

# LIVERY BRIEFING

April 2021



## Message from the Chair, Vicky Russell

Dear Liverymen,

Following the sad news of the death of His Royal Highness The Duke of Edinburgh, I watched with sadness the funeral take place on Saturday 17 April, as I'm sure many of you will have done, in order to pay my respects and say farewell. I'm aware that some Livery Companies have close associations with members of the Royal Family, including with his late Royal Highness, and I likewise offer my sincere condolences to those Liverymen. May his late Royal Highness rest in peace.

On a more positive note, I'm sure you will, like me, have listened with relief and a growing sense of hope to the announcement from the Prime Minister earlier this month, which confirmed that the government's plan for an exit to lockdown is proceeding on schedule. It has been a gruelling year in many ways but the rapid and successful vaccine rollout means that we may be in a position to welcome the new normal before very much longer. Further information on the reopening of the Square Mile can be found in the 'Lord Mayor's Programme' section of this newsletter, below.

Our new Livery Committee website, [www.liverycommittee.org](http://www.liverycommittee.org), goes from strength to strength, with close to 10,000 visitors and nearly 40,000 page views since its launch. Bookings for our virtual courses continue to be available through the website, with this year's Wardens and Court Assistants course taking place on 20 September and the next City Briefing scheduled for 19 May. Further information on these courses is included below.

An unexpected, but welcome, aspect of the pandemic has been the success of the virtual events that a number of our Companies have held and I know that many of these events are planned to continue once restrictions are relaxed. As the vaccination programme continues to take hold, I look forward to all of us once again being able to host physical events to complement these virtual occasions.

As ever, please do stay safe and well until then.

With very best wishes,

Vicky Russell  
Chair  
**Livery Committee.**

## Livery Committee Courses 2021-2022

The Livery Committee courses for the rest of this year and 2022 are as set out below. Please be advised that with the exception of 19 May 2021 City Briefing, it is anticipated that all courses will be held as physical meetings at Guildhall. If there is any change to this arrangement, it will be communicated in due course.

### City Briefings (5.30pm)

19 May 2021 (NB: this will be a *virtual briefing*);  
21 September 2021;  
21 October 2021;  
2 February 2022;  
10 May 2022;  
19 September 2022;  
3 November 2022.

### Clerks' Forum (morning course)

18 January 2022.

### Wardens' and Court Assistants' Course (morning course)

20 September 2021;  
21 Sept 2022.

Further information may be accessed at: <https://www.liverycommittee.org/courses/>

## Arrangements for Common Hall – Election of Sheriffs, 24 June

Plans for a Common Hall to take place in much the same way as it did for the Election of the Lord Mayor in September 2020, which proved to work both safely and smoothly, are underway.

Livery Companies are asked politely, in order to assist with conducting the election safely, to limit attendance wherever possible to **one** person per Company. If clerks wish to have a reserve list of those Liverymen they can go back to if a greater opening up proves possible, they are very welcome to do so. Nearer the time, if there is scope to increase the numbers attending, this will then be communicated to clerks. The names,

titles, phone number (for Track and Trace purposes only) as well as any access requirements for those Liverymen attending, should be sent to [Rhiannon.leary@cityoflondon.uk](mailto:Rhiannon.leary@cityoflondon.uk)

Please do continue to check the Livery Committee website as this will be kept updated with the arrangements and any changes, in addition to communications sent directly to Masters and Clerks.

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### Update from the Clerk of the Chamberlain's Court

The Chamberlain's Court has firmly embraced the virtual world during the pandemic. Guildhall has been closed since 18 March 2020. My dining room table has become the control centre of operations, we have conducted 525 virtual ceremonies via Microsoft Teams and processed 710 applications via email and bank transfer. I have spoken at 8 virtual Livery dinners or receptions. Ceremonies are always the icing on the cake of the court daily diary; virtual ceremonies are quite entertaining, the most interesting aspect is the variety of backgrounds – plenty of bookshelves, assorted tropical island paradises, the tops of people's heads, the odd spaniel appearing. My top three:

1. The wobbly man: it turned out he was on a boat in choppy seas;
2. The man in his car: he was in the car park at Wentworth Golf Club, he was off to play a round after his ceremony. Potentially even more exciting than being admitted to the freedom by me;
3. A chap who lived in what appeared to be a stately home with tapestries, a marble fireplace and a painting of Sir Charles Peers: his ancestor who had been Lord Mayor in 1715.

