

# Inspiring Great Places



Landscape Institute review  
2008–2010



# Foreword

Despite the urgent challenges of the times, the Landscape Institute continues to maintain the core activities and services that benefit current members, as well as those that look to safeguard the profession for future generations. In the two years since our last review, membership has continued to grow, we have adopted a new constitution, created a slimmed-down secretariat, and developed a range of new activities with support from our many volunteers.

Highlights include:

- Creation of a new governance structure involving the appointment of a new Board of Trustees and Council based on a revised and more flexible Royal Charter
- Development of the ‘I want to be a landscape architect’ campaign to recruit the next generation of practitioners
- Publication of significant policy position papers on climate change, green infrastructure and housing
- Publication of a new online directory of registered practices
- Creation of a range of new websites, social networks and information services.

The last two years have been hard not just for the Landscape Institute but for landscape architecture as a whole. The construction downturn hit many members hard in 2008 and recovery remains uncertain. There is now considerable inter-dependence across public and private sectors in our profession, and the prospect of sharply reduced public spending for the foreseeable future will demand flexible and creative responses from us all.

As we look forward it is essential that the Institute renews its commitment to its charitable remit, that it remains focused on clear, simple objectives, and that it is as effective as it can be in advocating the value of landscape architecture in every possible public forum.

The commitment of time, energy and intellectual capital from our members to delivering the charitable objectives of the Institute has always been indispensable; in these most challenging of times it has been critical in giving us the determination to work towards building the best possible organisation to support our members and our wider public benefit objectives.

It is a testament to the energy and dedication of our staff and to the leadership of our Chief Executive, Alastair McCapra, that so much has been achieved over the last two years.

As I come to the end of my two-year Presidency, I would like to thank my colleagues on the Board of Trustees, on Council, those who serve on branch committees and the many volunteers who offer their expert guidance as members of committees and advisory groups, as judges at our awards, as speakers at our events and as advocates for landscape architecture.

**Neil Williamson FLI**

President 2008-2010

- to protect, conserve and enhance the natural and built environment for the benefit of the public by promoting the arts and sciences of landscape architecture

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- to foster and encourage the dissemination of knowledge relating to landscape architecture and the promotion of research and education

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- to establish, uphold and advance the standards of education, qualification, competence and conduct of those who practice landscape architecture as a profession

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In 2007 we petitioned the Privy Council for a revised Royal Charter, which was granted in July 2008. The main purpose of the change was to bring our governance arrangements into line with current best practice in forward looking professional bodies. Additionally, it was intended to give us greater flexibility to make minor changes to our constitution ourselves in future, without having to obtain Privy Council permission for almost everything.

As a result of the changes we now have a smaller and more focused Board of Trustees. This includes, for the first time, three external trustees who bring us invaluable expertise and experience from outside the profession. Our Council remains the representative body of the membership and the emphasis of its work is on longer term strategy and the future shape of the profession and the Institute.

# Policy and communications – activities and impact

## 2008-2010

The work of 'promoting the arts and sciences of landscape architecture' as well as 'the dissemination of knowledge relating to landscape architecture...' is led by the Policy and Technical Committees. Work on Guidelines for Landscape and Visual Impact Assessment is led by the GLVIA Group, monitoring of the Awards is carried out by the Awards committee and development of the Journal and online news service by the Editorial Advisory Group.

### Developing Institute Policy

Three policy position statements have been published.



**Climate Change – the Challenge for Landscape Architecture (2008)** outlined the challenges facing the landscape profession and the ways in which it could respond to climate change adaptation and mitigation as well as providing practical examples of work undertaken.



**Green infrastructure: connected and multifunctional landscapes (2009)** argued the case for connected and multifunctional landscapes within and between our villages, towns and cities.



**Making it home: the power of landscape to create good housing (2010)** outlined the critical role of the landscape profession, from planning to design and management, in the delivery of housing and the evolution of communities which are economically, socially and environmentally sustainable.

