

LIVERY BRIEFING

July 2021



Message from the Chair, Vicky Russell

Dear Liverymen,

The revised constitution of the Livery Committee was formally approved at Common Hall last month, together with a refreshed strategy and clearer information about the roles and responsibilities of its members. The Livery Committee recognises that it is at a reinvigorated stage of its development, with a need for continued positive and strategic cooperation between the Committee and all its stakeholders in order to ensure that the Committee not only remains relevant but also becomes more significant. There is now a major opportunity to focus the Committee's work to meet future challenges and to champion the Livery.

New guidance documents for candidates for the role of Non Aldermanic Sheriff were also approved at Common Hall.

This information is all available on the Livery Committee website, www.liverycommittee.org

With regard to Common Hall for the Election of the Lord Mayor on Wednesday 29 September, it is anticipated (and very much hoped) that this will take place as in a conventional year, without restrictions on numbers of attendees or seating arrangements, and with all appropriate ceremony. Further information in relation to Common Hall will be issued by the City Corporation (Town Clerk's Department) towards the end of August.

After three years as Chair of the Livery Committee, I will be stepping down in early September. I thank the members of the Committee for their support, the City Corporation's staff for all their assistance and, in particular, Peter Nelson, the Livery Committee Advisor, for his wise counsel, pragmatic advice and steadfast encouragement, and the many hours of his time which he has given us pro bono.

May I also take this opportunity to wish you all a safe and enjoyable summer break.

With very best wishes,

Vicky Russell
Chair
Livery Committee.

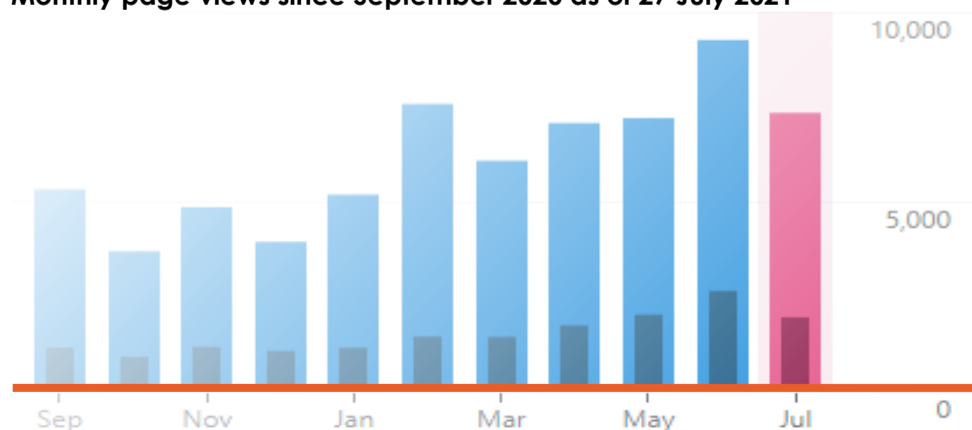


Viewing figures 1 September 2020 to 27 July 2021 for the Livery Committee website www.liverycommittee.org

Overview

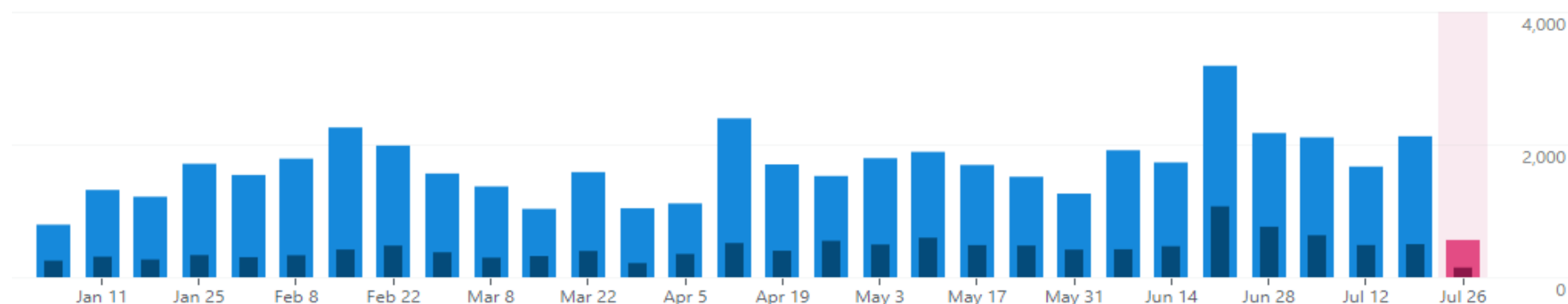
By the end of July 2021, the Livery Committee website will have accumulated around 50,000 page views this calendar year, and around 70,000 since its launch in September 2020.

