge indicates support for the Brownfield Skills Strategy:
Yes

2. Brownfield Skills Pledge of Action*

A voluntary, public commitment to support the implementation of specified recommendation(s). The purpose is to ensure that everyone within the workforce is able to take ownership of and contribute to the success of the brownfield workforce.

Individual Team Organisation Other

This pledge indicates commitment to implementation as detailed below:
Yes

Recommendation Brownfield Skills Pledge relates to:

Securing the workforce of the future – Recommendation 3.3

Brownfield Skills Pledge description:

I Want to be a Landscape Architect

Landscape architecture is one of the key professions with a role to play in the development of brownfield sites via the holistic, multifunctional approach employed by landscape architects in the development of places and spaces. Yet, as is the case with a number of built environment professions, the number of students applying for landscape architecture courses is not sufficient to meet the demand. A survey conducted in August 2007 by the Landscape Institute found that 52% of respondents were turning away work because of staff shortages. Furthermore, the ASC's Brownfield Skills Strategy itself identified that by 2012 there is expected to be a deficit in the number of required landscape architects of up to 47,000.

One of the ways in which the Landscape Institute is tackling this shortfall is by the recent launch of a campaign to encourage more young people to apply to study landscape architecture and take up the profession as a career. Central to the campaign is a website, www.iwanttobealandscapearchitect.com, which acts as a main information point for users interested in finding out more about the profession and provides toolkits for use by landscape architect, careers advisors and teachers in explaining landscape architecture as a career option to 11-18 year olds.

Brownfield Skills Pledge anticipated outcome:

An increase in the number of applicants to university courses and, subsequently, a greater number of graduates entering the profession. Initial success to be measured by

the level of enquiries directed to the website and over a period of five years, it will also be possible to monitor the number of applicants to the fourteen accredited university courses.		
Brownfield Skills Pledge Implementation Timeframe: 14/05/08 - ongoing Stages/Phases if known: n/a		
Monitoring and Evaluation Framework associated with pledge: Yes <input type="checkbox"/> No <input type="checkbox"/> Uncertain at this point in time <input checked="" type="checkbox"/>		
Anticipated barriers to delivery at this stage: Cultural <input checked="" type="checkbox"/> Cost <input checked="" type="checkbox"/> Other <input type="checkbox"/> Please specify: None <input type="checkbox"/>		

3. Brownfield Skills Landscape

We are attempting to map, for the final strategy, based on the contents of Diagram 1, page 13, a detailed skills landscape. If you know of any organisations that should be included within each of the landscape levels below, please add them in.

Spatial Level	Organisation/entity identified in Diagram 1	Organisation/Body/Institute that should be included in a detailed breakdown of that organisation/entity.
National	Professional bodies and trade unions	
Regional	n/a	n/a
Local	n/a	n/a
Any other comments	The Landscape Institute also has 12 branches across the UK providing membership services, events and support to members in their area.	

Other comments

One area that concerns the Landscape Institute is the absence of “design” in the core-cross-occupational skills. We would like to see the design element added to the “awareness of spatial context” (page 7). Not only is it fundamental to achieving a high quality of design on the ground, but also it will be important in attracting interest from the landscape (and we imagine other design-related) professions. Understanding the potential for creativity in the design process is also important.

With regards the table on page 10, we consider that the shared responsibility between employee and staff for professional development should also indicate the responsibility between staff and professional institute.

With reference to the shortage of training programmes we would like to draw your attention to some work called Training and Education Provision for the Land Remediation Sector in the Northwest. The project is being managed by Envirolink Northwest with funding from NWDA. It aims to provide a searchable data base of brownfield skills training in the north-west region.