### Influencing public policy

#### The LI responds regularly to public policy and technical consultations.

- Natural England – Strategic Direction (March 2008)
- Communities and Local Government – Planning Policy Statement 4: Planning for Sustainable Economic Development (March 2008)
- Academy for Sustainable Communities (now part of HCA) – Brownfield Skills Strategy (May 2008)
- Communities and Local Government – Ecotowns (June 2008)
- BSI – Tree Safety Inspections (July 2008)
- Planning Inspectorate – Killian Pretty Review (September 2008)
- Royal Commission on Environmental Pollution – Adapting to Climate Change (October 2008)
- CABE Space/Greater London Authority – Open Space Strategies (December 2008)
- Department of the Environment, Northern Ireland – Planning Policy Statement 21: Sustainable Development in the Countryside (March 2009)
- Communities and Local Government – Planning Policy Statement for Ecotowns (June 2009)
- Scottish Government – Scottish Planning Policy (June 2009)
- Highways Agency – Design Manual for Roads and Bridges, Landscape Assessment chapter (August 2009)
- Scottish Government – Wildlife and Natural Environment Bill (September 2009)
- Defra – Adapting to Climate Change (September 2009)
- Tenant Services Authority – Building a new regulatory framework (September 2009)
- Natural England – Onshore Wind Energy Development (September 2009) Environmental Audit Committee – Adapting to Climate Change (October 2009)
- Communities and Local Government – Examination Procedures for Nationally Significant Infrastructure Projects (October 2009)
- Communities and Local Government – Regional Strategies (October 2009)
- Department of Energy and Climate Change – Renewable and Low Carbon Energy Capacity Assessment Methodology for Regions (November 2009)
- Natural England – Draft Soils Policy (December 2009)
- Department of Energy and Climate Change – Guidance on the assessment of cumulative effects of onshore wind farms
- Scottish Natural Heritage – Assessing the cumulative effect of onshore wind energy developments (February 2010)
- Department for Transport – National Policy Statement for Ports (February 2010)
- Department of Energy and Climate Change – National Policy Statement for Energy Infrastructure (February 2010)
- Communities and Local Government – Development management: proactive planning from pre-application to delivery (March 2010)
- Communities and Local Government – Improving the use and discharge of planning conditions (March 2010)
- Planning Inspectorate – Consultation on revisions to model conditions in circular 11/95 (March 2010)

**The LI was invited to provide briefings for the Conservative Party ahead of the elections.**

- Future Countryside – advocating green infrastructure as a central element of Conservative planning policy
- Response to Open Source Planning, the Conservative Green Paper on Planning
- Briefings on the European Landscape Convention to shadow DEFRA team

**The LI works with a variety of organisations to influence the wider community and raise understanding of the value of well-managed and designed landscape. Key partners and projects have been:**

- Neighbourhoods Green – CABE Space, Natural England, Keep Britain Tidy, Groundwork, Peabody Trust, National Housing Federation
- Climate Change Coalition – Town & Country Planning Association
- Natural Development – Natural England
- Greening the UK – HTA
- Valuing Urban Ecosystems – Natural England
- The Natural Capital Initiative: Sustainable Cities – Science Council, British Ecological Society, Centre for Hydrology and Ecology, Society of Biology
- Planning Inspectorate
- Chilterns AONB Planning Forum
- Inter-institutional flooding group led by Institute of Civil Engineers
- Street Design Exhibition
- Ecobuild exhibition and conferences
- Building Research Establishment

**Enriching the knowledge environment**

LI readers’ surveys have indicated that members want better access to technical information. The Knowledge Base which was launched in March 2010 is intended to meet that need. It is a large but easily-searchable database, bringing together online technical information resources relevant to landscape practitioners. The Knowledge Base contains links to hundreds of documents, websites and articles on technical aspects of landscape. It also includes FAQs written by members of the LI Technical Committee and some LI publications. Each item in the database includes a summary of the content, and is categorised and key-worded to help make the site easier to search and navigate.

The Knowledge Base is complemented by the Knowledge Forum which is a major part of Talking Landscape, the LI’s social network for technical queries and debate – on design, materials, planting, contracts and other practical issues. This has become a significant online meeting place for members seeking guidance on an astonishingly wide range of topics.

Recognising that the numbers using the library and archive in recent years has become quite low has led to the decision to take a new approach to how these valuable assets are managed to ensure that they are conserved in the long term, accessible to members and researchers and developed for the future in a sustainable and economic way.

**Communications with members**

The Journal of the Landscape Institute has always been at the heart of the LI’s communications with members and wider audiences. A year ago, it was decided to make significant changes to this publication, to move to four-times a year cycle and invest in a new service that provided online news and events. These new arrangements offer feature-led articles on the arts and science of landscape together with a fortnightly news service.

Talking Landscape is the Institute’s social network site. Just over a year old, it offers an opportunity for members to meet online, upload their portfolios and develop areas of shared knowledge. It has proved to be particularly popular with candidates on the Pathway to Chartership.



