

Brian Clouston

Experience as a Charity Trustee

Five years as a Trustee of the Durham Branch of the British Red Cross.

Experience in Financial Planning

For thirty years I chaired the Clouston Group of Companies, UK and overseas, building the UK business into the largest landscape and environmental practice in Europe. I chaired RPS Group plc for three years. I have created a successful property investment business and I have taken a lead role in four major charitable fundraising projects raising over £3m. These enterprises required sound financial planning skills.

Experience in Strategic Planning

The above enterprises required highly developed strategic planning skills – I can bring unique experience to both Council and the Board of Trustees, having already served for over twenty-five years as a member of ILA and LI Councils and served the Institute as Honorary Officer, Vice President and President.

Qualities and Strengths

Recent events, including proposals by ExComm and Council to dispose of the Library and Archive, assets they are charged to hold for the benefit of members, and the disastrous handling of the Institute's financial affairs have demonstrated a clear mismatch between the ethos, values, strategic objectives and policies of those currently charged with the management of the Institute and rank and file members.

In my opinion the Institute membership was better served, more unified when members managed its affairs through the Chapters (Branches) and relied on the volunteer enterprise and energy of its members. Centralised management, left in the hands of a small number of members (ExComm) and a large number of 'professional' managers has been catastrophic. I would seek to encourage Council to adopt sound, traditional, federalist and democratic management structures aimed at restoring an 'esprit de corps' among members. A structure aimed at placing responsibility for managing the Institute's affairs back into the hands of its members (through the Branches). In my opinion full responsibility for policy and for running the affairs of the Institute should lie with the Council and its Committees. The Board of Trustees should only be responsible for ensuring Council and Committee policies are implemented. The Board should be aided by the smallest possible number of paid HQ staff.

CURRENTLY THE TAIL (EC COMM AND THE CEO) IS WAGGING THE DOG.

Landscape Institute commitment to the Public Benefit

The Institute best serves the public interest and therefore maximises public benefit through the work of its members. I would therefore ensure the LI continues to encourage practicing members to improve standards of performance and excellence.