Recommendation 1.1		
Government should be the only contributors to the “innovation fund”		
Agree <input type="checkbox"/>	Disagree <input type="checkbox"/>	Uncertain <input checked="" type="checkbox"/>
If you answered “Disagree” or “Uncertain” please provide reasoning:		
n/a		
Do you have any other comments in relation to the recommendation?		
n/a		

Recommendation 1.2		
Do you think the Skills Development Framework will provide the mechanism in the future by which the Brownfield Skills Strategy could be owned, maintained and implemented by everyone within the workforce?		
Yes <input checked="" type="checkbox"/>	No <input type="checkbox"/>	Uncertain <input type="checkbox"/>
If you answered “No” or “Uncertain” please provide reasoning: (please specify)		
It will be essential that any skills strategy developed is coherent, simple to understand, use and communicate and supported by resourcing, training and facilitation at a national level. It should be born in mind that many key players who will be delivering change in terms of a brownfield skills strategy are relatively small organisations, employers and others, who are already feeling the impact of skills shortages; the innovation being called for can only be achieved with proper funding and support.		
Do you have any other comments in relation to the recommendation?		
We would wish to see landscape architecture, landscape management and landscape science named in the brownfield skills, not just under “other”.		

Recommendation 1.2.1		
Do you think that SiLC, within the context outlined in the supplementary detail, page 28, is an appropriate organisation to develop and pilot a Land Condition Skills Development Framework?		
Yes <input type="checkbox"/>	No <input type="checkbox"/>	Uncertain <input checked="" type="checkbox"/>
If you answered “No” or “Uncertain” please provide reasoning: (please specify)		
At present SiLC does not have a wide enough remit in terms of the skills covered to undertake this, as the Landscape Institute considers there are more professions involved in land condition skills than are currently represented on SiLC. Therefore either SiLC should partner with other organisations (such as the Landscape Institute) in its development of the pilot skills development framework or it needs to expand its area of focus. Furthermore, the title “Land condition skills” should be reviewed.		
Do you have any other comments in relation to the recommendation?		
n/a		

Recommendation 1.2.2		
Do you think it necessary to pilot the Skills Development Framework in other contexts?		
Yes <input checked="" type="checkbox"/>	No <input type="checkbox"/>	Uncertain <input type="checkbox"/>
If you answered "Yes" please specify specific pilots you think necessary: (please specify)		
Yes to cover all professional areas that are included in brownfield development.		
If you answered "No" or "Uncertain" please provide reasoning:		
n/a		
Do you have any other comments in relation to the recommendation?		
n/a		

Recommendation 1.2.3		
Do you think development of a Town Planning, Land Contamination and Public Health Skills Development Framework, within the context set out on page 29 will help local authorities and other public sector bodies involved in the reuse of brownfield land ensure they have the necessary skills base and capacity?		
Yes <input type="checkbox"/>	No <input type="checkbox"/>	Uncertain <input checked="" type="checkbox"/>
If you answered "No" or "Uncertain" please provide reasoning:		
We feel that this will help but it needs to include wider skills such as landscape architecture and landscape management.		
Do you have any other comments in relation to the recommendation?		
This should not just focus on the ecotowns and growth points. There are severe skill shortages in the HMR areas, where brownfield land is under consideration for housing development in the intervention areas. These areas need additional support and capacity as much as the growth areas. There is work already being undertaken to support this in some HMR areas by the Pathfinders, so it will be important to work with those already working in the area.		

Recommendation 1.3		
Do you think a National Brownfield Knowledge Web Portal, described within the context set out on page 29, is an appropriate recommendation?		
Yes <input checked="" type="checkbox"/>	No <input type="checkbox"/>	Uncertain <input type="checkbox"/>
If you answered "No" or "Uncertain" please provide reasoning:		
n/a		
Do you have any other comments in relation to the recommendation?		
This is a very positive development which we believe has great potential. CPD and knowledge transfer are a major priority for the Landscape Institute within the Development Plan 2007-13 and so we would be keen to signpost members to key resources and explore ways in which we can support the development of the Portal. The Landscape Institute will pledge its support to add links and to keep our members		

informed.

Recommendation 2.1

Do you think co-funded student places providing work based learning will provide an effective means of expanding entry routes?