↑ Knowledge Base



↑ Talking Landscape the Institute’s social network site



↑ Landscape Institute news and events



### Design competitions

The Landscape Institute has become increasingly active in organising design competitions in the UK. It is our belief that a well-run competition will significantly increase the quality of the project being commissioned. In the past year alone we have been involved in eleven. These have included Southend Pier Head, Worthing Splash Point, Dover, six sites as part of the Pennine Lancashire Squared initiative and the British Homes Awards Sustainable Landscape Architecture Competition at BRE.



- ↗ Tonkin Liu, Dover
- craft:pegg, Worthing



- White Arkitekter, Southend
- ↘ Landscape Projects, Accrington



↑  
Landscape, the journal of the Landscape Institute

### Promoting registered practices

The directory of registered practices is now available online. The Institute is committed to promoting its registered practices to a variety of stakeholders and does so on a regular basis.

### LI Awards

The LI Annual Awards go from strength to strength. The last two years have been presented in 2008 by Nicholas Crane of BBCs' Coast programme and in 2009 by Jonathan Porritt OBE, the UK's foremost environmentalist. The Awards not only showcase the best schemes created by our members but also act as a guide to some of the important issues facing the profession. The award by the President for the East London Green Grid initiative highlighted the importance of landscape planning and management in the context of the need to address climate change mitigation.



↑  
Landscape Institute  
awards

### UKLA

The Landscape Institute was commissioned in December 2009 to run the UK heat of the European Landscape Awards. The UK Award opened for entries on 6 April 2010 and is designed to find the best landscape project in the UK. The winner will be announced at the European Landscape Convention Conference to be held in Liverpool on 8,9,10 November 2010. The UK winner will then be submitted to the Council of Europe's European Landscape Award competition, the result of which will be announced in March 2011. The UK Landscape Award is championed by DEFRA, the Welsh Assembly Government, the Scottish Government, the Department of the Environment Northern Ireland, Natural England and Scottish Natural Heritage.

### Future Vision

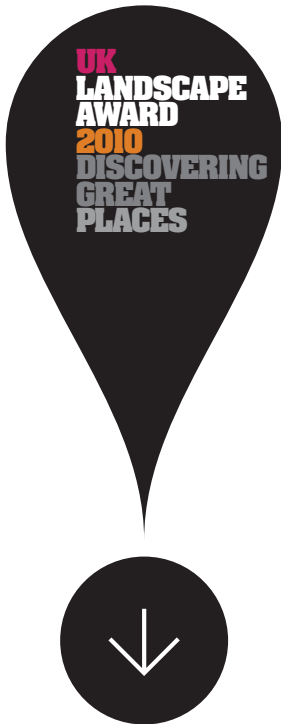
The Landscape Institute was commissioned in January 2010 by the Homes and Communities Agency to run the Future Vision Awards which are given each year to five students who submit ideas for the creation of sustainable communities. The Awards offer an excellent opportunity for the winners to receive not only a cash prize but also a four-week work placement. The winners will receive their awards at the LI Annual Awards in November 2010.

### Dissemination of policy

The LI has a commitment to reaching members and a wider audience with all of its policy position papers. Following the creation of a year-long collaboration with WRAP, the government's advisors on waste and recycling, a series of seminars took place to promote the Institute's work on green infrastructure. These seminars brought together the expertise of the LI Policy committee with local examples of implementation and proved extremely popular with LI members.

Policy development on housing was marked with a launch series of well-attended seminars on housing and landscape at Ecobuild 2010 at which those who had contributed case studies presented their work.

# Policy and communications – plans for 2010 and beyond



↑  
UK Landscape Awards

*Enjoying the wild  
flowers in the moat  
garden*  
Claire Kathering Butlin  
winner in the Student  
Portfolio category,  
LI Awards 2009



## Policy development

The LI is deeply involved in the promotion of the European Landscape Convention (ELC) through its current work on running the UK Landscape Award. An ELC action plan will be published which will audit current activities across the organisation and create a monitoring system for ensuring that all parts of the organisation bring their work into line with the Treaty.

In responding to a fast-changing economic situation, the Policy Committee will develop policy position statements on the economic advantages of investing in landscape and also one on the health benefits of landscape, both of which will be designed to inform policy-makers at national and local level of the value of investing in these areas of development. The committee is being developed to strengthen the representation of the devolved nations.

We will continue to respond to public policy consultations and will provide our members with a series of policy briefings to ensure that they are kept up to date with new governmental initiatives.

