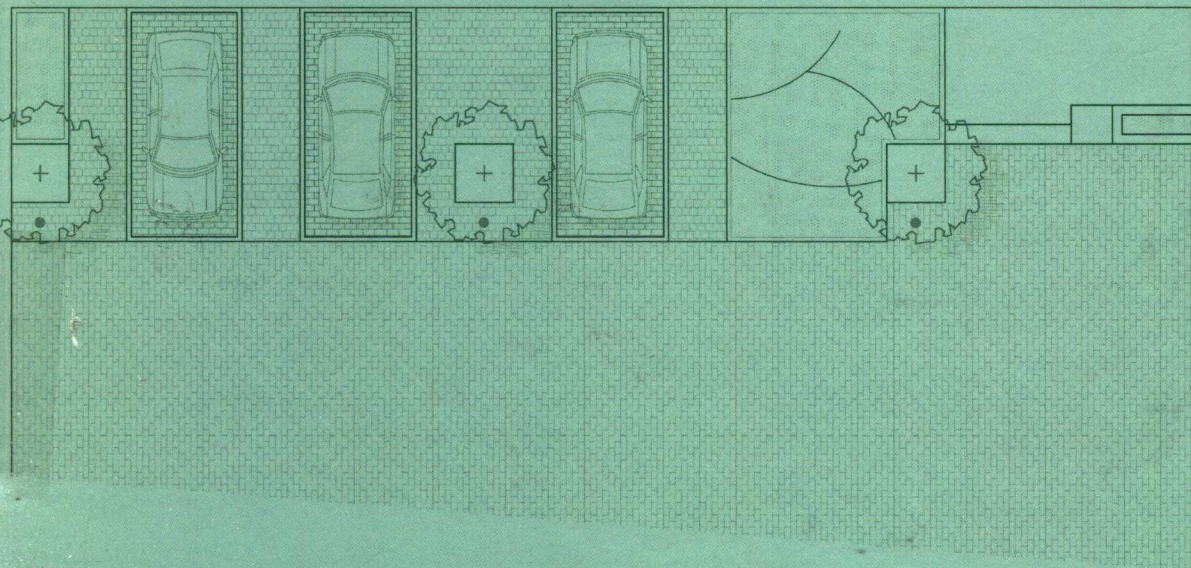


# LANDSCAPE PROFESSIONAL PRACTICE

GORDON  
ROWLAND  
FRASER



# Landscape Professional Practice

Gordon Rowland Fraser

*Chartered Landscape Architect, MBA, Barrister*

ASHGATE

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## LANDSCAPE PROFESSIONAL PRACTICE

Graduate of the Royal Botanic Gardens, Kew, Chartered Landscape Architect, MBA and Barrister, Gordon Rowland Fraser draws upon 30 years of project management, professional practice and teaching experience to provide an uncomplicated and intuitive guide to the business aspects of the landscape profession. An indispensable reference for seasoned professionals, the book will enable the student or novice practitioner to turn their drawing board inspiration into reality without being overwhelmed or afraid of overseeing the implementation of their proposals.

Guided by the Landscape Institute's 2013 Pathway to Chartership syllabus, this structured, step-by-step, narrative guide sets out the documentation commonly used within the landscape profession and makes accessible a logical and sequential understanding of contractual relationships; procurement strategies; processes of preparing client estimates and obtaining competitive quotations; of preparing contract documentation and administering formal contracts; general concepts of law as they relate to land management and the landscape profession; of business administration, market appraisal and positioning; and of the landscape consultant's appointment.

As an understanding of professional practice is intrinsic to all Landscape Institute accredited courses, this is an essential text for every landscape architecture student during their education and their subsequent journey into professional practice. Those undertaking Garden Design Diplomas will similarly find the book invaluable as they venture into the world of creativity and commerce, while the seasoned practitioner will find it a comprehensive point of reference to add to their bookshelf.