Yes

No

Uncertain

If you answered "No" or "Uncertain" please provide reasoning:

n/a

Do you have any other comments in relation to the recommendation?

Would welcome further guidance on the way in which the development of co-funded places has been taken forward in other sectors and which approaches have been most successful.

Registered landscape practices, Groundwork landscape departments, Local Authority landscape departments and other NGOs may wish to be involved. The Landscape Institute would be willing to advertise and act as a link for this.

Recommendation 2.2

Do you think this is an appropriate recommendation?

Yes

No

Uncertain

If you answered "No" or "Uncertain" please provide reasoning:

Local Strategic Partnerships (LSPs) often focus on community and social aspects. They will not necessarily have the expertise to appreciate the brownfield land aspects of the sustainability assessment process. It is the delivery arms that can make a difference and the LSPs tend not to deliver projects.

Do you have any other comments in relation to the recommendation?

n/a

Recommendation 3.1		
Do you believe it is appropriate that the cross-governmental working group should support implementation of the recommendations?		
Yes <input checked="" type="checkbox"/>	No <input type="checkbox"/>	Uncertain <input type="checkbox"/>
If you answered "No" or "Uncertain" please provide reasoning:		
n/a		
Do you have any other comments in relation to the recommendation?		
The aspects set out in "The Carbon Challenge" (CLG and EP August 2007) should also be considered.		

Recommendation 3.2		
Do you believe it is appropriate, within the context identified on page 30, to expand the sub-sector skills agreement for housing?		
Yes <input checked="" type="checkbox"/>	No <input type="checkbox"/>	Uncertain <input type="checkbox"/>
If you answered "No" or "Uncertain" please provide reasoning:		
n/a		
Do you have any other comments in relation to the recommendation?		
This should also include landscape architecture and landscape management/stewardship.		

Recommendation 3.3		
Do you believe that linking up with careers campaigns such as Connexions for young people, enhancing careers advisory services such as Ask:What if? and increasing the amount of initiatives such as Living Geography will be enough to raise the profile of brownfield careers?		
Yes <input type="checkbox"/>	No <input checked="" type="checkbox"/>	Uncertain <input type="checkbox"/>
If you answered "No" or "Uncertain" please provide reasoning: (please specify)		
<p>The Landscape Institute welcomes this recommendation but feels that on its own it is not enough to raise the profile of brownfield careers to the extent that is required. We have wholeheartedly supported the implementation of Ask:what if. However this campaign needs more coordination, support and promotion if it is to be effective and achieve its full potential and so we are pleased to see the consultation's call for more innovative work in this area and a plugging in to new careers advice provision. We have also on a number of occasions expressed concern about the quality of the information on landscape architecture contained in this site and would suggest that we have offer advice on improving the relevance and accuracy of this content.</p> <p>The Landscape Institute has recently launched the "I Want to be a Landscape Architect" campaign (see pledge of action, table 2) and plans to recruit a new member of staff to take forward the development of its careers activities and would be keen to look for further collaborations.</p>		

One of the clear barriers to entry to the profession is the cost of Higher Education, particularly for those entrants to the profession who are already in the jobs market and wish to make a change of career. Direct funding, bursaries are needed for skills shortage occupations, and this should not be off the agenda.

Do you have any other comments in relation to the recommendation? (please specify)

The Landscape Institute wishes to reiterate its point earlier (other comments, 3) relating to Envirolink Northwest. If this is successful could this be a pilot for elsewhere?

Recommendation 3.4

Do you think all of the entry routes listed on page 31 should be explored by Train to Gain skills brokers with brownfield employers?

Yes **No** **Uncertain**

If you answered "No" or "Uncertain" please provide reasoning:

n/a

Do you have any other comments in relation to the recommendation? (please specify)

The Landscape Institute feels that the scope of employers contacted is wide enough and include landscape practices / employers.

Recommendation 3.4.1

Do you think the provision of 'do it yourself' toolkits and templates will encourage employers to consider a greater diversity of entry routes?