Monthly page views since September 2020 as of 27 July 2021



The remaining days in July should add 1,000 page views and continue the healthy monthly upward trend.

Weekly page views since the start of the year as of 27 July 2021



Four of the last five completed weeks show page views in excess of 2,000 per week. Prior to this, the figure had been passed only twice in 24 weeks.

Popular pages

The database of Companies and Guilds is the most popular page with around 1,500 queries per month leading to the viewing of the details of individual companies. In July, the most popular news item was the video of the Shrieval elections. "How to become a Liveryman" is regularly in the Top 10 most popular pages in a month (100+ viewings in July).

Pages and news posts

The site comprises 160 pages plus 107 news items.

Database of Livery Companies and Guilds

106 of the 110 Companies have updated their records within the database since launch. In addition, 28 other organisations have updated their records. 27 entries have been updated during July alone.

Suppliers database

The Suppliers Database has 92 entries submitted by Clerks. A recent update makes it easier to add and maintain entries in real time.

Events

The calendar contains the dates of 150 events. Clerks can now add and edit events relating to their own Company.

Courses

The imminent switch-off of the old courses-booking site and subsequent switch-on of the course-booking on this site should lead to a healthy increase in traffic.

Referrers

Search engines are the leading referrers with around 1,200 per month in recent months. The City of London Corporation website is consistently in second place with around 120 per month. Since the launch of the Livery Committee's own Twitter and LinkedIn feeds in June, they have quickly become the third and fourth placed referrers with around 80 per month.

Livery Committee Courses

The Livery Committee courses for the rest of this year and 2022 are as set out below. 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)

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/>

An Introduction to the Livery Charity Chairs Group

In May 2021 nearly 200 delegates from over 60 Livery companies attended the 'Who was found to be naked when the tide went out?' charity conference hosted by the Chartered Accountants' Company on Zoom. The conference had been prompted by the publication of a new Charity Governance Code and the realisation that all Livery Charities would be interested in what it had to say.

Delegates to the Conference had been asked to indicate if they might be interested in an informal network of Livery Charity Chairs to enable the ongoing sharing of experiences and ideas among those of us holding similar roles. There was an enthusiastic response and on 14 June the Chairs of 23 Livery Charities attended an initial Zoom meeting where input was sought as to how a Livery Charity Chairs Group could best meet the needs of those present.

The feedback identified many topics where experiences could usefully be shared such as Governance and compliance with the Charity Governance Code, Fundraising, the role and appointment of Trustees, the results from the 2020 Pan-Livery Survey into Philanthropic Giving, engaging our Company Members, Investment issues including topics such as Total Return and ESG (Environmental, Social and Governance)

investments, Endowment funds and Reserves, possible conversion to a Charitable Incorporated Organisation, and last, but by no means least, how best to communicate what our Charities and our beneficiaries have achieved.

The Group will be holding its next meeting on Monday September 20 at 4pm on Zoom. The 'hot topic' for that hour long meeting will be Governance. Short presentations from two members on their Companies' experiences will be followed by breakout rooms and a final plenary discussion. The Charity Commission Governance Code and its accompanying implementation Template will be used to underpin the presentations and discussions.

The Group plans to hold two further 'hot topic' Zoom meetings in December and March and an annual conference in June which hopefully will be face-to-face. Three of the Charity Chairs, Ann Buxton (Pewterers), Steve Graham (Glaziers) and Peter Alvey (World Traders) are supporting Hilary Lindsay (Almoner and Chair of the Chartered Accountants' Charity) in co-ordinating the Group's activities. Future plans include piloting less formal drop-in events and developing ways of responding to enquiries from our Members. The overall aim is for the Group and its Members to be additional resources to support the Chairs of Livery Company Charities.