## Knowledge services

The Knowledge Base will continue to be developed as a key resource for members and will be expanded to cover summaries of relevant research. We will encourage all members to make good use of participation in the Knowledge Forum on Talking Landscape. Work has started on producing the third edition of the Guidelines for Landscape and Visual Impact Assessment. An expert committee has been appointed to guide the development of this important publication. The LI is convening a new JCLI forum with which we will publish future practice notes and new contracts as required. Publication of a range of technical guidance notes is planned to extend and develop the work initiated by the Policy Committee.

## Awards and competitions

This year sees the LI running three awards: the annual awards for registered practices and LI members; the UK Landscape Award which focuses on the protection and management of the landscape; and Future Vision which is designed to stimulate student creativity. This range of awards offers an excellent opportunity to significantly extend the range of people and organisations who engage with and promote our aspirations for better designed and managed landscapes.

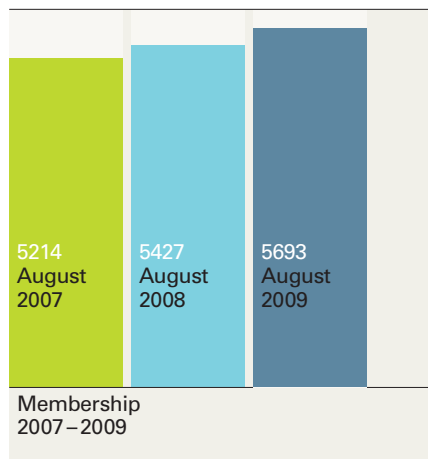
## Communications

The Institute will continue to publish the Journal on a quarterly basis for the next two years. During this period a detailed review of communications will take place which will influence our longer-term strategy. Establishing the right balance between printed and online communications to members will be critical. A key priority is also promotion of our policy work and the work of our registered practices to the media and the dissemination of our policy to members and influencers at local and national level. Our ongoing seminar programme will continue to promote our work on green infrastructure and housing as well as new policy output. We will also work in partnership with other organisations like the Garden Museum to offer seminars and conferences.

# Education and membership – activities and impact

## 2008-2010

Despite the difficult business climate, the LI's membership continues to show healthy growth. Total membership grew from 5214 in August 2007 to 5427 in August 2008 and to 5693 in August 2009.



In 2007 the Institute completed a comprehensive Membership Review which made a range of recommendations on membership grades, structure and admissions, and set out a direction which would start to make the profession more accessible to people such as career-changers and others from non-traditional backgrounds. It also took the first steps towards the replacement of the rigid – and aptly-named – divisions within the profession, unreformed since the 1970s, with a less prescriptive approach involving the recognition of an evolving range of professional specialisms.

Working through the 2007 membership review and implementing its recommendations has formed the main body of work undertaken by the Education & Membership Committee and its staff team in the secretariat. Among the changes introduced in the last two years are:

**New professional designation** – from September 2008 all chartered members were entitled to use the postnominal letters CMLI rather than MLI so that their chartered status would be more evident to clients and fellow professionals.

**Strengthening links with universities** – our formal links with the universities teaching landscape-related courses are sustained through our accreditation process. Less formally, we have instituted a programme of campus visits to encourage students to engage with the Institute and prepare themselves for the Pathway to Chartership. Two new membership categories have also been created – Academic Member and Academic Fellow – to ensure for the first time that those responsible for the academic training of the next generation of landscape architects have a distinct place within the Institute's membership.

**Strengthening links with students** – it is essential that the Institute establishes a relationship with people at the earliest possible stage in their journey towards becoming a landscape professional. To make this as simple as possible we introduced a free student membership option, which has been taken up enthusiastically.

The Student Landscape Institute Council (SLIC) has continued its work in organising student events, and has held an annual film competition for students since 2008. In the last two years the launch of the SLIC facebook page has helped SLIC network and organise more effectively than before. SLIC was involved in supporting the 2010 Edinburgh mini-meeting of the European Landscape Architecture Student Association (ELASA) which brought together landscape architecture students from across Europe.

### Promoting landscape architecture as a career

In recent years there has been a concern about low numbers of students opting to study landscape architecture and a shortage of young people entering the profession. To address this, the Commission for Architecture and the Built Environment committed three years' funding (2008-2011) to a careers promotion campaign. Under the banner 'I want to be a landscape architect' the campaign with its own dedicated website promotes landscape architecture as a career and encourages people to study landscape architecture at accredited courses. There were over 22,000 hits to the site last year. There has been a 35% increase in applications to graduate entry accredited courses since 2007, and a 46% increase in people commencing graduate entry accredited courses.



