

Welcome

Carolin Göhler FLI
President and Chair



Agenda

1. **Welcoming address** – Carolin Göhler FLI, President and Chair of the Board
2. **Presentation by Honorary Treasurer** – Mathew Haslam FLI
3. **CEO Report** – Rob Hughes
4. **Motion 1, 2 & 3**
5. **Questions and answers**
6. **Voting closes**
7. **Update** – Jonathan Ellis, Director of Membership & Professional Standards
8. **Update** – Belinda Gordon, Director of Policy & Public Affairs
9. **Update** – Carolin Göhler FLI
10. **Questions and answers**
11. **Voting results**



How to vote during the meeting

- If you haven't yet voted, please ensure that you have your notification email with your unique link to the voting site
- If you can't find this, go to:

[www.mi-vote.com/
secure/landscapeinstitute](http://www.mi-vote.com/secure/landscapeinstitute)



Questions and answers

- There will be an opportunity to ask questions once the presentations have concluded
- Please be civil and respectful when asking your question
- Everyone encouraged to put questions in the Q&A channel throughout the meeting – we will endeavour to answer them in the channel as we go along or in Q&A session
- Questions will be logged in the order they are posted
- Time will be tight so please do keep questions short and it will be a one question per member basis to start with
- We will publish online a summary of all questions asked and the answers after the meeting along with the recording of the meeting and the slides.



Mayfield Park, Manchester © Jarrell Goh



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2023/24 Annual Report and Accounts

Mathew Haslam FLI – Honorary Treasurer



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Reminder of what we said at 2022/23 AGM

- A deficit budget was agreed as part of five- year plan and reported to the 2022 AGM
- We were on track to achieve that
- The priority remained to continue financial discipline, implement new ways of working which would focus on members needs and plans for a new staffing structure to move the LI to a more relevant position
- We would continue to contain costs and diversify income
- We would not exceed the budgeted deficit for 2023/24 of £400k
- We would balance the budget by 2025/2026 and rebuild our reserves
- We would review our office arrangements to reflect our values and meet our ways of working and members needs
- We would make efficiencies on the back of new ways of working/our new digital platform.

What have we achieved in 2023/2024

- We are still on track to balance the budget by 2025/2026
- Our Operating deficit at (£256k) is £50k lower than budget (£306k deficit) and forecast at the last AGM (£400k deficit)
- Expenditure/Costs at £2.7m is 7% lower than 2022/23
- We have taken advantage of the break in our office lease to reassess our future office arrangements in light of changes in ways of working and members requirements to ensure they reflect our values
- We have continued to reinforce our financial discipline and reviewed our reserves, cash and market investment positions ensuring our funds are working in the best interests of the Institute.



What have we achieved in 2023/24

- Our new auditors, Moore Kingston Smith provided a clean audit report with no significant unadjusted items, or risks identified
- We have introduced a new staffing structure to move the LI to a more relevant position able to deliver value for members
- We are implementing a new ways of working programme to put members needs at the heart of everything we do
- We are beginning to see how Project Kestrel will enable us to deliver efficiencies and maximise advantage generated by project Kestrel for the benefit of members and all stakeholders
- We are only at an earlier stage of rolling out an ambitious new plan and ways of working to grow and diversify our income streams to be less reliant on membership subscriptions. We are starting to see results, but our income was down 5% in 2023/24.

Priorities 2024/25

- To remain on track to reduce deficits and move to surplus in 2025/26, along with a return to healthy reserves in future years
- Achieve the budgeted deficit of £100k
- Realise the growth and membership and industry benefits from current LI structure and staff
- Improve existing non-member income streams, i.e. Job recruitment website, advertising, sponsorship
- Diversifying income into new areas
- Making greater use of Landscape Services Limited, the trading subsidiary for business development and fiscal advantage
- Expenditure reduction, realising the benefits of the closure of the London office and maximising the advantage generated by Project Kestrel
- Increased investment in in core functions of education and careers, professional standards and enhancing skills and influencing public policy.

CEO Report

Rob Hughes - Chief Executive Officer

Strengthening the LI



Transition year 2023/24: Strengthening the LI

Sustainable
financial model
& diversified
income streams

Financial &
risk
management

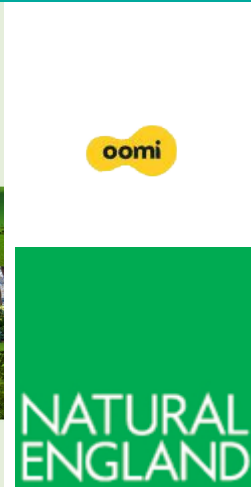
Operation
delivery

Two-way
engagement

Governance structure
roles


New digital
platform

Delivery against our 8 member pledges



LI Academy

Your next step
Overview of Landscape Institute
Pathway to Chartership

-  20-21 September 2023
-  Online
-  up to 12 hours CPD



Looking ahead 2024/25

- UK government - LI public policy & advocacy work visibility - Landscape and Carbon & Climate & Biodiversity Action Plan
- Education, learning and development strategy:
 - LI Academy - deliver careers and professional standards agenda
 - Reviewing the Entry Standards and Competency Framework
 - Revise the Level 3 Landscape Technician apprenticeship standards
 - Supporting members with materials & collateral to promote careers in the landscape profession
- Boost member satisfaction from 39% to 52%+
- Implementing a digital transformation programme with a new digital home
- Launching a new Corporate Strategy
- Embed New Ways of Working framework with a strong & consistent communication and engagement plan
- Launch of Elections 2025



Motion 1

To approve the minutes of the Annual General Meeting held 31 January 2024.