Recent ceremonies have included:

- **Bernard Haitink**, the veteran Dutch conductor. Somewhat tactlessly I told him about another distinguished Freeman, Admiral Duncan who had sunk the Dutch fleet at the battle of Camperdown in 1788 but I redeemed myself with a picture of Queen Wilhelmina receiving an address of welcome in Guildhall and another picture of Dutch Eel boats that sailed up the Thames to the Pool of London as late as the 1930's.
- A cricketing double of "whispering death" aka **Michael Holding**, who delivered his declaration in a very lyrical Jamaican lilt. Also receiving the freedom was **Ebony Rainford-Brent** who gave the calligrapher nightmares as her full name is Ebony-Jewel Cora-Lee Rosamond Camillia Rainford-Brent. (My personal favourite regarding lengthy names was His Imperial and Royal Highness Crown Prince Franz Joseph Otto Robert Maria Anton Karl Max Heinrich Sixtus Felix Renatus Ludwig Gaetan Pius Ignatius von Habsburg!).
- The ebullient American Ambassador, **Woody Johnson IV**, a great Anglophile who was thrilled to be receiving his freedom immediately prior to his return to the States at the end of his term of office.
- Rock royalty **Ronnie Wood** of the Rolling Stones. Ronnie looked very smart, he had combed out his usual bird's nest hair style, wore a smart jacket and did not look his 73 years. He was accompanied by his wife, Sally and his cute 4 year old twin daughters who obviously keep him youthful! We arranged for a singer and a band from the Guildhall School of Music and Drama to cover two Rolling Stones hits: Ronnie was very impressed and said that if Mick ever retires he knows where to come!
- **Ed Balls**, a man of many talents including his distinguished political career; his twinkle toed dancing on *Strictly Come Dancing*; winning *Celebrity Best Home Cook*; being a Professor of Economics at King's College London; and being the Chairman of Norwich City FC. I was able to talk about my connection with *Strictly* (I was interviewed when veteran judge Len Goodman appeared on *Who Do You Think You Are?* as one of his ancestors had been a Freeman of the City of London). I also unkindly reminded him of when my team, the Hatters of Luton, knocked Norwich out of the FA Cup in 2013 when we were languishing in the non-league and they were in the Premiership. The centre forward that day was some chap on loan from Spurs called Harry Kane, I wonder what happened to him? He was so ineffectual against the resolute Hatters' defence that he was subbed at half time!

In the pipeline we look forward to granting freedom to:

- Another twinkle toes in the form of Michael Flatley;
- More tap dancing from the veteran Tommy Steele. The Lord Mayor attended his grandfather's Lord Mayor's Show when he was five and remembers vividly meeting Tommy who took part in the Show as he was playing Dick Whittington in panto at the London Palladium that Christmas!
- Professor Sarah Gilbert, the virologist at Oxford University and a key figure behind the Astra Zeneca vaccine. She works at the Jenner Institute so I look forward to telling her that Edward Jenner received his freedom in 1805 for his work on inoculation against smallpox.

Murray Craig

**Clerk of the Chamberlain's Court**

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### The 2021 Virtual Lord Mayor's Big Curry - an update, 19 April

We are now five weeks into the [2021 Virtual Lord Mayor's Big Curry](#) (LMBC). The Lord Mayor and I were delighted when the Phoenix Group agreed to be the principal sponsor of the 2021 LMBC, alongside associate sponsor AdvantageGo and supporting sponsors Ascot and Barnett Waddingham. Our thanks to them all.