Yes **No** **Uncertain**

If you answered "No" or "Uncertain" please provide reasoning: (please specify)

n/a

Do you have any other comments in relation to the recommendation? (please specify)

Flexible routes to entry are very much supported by the Institute; there needs to be a diversity of careers opportunities and routes to qualification. However, we would welcome further clarification as to the exact nature of these proposals.

Recommendation 3.5

Do you believe that embedding the principles of the Skills Development Framework within the recruitment process, this will lead to strengthened recruitment schemes?

Yes **No** **Uncertain**

If you answered "No" or "Uncertain" please provide reasoning:

n/a

Do you have any other comments in relation to the recommendation?

The Landscape Institute feels it would be impracticable if not impossible to insist all brownfield skills employers make sure that their recruitment schemes are fit for purpose. The nature of the skills development framework is also yet to be determined and there needs to be clearer understanding of what would be involved but we believe that employers would welcome further support in skills development and tools to aid recruitment.

The LI would be happy to raise awareness of the skills framework to public, private and NGO sector members through its normal channels.

Recommendation 4.1

Do you believe organisations would form collectives/consortiums to undertake activities such as those listed on page 32?

Yes No Uncertain

If you answered “No” or “Uncertain” please provide reasoning:

The Landscape Institute would encourage members to do so, and we would promote the advantages but we are conscious that this would clearly mean a step change in attitude to competitors on the part of some professionals.

Do you have any other comments in relation to the recommendation?

Recommendation 4.2

Would an endorsement and recognition framework, as described on page 33, provide enough formal recognition of multi-disciplinary training/other professional development mechanisms, for employers and employees to be prepared to invest in?

Yes No Uncertain

If you answered “No” or “Uncertain” please provide reasoning:

n/a

Do you have any other comments in relation to the recommendation?

We particularly welcome the development of formal mechanisms to explore joint recognition or endorsement of training provision and development with other professional bodies, including our own. There are clear links here with recommendation 4.8 and possibly also 4.9. The Landscape Institute is investing significantly in CPD support and mechanisms for knowledge transfer as part of its Development plan 2007-12, including the appointment of new staff, and we believe that the recommendations within the strategy provide significant opportunities for innovation and joint working.

Recommendation 4.3		
Will the development of working practices such as mentoring schemes, as described on page 33, aid the effective management of complexity inherent in brownfield projects?		
Yes <input checked="" type="checkbox"/>	No <input type="checkbox"/>	Uncertain <input type="checkbox"/>
If you answered "No" or "Uncertain" please provide reasoning:		
n/a		
Do you have any other comments in relation to the recommendation?		
Mentoring is an important tool in developing staff and is already integral to the Landscape Institute's Pathway to Chartership. We have begun to offer training to support the profession in the use of mentoring in a wider range of contexts, as a key tool for professional development		

Recommendation 4.4		
Is there anything else that can be done to ensure the support mechanisms that aid re-entry back into the workforce are more widely available?		
Yes <input checked="" type="checkbox"/>	No <input type="checkbox"/>	Uncertain <input type="checkbox"/>
If you answered "No" or "Uncertain" please provide reasoning:		
n/a		
Do you have any other comments in relation to the recommendation?		
In a recent employment survey conducted by the Landscape Institute, it was discovered that approximately 50% of its members are women. This therefore is an important area and one very pertinent to the Landscape Institute given the large number of women in the profession, who are more likely to be considering re-entry to the workplace after childcare periods away from work.		
Modern working patterns now mean that many others are affected, and this expertise needs to be brought back into the workforce. Family friendly working practices need to be promoted across the sector, and refresher courses more widely available. There needs to be more information about good practice in this area.		