The respective Chairs of the Livery Committee and the Pan-Livery Steering Group are both very supportive of this initiative. If you would like any more information about the Group, or if the Chair of your Livery Company's Charity is interested in becoming a Member, please contact Hilary Lindsay at almoner@accountantslivery.org

Pollinating London Together at Kew Gardens

[Pollinating London Together](#) (PLT) celebrated [World Bee Day](#) on 20 May 2021. An environmental movement started in 2020 spearheaded by the Livery Companies of the City of London, PLT aims to make London and other cities a better place for human beings and pollinators.

In the words of John Burton, Chairman of Pollinating London Together:
"The PLT mission, as a membership organisation, is to influence organisations and individuals to positively support pollinators in the management of urban land resources and the built environment in the UK, starting in the City of London."

On 26 June, [Royal Botanic Gardens, Kew](#), invited members of the PLT Team for a guided tour of Kew Gardens. The tour was led by the incredibly knowledgeable [Dr Hauke Koch](#), Research Leader in Pollinator Biological Chemistry at Royal Botanic Gardens, Kew. Further information about what they discovered, and next steps, can be found on their website: <https://www.pollinatinglondontogether.com/>

The 2021 Inter-Livery Bridge Tournament

Organised by the Worshipful Company of Makers of Playing Cards for the benefit of the Lord Mayor's Appeal Charities



I am writing to give early notice of this well-established and popular event, in sufficient time for you to be able to bring it to the attention of your Members in one of your mailings or newsletters. The event will be fully COVID-19 compliant.

The 2021 competition will be the 39th year that we have sponsored the Tournament. Details of the next event are:

Date: 6 September
Venue: Drapers' Hall, Throgmorton Street, London EC2N 2AN
Times: Reception 5.00 p.m. First session, 5:30pm. Dinner, 7:20pm. Second session, 8:15pm. Prize-giving, 10:00pm. Carriages, 10:30pm latest.

Coffee, tea and biscuits will be served during the reception and, while awaiting the results and prize-giving, a stirrup cup will be served. Competitors are asked to remain for the presentations. It is hoped that a member of the Civic Team will be available to attend the trophy awards. After the event, the results, hands and score sheets will be posted on the Tournament Director's website: www.bridgewebs.com/eventsinlondon/. They will also be on our website within a few days of the event.

As in previous years, individual prizes will be presented to the top three pairs. There are also additional prizes: The 'Thorpe Tankard' Company trophy for the top Livery team (i.e. the top two pairs representing the same Livery or Guild), The 'Actuaries' Trophy' for the top married couple or civil partnership playing together (Fitch prize) and an Improvers' Prize. A new trophy is being introduced this year for the highest pair from two different Livery Companies, kindly donated by the Chartered Accountants Company. The 'Maurice Trophy' is for the highest-placed pair from The Makers of Playing Cards Company. Overall Winners each receive the Master's Installation Bridge Playing Cards commemorative pack in a presentation case.

All trophies will be held for one year. Prizes are for winners to keep. Trophy winners are asked to arrange for their trophy to be engraved and to forward the invoice to the Clerk for reimbursement.

The charge for entering the competition will be £170 per pair, to cover the cost of tournament fees, dinner, refreshments, and a donation to the Lord Mayor's appeal. The closing date for entering the Tournament is 16 August 2021.

Space is limited. Please encourage your members to complete the [online booking form](#).

I appreciate your assistance and the Inter-Livery Bridge Committee looks forward to receiving applications in due course.

Yours sincerely

Annie Prouse BEd (Hons), Clerk
Worshipful Company of Makers of Playing Cards
clerk@makersofplayingcards.co.uk
35 Ascot Way, BICESTER, Oxfordshire, OX26 1AG
Office: 01869 389958 Mobile: 07878 125 626

The Glasgow in London Dinner

7 September, Plaisterers' Hall



This is the fourth Glasgow in London Dinner, the first was first held in 2017. It was initially for members of Trade Incorporations in Glasgow who live in the South of England, but has expanded to other institutions which have Glasgow affiliations.

Glasgow with its 14 Trade Incorporations, has the largest number of active companies outside London which have fraternal relationships with many Livery Companies, of which many are represented at the dinner.

