



Statement of Objectives

The Northwest Branch has five key objectives for the next five years, which are in step with the Strategic Objectives of the Landscape Institutes Development Plan. Our objectives emerged from the 2006 AGM and represent the current needs of the membership in the region. The Branches Objectives are:

- Improving communication within the Branch.
- Supporting lifelong learning through CPD.
- Nurturing the development of younger members.
- Promoting the profession within the region through networking.
- Having some fun.

The following table outlines our goals for 2007 – 08, set against the Landscape Institutes Development Plan. They are not mutually exclusive and are designed to be symbiotic in nature – E.g. A members CPD event should also promote the profession, support lifelong learning, improve communication, nurture younger members and be fun:

Goal	Milestones	DP Objective	DP Priority	Lead	Completion Date
<i>Communication – general.</i> Develop and maintain a regional database of members and maximise opportunities for members to communicate with the committee.	1. Obtain database from Institute. 2. Update database to ensure details are correct. 3. Prepare and issue welcome message to new members. 4. Organise role specific e-mail addresses for committee members. 5. Continually seek updated e-mail addresses from members.	ONE	1.3	Chair / Sec	Jan 07 March 07 April 07 Autumn (fit with web site) Ongoing
<i>Communication – web site</i>	1. Maintain web site in line with new	ONE	1.3	Nick	Autumn

Maintain a web site that offers up-to-date information on branch activities and relevant links as a resource to activity in the region.	Institute programme. 2. Update as soon as practical when information is available.				Ongoing
<i>Communication – newsletter.</i> Continue to provide a relevant newsletter for the region.	1. Complete commitment to sponsors for producing two more printed issues of the newsletter this year. 2. Seek member feedback on relevance of current newsletter with suggestion for a future e-based version. 3. With member consent, develop an e-newsletter with a four to six week distribution period. 4. E-mail out first edition with questionnaire on future content and format. 5. Collate responses and prepare template for future editions.	ONE	1.3	Jonathan / Lucy	
<i>Communication – networking with other branches and organisations</i> Sharing best practice, information, CPD and expertise pan-professionally.	1. Establish contact with key committee members within the Yorkshire Branch. 2. Identify a Branch Liaison Coordinator. 3. Attend Branch Forums. 4. Chair attends UDAL Management Group. 5. Maintain links through RENEW Northwest.	ONE & TWO	1.3 & 2.2	Chair / Sec Chair / +1 Chair All	January 07 April Ongoing Ongoing Ongoing
<i>Supporting life long learning - CPD</i> Work with the RENEW Northwest to promote pan-professional CPD, undertake a	1. Attend RENEW meetings to progress the pan-professional initiative. 2. Design and send out survey to members	TWO & FOUR	2.2 & 4.3	Rachel	

survey of members and design a CPD programme of events.	<ul style="list-style-type: none"> 3. Collate responses and design an appropriate programme of events. 4. Run a 'Shared Values' event during the summer. 				
<p><i>Nurturing the development of younger members.</i> Maintain links with and support to accredited courses in the region, design a programme of P2C events for associates and assist with the mentoring programme where appropriate.</p>	<ul style="list-style-type: none"> 1. Keep tutors in touch with committee business and assist with queries from colleges and students. 2. Continue support for the MMU summer exhibition. 3. Organise a programme of P2C events. 	FOUR	4.4	Paul	
<p><i>Promoting the profession within the region through networking - schools</i> Follow-up the Presidents call for professional promotion within schools.</p>	<ul style="list-style-type: none"> 1. Identify a schools coordinator to sit with the committee and assistants to carry the message. 2. In consultation with the Secretariat, design a generic storyboard and identify a range of events and schools to approach. 3. 	ONE	1.4	Chair / All	
<p><i>Promoting the profession within the region through networking – Planning Aid.</i> Assess the level of interest within the region for acting as a pilot for introducing Landscape Architects to the initiative.</p>	<ul style="list-style-type: none"> 1. Undertake a scoping exercise on the Planning Aid initiative. 2. Identify a Planning Aid coordinator to take the initiative forward. 3. Identify a panel of professionals that would be willing to participate. 4. Encourage younger members to 	TWO	2.2	Chair / All	

<p><i>Promoting the profession within the region through networking – Planning Aid.</i> Assess the level of interest within the region for acting as a pilot for introducing Landscape Architects to the initiative.</p>	<ol style="list-style-type: none"> 1. Undertake a scoping exercise on the Planning Aid initiative. 2. Identify a Planning Aid coordinator to take the initiative forward. 3. Identify a panel of professionals that would be willing to participate. 4. Encourage younger members to participate. 	<p>TWO</p>	<p>2.2</p>	<p>Chair / All</p>	
<p><i>Promoting the profession within the region through networking – allied professions.</i> Seek opportunities to work with allied professions and opportunities to represent the Institute on regional committees, at conferences and through the media.</p>	<ol style="list-style-type: none"> 1. Design an event for International Landscape Architecture Month. 2. Contribute to Urban Design Week. 3. Attend and contribute to conferences, seminars and workshops, representing the Institute. 4. Seek opportunities to sit on regional committees and panels, representing the Institute. 5. Organise a practice evening with invitations to potential 'client' groups. Potentially share the event with other 	<p>TWO</p>	<p>2.2</p>	<p>Chair / All</p>	