



Institute of
Chartered
Foresters

2019 - 2021 Achievements

Promoting Professionalism

A lot has changed since the Institute published its three-year strategic plan, **Promoting Professionalism**, in 2019. The forestry and arboriculture sector has bounced back from COVID-19-related challenges and tree professionals are now busier than ever with climate targets to reach. The Institute of Chartered Foresters has quickly adapted to the changing environment and continued with its work to support members and to promote professionalism in the sector.

Here are some of the outcomes from our 2019 - 2021 strategic plan.



A strong profession

Deliver a consistent programme of professional development events

202
Events from
2019-2021

In 2020, the Institute introduced weekly **#MembersHour** webinars to continue offering CPD and keep members connected throughout lockdown. There have now been almost 50 sessions with a range of UK-based and international speakers.



Our rescheduled **#TPBE4** took place online in February 2021.

We held a National Conference in 2019 (*The UK's Role in Global Forestry*) and 2021 (*Climate Smart Forestry*) alongside our yearly National Tree Officers conference in November.

900+
Delegates joined our UKFS training series.

Following the development and refresh of our **Directory of Consultants**, a new platform is due to launch in April 2022



This will help promote tree professionals to associated industries and the wider public.

A growing number of students in the UK choosing forestry and arboriculture courses



As part of our work on the Forestry Skills Forum, we secured funding to develop online resources for student placements and work experience.

We introduced **#StudentHour** to support our existing Student members and offer advice to those considering a career with trees.



Lead on progressing professional apprenticeships in forestry and arboriculture in the UK

Our partnership work over the last three years has led to the launch of apprenticeships in England in both forestry and arboriculture, and the development of forestry apprenticeships in Scotland, helping attract new people to the sector while tackling the skills crisis.

Apprenticeships Approved in 2021
BSc (Hons) Professional Forester
BSc (Hons) Professional Arboriculturist
Level 4 Arboriculture

Online training modules providing members with the skills and knowledge to support career development

Our new e-learning module for PME applicants and Technical members will launch in 2022.



A strong voice

Increased capacity for policy work has led to much more engagement with government

2019

Sector position paper on environmental land management (ELM) receives a response from the UK Environment Secretary.

2020

ICF Executive Director gives evidence to EFRA committee on land-based education, tree planting and woodlands. Defra contacted us for advice and possible solutions to the skills crisis after we submitted a response to the England Tree Strategy consultation.



Our work on better incorporating forestry in ELM acknowledged by the Forestry Commission and Defra.
ICF mentioned in England Trees Action Plan.
Scottish Forestry incorporating ICF input to UKFS review and cultivation guidance.
Government stakeholder groups in England and Scotland seeking ICF input.

2021

The Institute in the media

We are proud to be a voice for professionals working with trees in the UK. Over the last three years, we have been asked to comment on the achievability of government targets and the problems facing the sector.



In 2019, the Institute's Executive Director was awarded an MBE for her contribution to forestry.

Featured in *The Guardian*, *The Observer*, *The Times*, *Countryfile* and on *ITV News*.

We have built and strengthened relationships across the sector and beyond



Strategic partnership alliances have...

Improved awareness of the policy landscape
Growth in understanding of sector developments.
Boosted collaboration.

We joined the Environmental Policy Forum in 2020.

We worked closely with Confor, Woodland Trust, RFS, SWA and more.

Institute position papers are well used across the sector and beyond

We significantly increased our consultation response rate over the last three years



4 in 2019

5 in 2020

10 in 2021

Can't see the skills for the trees
Critical shortages in forestry workforce skills put climate targets at risk

1,578

Press release page views

Our 2021 skills position paper generated engagement from all four governments in the UK and from partners. We were invited to meet to discuss the issue further with ministers from England, Scotland and Wales.

771

Paper downloads

Improved clear pathways to membership for a diverse profession



We modified the qualifying process for Professional Membership Entry, with further amendments planned for 2022 regarding degree-level apprenticeships and Technical membership.

Campaigns to engage society, public and private sectors

Our GROWING BUSINESS CAREERS CREDIBILITY INFLUENCE TALENT campaign continued in 2019 to raise awareness of the sector's opportunities and the importance of professionalism.

#ILookLikeAForester expanded in scope and focus to celebrate International Women's Day every year on 18 March. The campaign has reached more than 300,000 people.

We partnered with Tree Sparks in 2020 to produce the 15-minute short film, *We Are Women in Forestry*.



updated website



new Strong Voice section



public jobs board



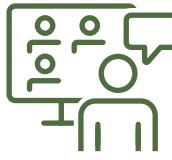
new membership magazine

We undertook a significant rebranding exercise in 2020 & 2021, laying the foundation for a number of initiatives to raise the profile of the Institute.

#CPDSeptember launched in 2020, opening up our typically member-only content to new potential members through a sector-wide, month-long referral scheme aiming to generate awareness of the benefits of membership.



A strong organisation

Our membership from 2019-2021	7% Growth in membership	100 New Chartered members	Membership Satisfaction Our Net Promoter Score grew significantly in the three years period. 26 in 2017  34 in 2020	Membership Diversity Our female membership is growing but there's still a lot of work to do. 14% in 2018  16% in 2021
Over the last three years our income has grown and we have made a number of investments to strengthen the organisation	 Our team increased after the recruitment of a dedicated Policy Manager & Member Services Administrator	Our Income is Growing We have increased our income from a range of sources, including our events/training offering, online vacancy board and Gift Aid donations. 9% increase in subscription income 	Three Investments from 2019-2021 Refreshed magazine  Online events software  New website 	We have expanded our range of services to adapt to the current environment  COVID-19 forced us to fully embrace the digital arena.
Our members are empowered advocates for the Institute	19 ICF Representatives on 16 sector groups, panels or committees. 	We reviewed the roles of our representatives in 2020 to enable these volunteers to be more engaged, more aware of Institute activities and more empowered to speak on our behalf. We also joined a number of new groups to broaden our influence, with experienced and enthusiastic representatives who can get our voice heard.	We moved the majority of our events online in 2020 and 2021, including our Professional Membership Entry assessments. Our digital events are here to stay and we look forward to offering a range of hybrid events in the future.	
Our members and formal ICF Representatives are sought out to provide professional advice on a range of sector issues, including: UKFS Climate Change Biodiversity Health and Safety Urban Forestry	Our Council members are informed, engaged and understand the expectations of the role	 New members on Council are welcomed with an induction session to get to know the role.	Members complete an annual survey on their skills to ensure knowledge is being utilised. They also receive a one-to-one assessment each year for support and feedback 	Annual Away Day Our Council meet up every year to generate thinking, deep dive into the sector's topical issues and team build as a complete governing body. In 2020 and 2021, our Council Away Day took place online.