We are also very grateful to the forty Livery Companies which are involved in helping to fund veterans through the Pain Management Programme and by providing prizes for the online Auction and the Draw. Thank you.

Our Social Media campaign has taken us to huge new audiences, alongside our regular postal and email campaigns. The Spectator gave us a LMBC wrap-around on one issue and Country Life has published two articles featuring the LMBC.

The events in the virtual programme have been of a really high standard: the Pol Roger champagne and the House of Moueix Bordeaux tastings (James Simpson and Edouard Moueix respectively), the first two authors' conversations (Sir Michael Palin in conversation with Levison Wood and Alan Titchmarsh in conversation with Aled Jones). Then, on 6 April, the first Celebrity Chef Cook-Along (Matt Tebbutt with Olly Smith, hosted by Simon Evans). Terrific speakers and highly professional hosts and comperes. A popular feature of the food and drink events has been the opportunity to have both delivered to one's home. The Lord Mayor and the Lady Mayoress and my wife and I very much enjoyed cooking along with Matt Tebbutt in our own homes.

There are three more authors evenings (Tim Gosling, Lieutenant General Sir Simon Mayall and Professor Saul David) and two more Cook-Alongs (Prue Leith and Cyrus Todiwala) to come, so please go on the website, book your places and, if you wish, order your food and wine box. An extra feature of the Cook Alongs is to order the cocktails designed for the Lord Mayor and lady Mayoress; these can be delivered to your home too.

The online auction has attracted over £36,000 of bids so far. A good start but with a long way to go to reach our target of £80,000. The prizes are amazing, including some UK-based holidays and wonderful days out at money-can't-buy locations. New lots have been added over the last two weeks as Livery Companies and private individuals have generously offered us additional prizes. On 12 April we added two star lots - a beautiful yellow gold and diamond pendant worth £2,000 and an elegant bespoke British-made watch worth over £1,000.

The Draw at £10 a ticket with twelve great prizes has attracted interest but perhaps not at the level we might have expected. We have sold only 274 tickets to date against our target of 1,000.

The team at ABF The Soldiers' Charity has done a very professional job in running the events and activities, working with our partner suppliers: Private Cellar, Pol Roger, Coq d'Argent, Green & Blacks, Peachy, The CookAway and Givergy.

The final event in the virtual programme is on 4 May and the online Auction and Draw close at 10am on 21 May so there is plenty of time to take part and to encourage your friends and work colleagues to do so too.

It is still possible for the Livery Companies and Ward Clubs that have not yet decided to support the 2021 LMBC to join in to fund veterans through the Pain Management Programme (PMP) at the King Edward VII Hospital's Centre for Veterans' Health. We really hope to meet the Lord Mayor's target for 2021 and fund eighteen veterans waiting to go on the PMP. If we can achieve the Lord Mayor's target, our funding will be transformational for 18 veterans and their families.

Sadly, it has not yet been possible to install the Gardeners' Company 2021 Veterans Garden in Guildhall Yard because of the large NHS marquees that are occupying most of the Yard. As soon as the marquees come down the Veterans Garden will go in and we will have a launch to mark the occasion. When we have more details, I will let the Chairman of the Livery Committee know.

Thank you all for your support.

With best regards and keep well.

Yours ever,  
Michael Hockney.

**Court Assistant, The Musicians Company**  
**Co-Chairman, The Lord Mayor's Big Curry Lunch**

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### Join us for the unique Sheep Drive and Wool & Livery Fair, 26 September

We are delighted that the Lord Mayor will once again be joining Freeman for this special annual event in the Livery calendar, which for 2021 will take place on Southwark Bridge – and in accordance with prevailing post-lockdown guidelines.

The entire bridge will be closed for the day to allow Freeman, their family and friends to drive sheep over the Thames. At the same time, there will be a full-scale Fair on the north side of the bridge, showcasing the best in Wool and Craftsmanship. In addition to these stalls, we welcome Livery Companies to display their crafts and trades in this area adjacent to the Sheep Drive.