The dinner will be presided over by the Deacon Convener of the Trades of Glasgow, Ken Dalgleish, and supported by the Deacons of the individual trades, resplendent in their chains of office as well as craft members who live in Glasgow who are most welcome to attend. It is also an occasion to promote civic relationships between the Cities of Glasgow and London. Past Lord Mayors Sir Andrew Parmley, Sir Charles Bowman, Sir Peter Estlin and Sir David Wootton have spoken.

The dinner follows much of the traditions of a Glasgow Choosing Dinner with the visitation, music and songs as well as speeches.

The ticket price includes a champagne reception, three course dinner with wines and port followed by a stirrup cup after the formal proceedings have concluded.

This year we have moved to a much larger venue so there will be no restriction on space as at previous dinners, so book your places now.

Keith Brown OBE
Pastmaster Cooper
Ex-Deacon Convener of the Trades of Glasgow
keith@fryerning.com

Inter Livery-Tennis Competition 2021

Organised by the Worshipful Company of Feltmakers, 13 September



The Worshipful Company of Feltmakers' Inter Livery Tennis Competition is held each year in September. In 2021, the venue is the Hurlingham Club, due to renovation works at our normal venue, Queens Club.

The Competition is open to all Livery Companies and each Company may enter one or two teams of mixed doubles of which at least one member in each pair will be a member of the Livery. In all there is a maximum of forty-eight players permitted.

The day commences with registration and morning coffee at 11am with play commencing promptly at 12pm. Initially the teams are split into six groups and each team plays against the other teams in their group until 3pm. The winners of each group then enter a knock out competition to play for the Feltmakers' Trophy and other prizes. The losers in each group enter a knock out Plate competition for the Feltmakers' Plate Cup. The finals of each competition are held at 5.15pm. There is a running buffet provided for lunch whilst there are breaks during play.

There is a cash bar before Dinner commencing at 7.30pm which is held in the Terrace Room at the Hurlingham. The Dinner is a three-course meal with half a bottle of wine included per person. Masters, liverymen and friends are encouraged to join their teams at the Dinner. After Dinner the Master of the Feltmakers' Company presents the prizes to the winners and the runners-up. The evening normally ends shortly after 9.30pm

The dress code for players on court is predominantly white clothing and for the Dinner, jacket and ties are required with appropriate dress for the ladies. The day is intended as an enjoyable day for Liverymen and their friends/supporters where they can meet at a sporting occasion. The charge for the day will be £425 (inclusive of VAT) for each pair entered and includes tennis, lunch and dinner. Extra dinners are £75 per person including wine.

Please complete the application and return with payment to the Clerk at clerk@feltmakers.co.uk or send by post to the address indicated. Priority will be given to those Livery Companies that normally support this event. In the event of the competition being oversubscribed a reserve list will be maintained. Unsuccessful applicants will have their entry fee returned.

Please note that the Hurlingham Club does not have indoor courts. In the event of heavy rain that prevents any play, the tennis costs will be refunded. However, we would expect the dinner to proceed regardless.

Brigadier Aidan Smyth
Clerk to the Worshipful Company of Feltmakers of London
13 Birch Close, Farnham, Surrey, GU10 4TJ
07921 044 654
clerk@feltmakers.co.uk

Sheep Drive, Wool & Livery Fair 2021

Organised by the Worshipful Company of Woolmen, 26 September



Join us for the unique Sheep Drive and Wool & Livery Fair on Sunday 26 September 2021.

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 open early in April to sign up for places at 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
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 contact judith@judithpleasance.com or anne@squareevents.co.uk

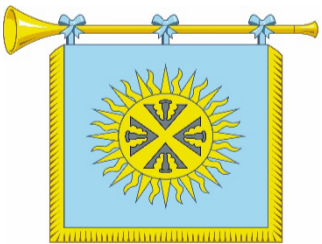
We look forward to welcoming you on the Bridge driving sheep over the Thames in London in the time-honoured fashion and enjoying a memorable Livery Fair.

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

Nominations Sought For The 'Clarity In Charity Communications' Award 2021

Organised by the Company of Communicators, 12 October



THE COMPANY OF COMMUNICATORS

It gives me great pleasure on behalf of the Company of Communicators to request applications from you for the Clarity in Communications Award for 2021. This award was established by the Company of Communicators (formerly the Company of Public Relations Practitioners) in 2015 in conjunction with the Worshipful Company of Glaziers & Painters of Glass. The prize - a specially designed and beautiful leaded glass roundel created by artist Emma Butler-Cole Aiken. The winner will be invited to receive their award at the Installation ceremony for the new Master of the Company of Communicators, on 12 October.