# Education and membership – plans for 2010 and beyond

## Review of Pathway to Chartership

The Pathway to Chartership was established in 2006 as the mainstream route for entry into the profession. In 2008, an interim review was completed after it had been running for 18 months. This review made 45 recommendations and these have informed the steps taken to simplify and streamline the process and to make the Pathway easier to use. A further review was initiated in 2010 including consideration of comparative data and alternative financial options.

## Development of specialisms

Our charter defines landscape architecture as a broad based profession; it is also one which is becoming increasingly specialised and diverse. Following on from the recommendations of 2007's membership review, the three divisions of design, management and science were formally abolished in favour of a move toward a less rigid model focusing on particular areas of expertise and specialism. Work has begun on producing up-to-date definitions of current and emerging specialisms. This will help to ensure that university curricula and membership assessment processes remain fit for purpose, and that individuals from all parts of the profession are able to join the LI and work towards Chartership.

## Supporting research

The Institute has not played a significant role in the promotion or dissemination of landscape research for some years. Recently we have sought to rectify this by supporting research grant applications from Goldsmiths College of Art (University of London) and The University of Ulster. We hope to be able to expand on this area of work in future years.

As we look to the future there are many factors we need to bear in mind. The university sector is constantly changing, with new kinds of course emerging, student intakes fluctuating, and career expectations changing all the time. Our task is to use the prevailing and sometimes contradictory currents of education policy to help us fulfil our charitable objects to establish, uphold and advance the standards of education, qualification, competence and conduct of those who practice landscape architecture as a profession, and to promote research and education.

## Strengthening links with universities

We need to simplify the process of accrediting university courses and will work on a more user friendly framework for monitoring, to help support universities in making a case for proper resourcing, and to provide a clearer framework for remedial action where required.

## Promoting landscape architecture as a career

Building on the success of 'I want to be a landscape architect', we will develop guidance for landscape architecture practices on how to run successful work placement schemes to ensure that people preparing for a career can experience the working environment and learn vital practical skills.

## Developing occupational standards

Landscape architecture is one of the very few professions which has not yet developed an 'occupational map' to describe its work, but the production of this is now underway. An occupational map provides a detailed definition of the knowledge, skills, and understanding required to be competent and effective in a particular area of work and has a multiplicity of uses. At the highest level occupational standards provide clear statements on the unique skills and expertise of the profession, which can be used for example to help communicate to government the benefits the profession brings to society. At a detailed level, occupational maps can be used for a range of purposes, including accreditation, membership admissions, or providing guidance for the planning of CPD.

## Supporting research

In the years ahead our aim is to work more closely with universities, supporting key funding bids, disseminating research findings through our publications, and informing our academic and professional training on the basis of the emerging understanding which flows from it.



I want to be a landscape architect website featuring 16 video interviews together with new guide to careers



# Financial outturn and future plans

## Financial outturn 2008-10

Our detailed financial reports are set out each year in our audited accounts. The accounts for 2008-9 recorded a very significant trading loss, and measures were taken to boost income and reduce costs to ensure that this was not repeated in 2009-10. The 2009-10 accounts have not yet been audited, but they will show a healthy trading surplus, meaning that we have made a very good start in rebuilding our financial position for the future. Provisional figures for 2009-10 show an income of £1.7m and expenditure of £1.5m. The audited accounts for 2009-10 will be available in September 2010.

## Future plans

The Institute remains committed to advancing its charitable objects on the basis of prudent financial management. The Development Plan for 2010-11 summarises how we will take this forward over the coming year.

### Charitable object:

Protect, conserve and enhance the natural and built environment for the benefit of the public by promoting the arts and sciences of landscape architecture and its several applications