We are delighted that the Campaign for Wool (Patron HRH The Prince of Wales) will become a major sponsor of the Sheep Drive and Wool & Livery Fair this year. Guests of the Campaign for Wool will join the Lord Mayor, Freeman, family and friends on the Bridge celebrating the fellowship and charity of the Livery movement and the Reopening of the City of London. Money raised for charity will go to the Woolmen's Charitable work supporting students who are engaged in promoting wool and wool textiles in innovative and creative ways, and in support of the Lord Mayor's Appeal.

This will be a wonderful day out for the family, and we look forward to welcoming you.

To celebrate the return of the Sheep Drive after a necessary postponement in 2020, we seek your support in three ways:

1. Website bookings have now opened, to sign up for places at [www.sheepdrive.london](http://www.sheepdrive.london). In 2019, we had to open a waiting list so please book early. Places are open to Freeman of the City of London and their family and friends at £65 per person. This will entitle each participant to a place on the drive and a commemorative certificate signed by the Lord Mayor and the Master Woolman.
2. The Livery Fair welcomes stall holders and Livery Companies. Please promote this festival among your contacts and friends. You may know a business which would enjoy the opportunity to trade in this unique and historic location. Footfall is c 2000+ just from the Sheep Drive, and wide media coverage reaches every continent. To book a stall please contact [Kirsten@SquareEvents.co.uk](mailto:Kirsten@SquareEvents.co.uk)
3. To ensure that every penny raised on the day goes directly to charity, we seek additional sponsors who would wish to support us in return for extensive and privileged media coverage. As the world begins to recover from a most challenging year in 2020, this could be an ideal opportunity for your company to show values of charity and community enrichment in a most distinctive and personal way. The Woolmen have been privileged to work with special friends and supporters over the years and we invite you to join us a sponsor in 2021. To find out more, please email [judith@judithpleasance.com](mailto:judith@judithpleasance.com) or [anne@squareevents.co.uk](mailto:anne@squareevents.co.uk)

We look forward to welcoming you on the Bridge driving sheep over the Thames in London in the time-honoured fashion and enjoying a memorable Livery Fair.

Alderman Sir David Wootton  
**Master Worshipful Company of Woolmen**

Peter Hullah  
**Upper Warden Worshipful Company of Woolmen,**  
**Chair of the Sheep Drive, Wool & Livery Fair Committee**

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### Livery Skills Event

From a small working party set up in February to an incredible event hosted on 21 April with 165 attendees from 93 Liveries and Guilds, the Liveries Skills Initiative has proven already to be a force in the drive to support young people. The pandemic has highlighted the need for young people, not just to re-connect with traditional school education, but also to be given additional opportunities to consider their career options, learn new skills, and discover again what will be involved in life at work after lockdown. With hundreds of years of experience, there is no better place to start than with all the Livery Companies, Guilds, City & Guilds, The Livery Committee and The City of London Corporation.

An initial survey was sent out to all Liveries and Guilds to gather information on their skills provision, which came back with an impressive 97% response rate. The survey showed the significant contribution the liveries are already making. For example, 76% of liveries spend over £10K per year on skills development with 19% of liveries spending more than £100K per year supporting skills. The estimated value of expenditure on skills development by the liveries is more than £7.9m annually. The Livery Companies have more than 3,562 strong and regular links with business.

The Lord Mayor warmly welcomed everyone to the event on 21 April and highlighted that the role of Liveries and Guilds is crucial. The event focused on the needs and grant possibilities, a breadth of existing options and potential opportunities and recommendations which Liveries and

Guilds could take forward. The enthusiasm, desire, and urgency to do more was very clear in the comments and suggestions coming through from all attendees. The event supported a number of objectives:

- Need to act with urgency;
- Establish a joined-up and holistic information exchange able to provide details about training possibilities and maximise access to key influencers particularly in government;
- Consider how to co-ordinate and optimise ability of members to access increased funding for and employment opportunities;
- Encourage formation of new industry clusters to reflect post pandemic opportunities;
- Nurture within all Livery Companies that culture of genuine lifelong learning, with a focus on activity for young people and those currently not in employment.