Motion 2

To receive the Annual Report and Accounts of the Landscape Institute for the financial year ended 31st March 2024.

Motion 3

To re-appoint Moore Kingston Smith as the Landscape Institute's auditors for the year ending 31st March 2025.



Questions and Answers

Putting members at the heart of what we do

*Jonathan Ellis – Director of Membership
& Professional Standards*



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Emerging priorities



MEMBERSHIP

Refresh our membership strategy

Strengthen the member value proposition

Modernising our engagement through digital transformation

Empowering and supporting branches



EDUCATION & CAREERS

Ensure a pipeline for the profession

Promote landscape as a career of choice

Support branches as champions for the profession

Support and grow academic pathways

Build our CPD offer



PROFESSIONAL STANDARDS

Support the transition from guidance to standards

Put appropriate frameworks in place

Support the code of practice

Early steps

- Recruiting new roles to support our education activities
- Improving our engagement with members
- Delivering improvements and support to branches
- Fixing the issues with the Pathway system – and ensuring resilience
- Reviewing opportunities for you to get involved – including new standing committees



Plans for influence

Belinda Gordon – Director of Policy & Public Affairs



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External environment



COST OF LIVING



HOUSING TARGETS



CLIMATE TARGETS



NATURE CRISIS



**HEALTH &
COMMUNITIES**

Landscape professionals are the people who can help address all these issues, in a joined up way

3 phases



FOUNDATIONS

Renewed Standing
Committees and Task &
Finish Groups
Clear offer and story
Identifying priorities
Quick wins



VISIBILITY

Building partnerships
Leading on priority areas
Engaging with stakeholders
and decision makers



IMPACT

Influencing on priority areas
Thought leadership
Working in partnership on
wider issues
Mobilising the membership
to influence

Foundations

- Corporate Strategy
- Business Plan – clear priorities
- New Ways of Working e.g. Standing Committee Review
- Members and Branches
- Generating evidence to inform priorities e.g. skills
- Outside events – understand network
- Position Statements
- Stakeholder Mapping / Power mapping
- Quick wins – government facing



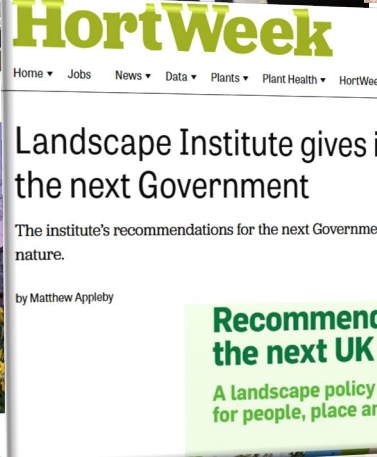
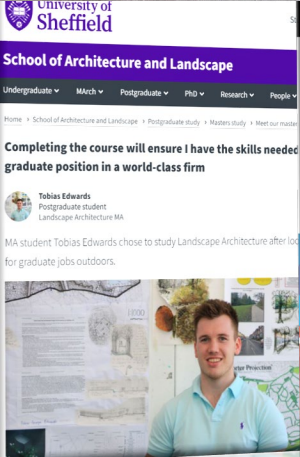
Report from President

Carolin Göhler FLI



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Promoting our profession externally



Meeting with LI practices and promoting landscape professionalism



Collaboration the hot topic of Future of Commercial Landscaping



The need for multidisciplinary collaboration was one of the leading threads throughout Pro Landscaper's Future of Commercial Landscaping conference in association with [EPLANAC](#). Working in partnership was repeatedly raised by speakers and panelists as the answer to achieving the potential of biodiversity net gain and other environmental goals as well as tackling the skills shortage. The conference - held on 6 June at the NEC in Birmingham - featured an introduction into biodiversity net gain from Barrett Development's Miles Hyde Real estate Director and developer Phil Haddock from B&D. They gave a different perspective and how green infrastructure is becoming increasingly important in the commercial landscape. A panel discussion between Doug Nicholson from Nicholson, Jonathan Berry of T&P Group and WSP's Kate Skye Section brought these themes together. In the second session, Chris Wetherby of M&M&D Landscapers shared insights into the challenges and successes of a recent commercial project. In a panel discussion



Aspirations for 2024/25

- Engagement with Branches including the devolved nations
- Promote the Institute and its members' work externally with a more targeted approach e.g. client/ policy & decision maker level (Landscape and Carbon Report)
- LI Housing & Regeneration conferences across the UK
- Launch of LI Corporate Strategy
- Developing working groups – with LI members
- LI student recruitment & engagement – building a student network
- Promotion of landscape studies – attracting the next generation
- Commence planning our Centenary activities
- Work collaboratively with partners to address EDI





Questions and Answers



Voting Result

Landscape Institute AGM 2024



Thank you for attending

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