



Lichfield Science & Engineering Society



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WEST MIDLANDS NATIONAL PARK: A NEW ECONOMIC VISION FOR THE REGION. Professor Kathryn Moore Birmingham City University

**8:00 pm on Thursday 14th May 2026
In the Studio Theatre of the Lichfield Garrick**

Disquiet about current development practices confirms that business as usual is no longer an option. We need to be braver. More ambitious. More determined to deal with the global challenges we face. Less comfortable.

The West Midlands National Park (WMNP) is a radical project investigating new ways to address regional and city transformation. Having shaped thinking in the UK, the WMNP approach has potential across the globe.

Landscape is virtually invisible in regional planning and economics. Using the WMNP, supporting case studies and policy development, Kathryn has a new definition of landscape to see the bigger picture. It is about reclaiming the landscape as the very infrastructure upon which we depend. It's time to look after it.

Kathryn is a member of the Natural England Landscape Advisory Panel and is working with UN Habitat, UNEP and WHO. Her curation of the UN Habitat Urban Thinkers Campus achieved an extraordinary consensus of the need to shift attitudes and actions. She is a founding partner of the World Design Summit and was a member of the national HS2 Independent Design Panel from 2015-24, Past President of the International Federation of Landscape Architects (IFLA), the 2014 Arnold Weddle Visiting Chair, University of Sheffield and the 2008 Thomas Jefferson Visiting Chair, University of Virginia, Charlottesville. Her book 'Overlooking the Visual: Demystifying the Art of Design' (2010) redefines theories of perception.

Now Director of the WMNP Lab, in 2019 she was recognised by the Landscape Institute as one of the most inspiring women landscape architects since its inception in 1929.

This meeting will be preceded at 19:30 by the Society's Annual General Meeting.

For further information, please see our website at www.LSES.org.uk
Students and Members Free.

Visitors £8.00. Tickets are not issued in advance, please pay at the door. (Cash only please.)
Members must sign in. Those signing in before 7:50 pm will have precedence over all visitors.

This lecture is expected to finish by 9.30 pm.