## Table of Cases

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- Yates v Pulleyn* [1975] 119 SJ 370 CA



## **Biographical Note**

One of fewer than 700 people worldwide to have graduated from The Royal Botanic Gardens Kew; a Chartered Member of the Landscape Institute; Master of Business Administration; and Barrister, the author draws upon 30 years' experience of project management and professional practice; his specialism in specifying projects, setting-up and administering contracts and conflict resolution; and his well-received lecture series delivered in some of the country's leading design schools. A former member of the Chartered Institute of Arbitrators trained in mediation techniques by The Inns of Court, the author has employed his unique skill set in the cost-effective resolution of multi-million pound construction and housing disputes, using a range of alternative dispute resolution procedures while simultaneously preserving ongoing contractual relationships between parties.



## Foreword

Since the first publication of the book of the same title by Hugh Clamp in 1988, the profession of landscape architecture has 'grown-up' significantly. For many years, and most certainly since the Landscape Institute (LI) obtained its Royal Chartered status in 1997, practitioners, potential LI members, and students alike have been underpinning their baseline knowledge on the information presented in Hugh Clamp's original book for want of any comparable alternative – a fact that Gordon Fraser highlights quite pertinently in his introduction. Just a brief dip into the contents of that original publication indicates what might now be considered a degree of naivety and a lack of the professionalism that is necessary to compete in the highly professional world of landscape architecture and the built environment today. This is not, in any way, to denigrate or dismiss the importance of Hugh Clamp's original book to the development of our profession, merely to highlight the need for someone to review the material and bring it, necessarily, into the twenty-first century.

Many of us may have been tempted to take on that considerable challenge but until now we have all failed to do so. Gordon Fraser has brought his wealth of knowledge, understanding, experience and perhaps quite unique skillset to bear in a manner that, as he suggests, 'is considered relevant to all landscape professionals'. He should be highly applauded for having done so.

Each chapter begins by clearly identifying the aims of the topic about to be discussed – these are presented in a series of concise, precise and comprehensive bullet points. The chapters are equally summarised in a series of short, similarly constructed, conclusive sentences leaving the reader in no doubt as to what has just been interrogated. In taking great pains to present a highly detailed 'Contents' page, the author presents the reader with an exceptionally accessible reference book that offers equally accessible information across the widest range of professional landscape architectural needs.

The range of information presented has also increased and improved considerably since Hugh Clamp's original publication adorned our office shelves. The author has not only brought the standard information up to date but has used his extensive

knowledge of the law to introduce a wide range of baseline legal cases that help to explain and identify the various legal precedents against which we as professionals might be judged in this increasingly litigious world. Once again an invaluable reference resource, set within the general narrative of each chapter that is easily understood and highly accessible for everyone, irrespective of whether they are established practitioners, students or someone with just a passing interest.

It is rare in today's demanding professional world that a landscape architect can define her or himself as purely a 'designer' – with that role comes many more professional responsibilities and demands than many may imagine and thus, this book will be of benefit to every established and budding professional in the landscape architectural industry. Just as Hugh Clamp's *Landscape Professional Practice* was a 'must have', 'must study', 'must refer to' professional reference of the late twentieth century, so Gordon Fraser's new reference will be the favoured reference of the early twenty-first century.

This book will be an important reference guide for many years to come, helping to identify, clarify and elucidate many of the fundamental elements of professional practice for landscape architects not only in the UK but around the world.

*Nigel Thorne MSc FRSA FIHort FLI PPLI*  
*Consultant Landscape Architect / Specialist Landscape Manager*

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Without the tremendous support, encouragement and practical assistance of Carol and Niall Watkins and Frank Afful this book might never have completed its long gestation. For their patience and understanding and the guidance and enthusiasm of my publisher, Valerie Rose, I really am most grateful.

*Gordon Rowland Fraser Dip Hort Kew LLDip MBA BVC CMLI*

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