Aim	Actions 2010-11
Offer advice and support to those thinking of a career in the profession	<ol style="list-style-type: none"> <li>1. Continue the I want to be a landscape architect campaign</li> <li>2. Continue to support the Student Landscape Institute Council</li> <li>3. Continue to visit all accredited schools</li> <li>4. Launch a range of online materials for LI members doing school visits</li> <li>5. Provide guidance for LI Registered Practices on how to run successful work placement schemes</li> </ol>
Ensure widest understanding of the European Landscape Convention (ELC) and its benefits	<ol style="list-style-type: none"> <li>1. Develop an ELC Action Plan for the organisation to ensure that awareness of the ELC informs all activities</li> <li>2. Ensure engagement with the devolved governments</li> </ol>
Promote and showcase the best work of the profession	<ol style="list-style-type: none"> <li>1. Continue to ensure that the Landscape Institute Awards run successfully</li> <li>2. Provide media information about achievements of the Institute and of the profession</li> <li>3. Manage online news service, websites and social networks</li> <li>4. Develop Landscape, the journal of the Landscape Institute</li> </ol>
Improve understanding among those who may engage with landscape architects	<ol style="list-style-type: none"> <li>1. Continue to run design competitions for local authorities</li> <li>2. Promote the Directory of Registered Practices</li> <li>3. Develop a Good Client Guide</li> <li>4. Publish a new edition of GLVIA</li> </ol>
Influence government policies to further the interests of a better-designed and sustainable environment and the contribution landscape architects can make to these objectives	<ol style="list-style-type: none"> <li>1. Develop policy position papers on               <ul style="list-style-type: none"> <li>– housing;</li> <li>– the economic advantages of investment in landscape;</li> <li>– health; and</li> <li>– education.</li> </ul> </li> <li>2. Continue to use the Green Infrastructure position paper as the basis for engagement with policy makers</li> <li>3. Reconstitute membership of Policy Committee to ensure adequate representation from Scotland, Wales and Northern Ireland</li> </ol>

**Charitable object:**  
Foster and encourage the dissemination of knowledge relating to landscape architecture and the promotion of research and education therein

Aim	Actions 2010-11
Support the establishment of an independent trust to manage the library and archive	1. Work with the Landscape Foundation to develop a workable business plan
Provide CPD to improve the capability and knowledge of members	1. Provide centrally-organised seminars where sponsored 2. Support branch seminars where no central sponsor is available
Significantly improve the quality of technical information available to meet members' needs	1. Develop the Knowledge Base: technical information library 2. Continue to develop the Knowledge Forum on Talking Landscape
Ensure the profession continues to develop the knowledge required to meet future challenges	1. Encourage involvement in research from accredited schools and registered practices
Ensure high-level policy statements translate into practical guidance for members in practice	1. Produce technical guidance arising from policy position papers on green infrastructure and community engagement

**Charitable object:**  
Establish, uphold and advance the standards of education, qualification, competence and conduct of those who practise landscape architecture as a profession and to determine standards and criteria for education, training and experience

Aim	Actions 2010-11
Promote the highest standards of academic and education by working with accredited courses to establish and maintain high levels of professional competence	1. Draft occupational standards 2. Review of accreditation criteria 3. Develop specialisms 4. Review Pathway to Chartership
Create a clear statement of professional standards, accessible to the public and within a European context to ensure a high level of competence	1. Draft occupational standards
Continue to ensure the profession remains accessible to non-traditional entrants through appropriate flexible entry routes	1. Draft occupational standards 2. Review of accreditation criteria 3. Development of specialisms
Ensure that the public can place the highest levels of confidence in the landscape architects whom they commission	1. Establish a professional practice committee to review and update professional standards and ethics and disciplinary procedures 2. Ensure JCLI contracts continue to be available

# Members in leading voluntary roles

To deliver its charitable objective, the Landscape Institute has always depended on the voluntary contribution of time and expertise by its members. The names of members who are currently making a contribution to the Institute's formal structures are recorded here. We also wish to acknowledge and thank the many members who have served in a voluntary capacity as mentors and as examiners on the Pathway to Chartership, as well as those who have acted as paid supervisors; those who have worked on branch committees in the devolved nations and English regions; those who have represented the Institute on other bodies and in other fora; and all who have been involved in the development of our policy position papers and public policy consultations, either by providing case studies or by contributing professional expertise.

The Charity Commission encourages charities to give an indicative value of the contribution made by volunteers. The total value of the time contributed to the Landscape Institute by the volunteers listed on these pages exceeds £1m per year.

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# Landscape Institute

Inspiring great places

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The Landscape Institute  
33 Great Portland Street  
London W1W 8QG  
T: 020 7299 4500  
F: 020 7299 4501  
E: [mail@landscapeinstitute.org](mailto:mail@landscapeinstitute.org)

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The Landscape Institute is an educational charity and chartered body responsible for protecting, conserving and enhancing the natural and built environment for the benefit of the public. It champions well-designed and well-managed urban and rural landscape. The Institute's accreditation and professional procedures ensure that the designers, managers and scientists who make up the landscape architecture profession work to the highest standards. Its advocacy and education programmes promote the landscape architecture profession as one which focuses on design, environment and community in order to inspire great places where people want to live, work and visit.

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