Recommendation 4.5		
Is there anything else that can be done to ensure the support mechanisms that aid re-entry back into the workforce are more widely available?		
Yes <input checked="" type="checkbox"/>	No <input type="checkbox"/>	Uncertain <input type="checkbox"/>
If you answered "No" or "Uncertain" please provide reasoning:		
n/a		
Do you have any other comments in relation to the recommendation?		
Searchable databases such as the one being developed by Envirowise would be helpful. The Landscape Institute suggests that perhaps there is a need for a national equivalent that combines such regional databases. Overall, the support which is currently available needs to be more widely promoted.		

Recommendation 4.6		
Do you believe this an appropriate recommendation?		
Yes <input checked="" type="checkbox"/>	No <input type="checkbox"/>	Uncertain <input type="checkbox"/>
If you answered "No" or "Uncertain" please provide reasoning:		
n/a		
Do you have any other comments in relation to the recommendation?		
We would be keen for a review of Egan, which we believe gave insufficient recognition of the skills of landscape architects and the threat posed by skills shortages in the profession. We would agree with the consultation on the importance of skills which enable effective cross-disciplinary collaborative working.		
Landscape architects are especially used to multi-disciplinary working and should be included in this consideration of core skills. Many landscape architects work in the area of project management of multi-disciplinary teams for brownfield developments. The Landscape Institute can provide examples of good practice if required.		

Recommendation 4.7		
Do you believe this is an appropriate recommendation?		
Yes <input checked="" type="checkbox"/>	No <input type="checkbox"/>	Uncertain <input type="checkbox"/>
If you answered "No" or "Uncertain" please provide reasoning:		
n/a		
Do you have any other comments in relation to the recommendation?		
n/a		

Recommendation 4.8		
Do you agree that the action described in this recommendation will improve accessibility to training and good practice in project management?		
Yes <input checked="" type="checkbox"/>	No <input type="checkbox"/>	Uncertain <input type="checkbox"/>
If you answered "No" or "Uncertain" please provide reasoning:		
n/a		
Do you have any other comments in relation to the recommendation?		
The LI would wish to be involved.		

Recommendation 4.9		
Do you believe this is an appropriate recommendation?		
Yes <input checked="" type="checkbox"/>	No <input type="checkbox"/>	Uncertain <input type="checkbox"/>
If you answered "No" or "Uncertain" please provide reasoning:		
n/a		
Do you have any other comments in relation to the recommendation? (please specify)		
The Landscape Institute agrees wholeheartedly with this recommendation. This does exist in places already; we hold joint CPD events including training and discourse with other professional bodies. However there could be much more of this and a lead from ASC would potentially add more weight to make this happen. The Landscape Institute would be very willing to engage in this process and to communicate events etc to members.		

Recommendation 4.10		
Do you believe the working practices listed on page 36 will bridge the knowledge and communication gap between the academic community and built environment practitioners?		
Yes <input type="checkbox"/>	No <input checked="" type="checkbox"/>	Uncertain <input type="checkbox"/>
If you answered "No" or "Uncertain" please provide reasoning:		

In the short term this needs a lot more collaboration, commitment and willingness to overcome perceived and/or real impediments (such as timetabling difficulties) to making this happen. Some academic departments will need to be challenged to make this happen – it will somehow need to appear in a target against which they are being assessed for their overall status.

Do you have any other comments in relation to the recommendation?

Perhaps there could be some high profile awards for demonstrating this working?

Recommendation 4.11

Is there anything else that can be done to enable new skillsets required, to evolve?

Yes

No

Uncertain

If you answered “No” or “Uncertain” please provide reasoning:

The Landscape Institute agrees that the constantly changing policy and legislative framework is an important area for updating. We are committed to supporting training and knowledge transfer in this area and our recently formed Policy and Technical Committees would be potentially be able to play a role in this area.

Do you have any other comments in relation to the recommendation?

The timing is excellent from the Landscape Institute’s point of view in terms of the ability to review the membership and career development routes in our entry and CPD requirements because we are just embarking on detailing its more flexible approach to life long membership. We would very much value the opportunity to talk this through with the ASC in more detail.

However it might take longer for other professional institutes that are not at such a pivotal point in reviewing life long learning to implement the suggestions.