

# DESIGNER FOCUS

Image: BALI Principal Award  
2017, Registered Designers &  
Registered Contractors Joint  
Submission - Chris Parsons  
MBALI MSGD and James Bird  
Landscapes

## Design Directors' year ahead

Marian Boswall MBALI MSGD and Rosemary Coldstream MBALI

**Our recent election to the board aims to strengthen the BALI offering for garden designers and landscape architects and to ensure that our board reflects the wide and fertile spread of our industry membership. If that makes membership sound like a fertiliser it's a good image! We'd like to spread industry know-how like a good fertiliser, since where there's muck there's brass. Knowledge well used (both what you know and who you know) adds straight on to the bottom line.**

There are few barriers to entry in this industry luckily, but who you know still oils the wheels of getting things done easily and quickly. Our aim is to ensure the best working relationships between the people who create, design, build, grow and manufacture for the industry, from facilitating day to day conversations to share information with a colleague, to creating platforms to benchmark and improve best practice industry wide. It's BALI's USP that we have representatives from all of these areas coming together regularly and we mean to take full advantage of that.

Within that our role is to focus on the designers, and we have had lots of great wish lists and feedback from designers at FutureScape, the BALI Awards and SGD Awards. Please keep that coming, we'd love to hear from you. In the recent BALI survey designers asked for more benefits focused on design members, and more cross-region networking. We are delighted to be able to offer more of both of these, plus plenty of other ideas in the

pipeline. So whether you're looking to add to your knowledge bank, increase your PR profile, or influence decisions in the industry, we aim to have something to help your business thrive.

With more and more new members applying, our first step has been the Assessment process. This has been benchmarked and streamlined to ensure that it is still the most rigorous but also the most transparent, supportive and straightforward way to become an industry accredited designer. The aim of adjudication is to make sure that our design and construction drawings speak to contractors and clients clearly and efficiently, which saves time and money on both sides, and that the gardens will work long term, protecting your reputation and that of BALI as a whole. If you're thinking of becoming a BALI Registered Designer please email [carly.button@balli.org.uk](mailto:carly.button@balli.org.uk) at Landscape House and she will talk you through the process.

We have an array of events coming up to tempt even the most desk bound to invest in themselves for a technical day to learn about designing with lights (a hands on day with light fittings powered up to see the effects), drainage (what you need to know as a designer and how to specify and discuss with contractors), plus many more planned. If you don't want to leave your desk we can tempt you with a menu of webinars to hear industry experts and colleagues talk about setting up a design practice, running a successful business, how to go about hiring staff, pests and diseases, and social media.



Marian Boswall  
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We've introduced a round table discussion dinner by invitation, where current topics are aired and industry issues debated with confidentiality.

And we've teamed up with the BALI PR department to add value to your business through media coverage of your work on Facebook, Twitter and Instagram. If you've got great work to showcase and high quality images you can share, send them over for a chance to feature in a post, or even an Instagram takeover of the BALI feed. And if none of that makes sense, book in to the webinar on social media, you'll get full instructions on how to join and be amazed at how simple and how effective it is.

We look forward to working with you to grow your business this year.