A recording of the event and copies of the slides are available on the Livery Committee website.

Further Link: [Consultation on new flexible apprenticeships](#)

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## Clean City Award Scheme

Is your livery hall taking action to understand, monitor and control their impacts on the environment? Do you know any businesses or organisations within the Square Mile striving to become more sustainable? The Clean City Awards Scheme (CCAS) has been developing partnerships with City businesses and organisations since 1994 by raising environmental awareness. The Scheme is open to all City of London businesses and organisations and recognises, rewards and promotes environmental best practices. To become a member of the CCAS and discover all the benefits of the scheme including affiliation with the City of London, invites to regular best practice meetings, monthly newsletters, winning awards, networking opportunities and more, please visit [www.ccaslondon.co.uk](http://www.ccaslondon.co.uk)

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## Climate Change Action Strategy Seminar

In response to the City Corporation's Climate Action Strategy engagement programme, a seminar was held in January 2021 to offer the Livery Companies an explanation of the Strategy and challenge them to respond. Led by Alderman Alison Gowman, the Livery Climate Action Group has been set up with workstreams looking at relevant topics in order to create guidance and templates for possible use by Livery Companies. The focus areas are financial investment, property, education and COP26. Whilst focusing on what Livery Companies can do in respect of their direct carbon emissions, there is also a great appetite to spread the word further through education and into the wider reach of the professions, trades and sectors that the Livery represents. A second seminar took place in April with more sessions planned leading up to COP26. Any Livery members wishing to take part can email [alison.gowman@cityoflondon.gov.uk](mailto:alison.gowman@cityoflondon.gov.uk) and for further information is available on the [Livery Committee website](#).

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## Lord Mayor's Programme

### Reopening Campaign

Last week, the Lord Mayor started his 'Re-opening Campaign' to highlight the gradual return of activity to the City. The campaign is a phased programme of activities and events, based around the Government's roadmap for easing COVID-19 restrictions. It is based all aspects of City life, from workers to hospitality and culture to churches. It aims to build confidence and footfall as more venues in the Square Mile start to re-open and is accompanied by a strategic communications campaign. The three key weeks in the campaign are:

1. **W/C 12 April:** The return of non-essential retail, outdoor hospitality and smaller community services eg: libraries;
2. **W/C 17 May:** Return on indoor hospitality, hotels and larger attractions eg: cinemas and theatres;
3. **W/C 21 June:** A main 'Reopening Week' as the majority of remaining restrictions are lifted.

The Lord Mayor had reopening engagements at the Royal Exchange, One New Change, Middlesex Street, the Bloomberg Arcade and Fleet Street, seeing the return of non-essential retail and hospitality. He has visited offices at JP Morgan, WeWork and N+1 Singer to see how employers are adapting their workplaces to make them safe for the return of workers. He reopened Barbican Community Library and visited Howden Group to highlight their work rolling out the City Gift Card to their workers and encouraging this across the insurance sector. He also visited vaccination and testing sites, two City churches (St Mary Aldermary and St Mary-le-Bow) and the newly re-opened City information centre. The Lord Mayor's activity has featured in CityAm, the Telegraph, the Financial Times and the Times, as well as on social media.

### Livery Coffees

The Lord Mayor has also re-started zoom livery events with around 10-12 livery companies at a time, to discuss issues such as the return to the City, sustainability and philanthropy. These will continue throughout the month of April. Conversations have focused on how livery companies have adapted to COVID-19, operating more online and planning a phased return to the City and to their halls.

### Virtual Visits and Sustainability

In March the Lord Mayor undertook a virtual visit to Brazil and Chile, as well engagements in Hong Kong and China. Discussions focused on sustainability issues, particularly in the run-up to COP26 in November. On 20 April, the Lord Mayor launched the Green Horizon Perspectives series. This is a public facing series of events designed to act as a means of maintaining the momentum from the Green Horizon Summit (November 2020) as we move towards COP26 in November this year.