This year's nomination process has been delayed due to COVID-19 restrictions and I am very conscious given the approach of the school holidays it is important to give you as much notice as possible.

The Clarity in Charity Communications prize is awarded for excellence in communications by a non-professional (i.e. not carried by a professional communications company or individual who trades as a communications practitioner).

It has been set up to recognise communications activity linked to the Livery movement and the charitable sector. It celebrates those who have worked to raise the profile of a charitable endeavour with or through their livery company and the City. These people are often unsung and unrecognised outside their company and we wish to publicly recognise their hard work and achievements.

The Clarity in Charity Communications Award for 2020 was awarded to James Fforde, Court Member at the Fishmongers' Company. The judges were impressed by the [Pandemic partnership between the Fishmongers and a taxi firm called Minicabit](#) (Britain's largest cab comparison site) to enable frontline NHS workers, exposed and tired, to get to and from work and home, with a free taxi ride. Using the Fishmongers' Company Charitable Trust as the funding mechanism, the scheme raised over £300,000 in its two-month lifespan, facilitating more than 3,500 journeys for NHS staff across 30 cities.

We are asking all livery companies and guilds to make nominations. Details of the criteria and the nomination process can be seen below. I would also like to stress that we will consider updated entries from livery companies that were unsuccessful in the past. Additionally, we will also consider applications from previous winners as long as they relate to completely new and different communications activities.

Nominations should be submitted as soon as possible to the Clerk at the Company of Communicators Dr Ian Wingfield, no later than 15 September 2021 by emailing clerk@companyofcommunicators.org

Reminders will be sent out in due course as I am aware that livery companies are still being affected by the pressures of COVID-19.

If you have any queries then please do not hesitate to contact our Clerk.

Thank you very much for your interest and support.

With kind regards

Deborah Oliver
Master of the Company of Communicators

Nomination Guidance:

Criteria

This prize is awarded for excellence in communications. It recognises non-professional communications activity (i.e. not carried by a professional PR company or individual who trades as a public relations or communications practitioner) linked to the livery movement and the charitable sector. Judges will look for examples of clear and successful communication involving the charitable sector which has been achieved 'against the odds' i.e. demonstrating the use of initiative to get around such issues as minimal funding; or raising the profile of niche issues that don't often receive public interest. We will be seeking interesting initiatives which have made (and are making) a real difference in raising the profile of the charity and/or charitable endeavours related to your livery company or the livery movement more widely during 2021.

Nomination

In no more than 300 words, please provide your nomination including the following information:

- The lead person or people that you are nominating for the Award
- The name of the communications initiative and a description
- What the communications activity achieved (e.g. funds raised, event attendees, charitable support enabled)
- Supporting materials such as examples of the campaign run, links to any social media or traditional media coverage would be helpful but not essential.

The panel of judges will include the Masters of the Company of Communicators and the Worshipful Company of Glaziers & Painters of Glass.

Timings

Nominations should be submitted by email as soon as possible to the clerk@companyofcommunicators.org and no later than by close of play on Wednesday 15 September.

The Award will be presented at the Installation ceremony of the new Master of the Company of Communicators, on the 12 October. The winner will be invited to the event as a guest of the Master.

2021 Lord Mayor's Programme

Reopening Campaign

The Lord Mayor's reopening campaign continues, highlighting the return of activity to the Square Mile. In June, the Lord Mayor visited Eataly, the Noel Coward Exhibition at Guildhall Gallery, the Guildhall Lunch Market, art installations popping up in vacant city windows, and opened Number One Lombard Street. He also visited Aldgate Primary School, the cultural art installations in Aldgate Square, and visited Hampstead Heath with a group of Members to celebrate the 150th Anniversary of the Hampstead Heath Act.

Service of Remembrance, Thanksgiving and Hope

The Lord Mayor conceived and arranged this special Service which was held at St Paul's on 22 June to provide a moment of solemn reflection for those who had died from COVID-19 and to give thanks for the gradual return of life to the City. The service was attended by a wide range of City stakeholders, from Common Councillors to Liverymen and medical workers to teachers. The Bishop of London delivered the sermon.

World Economic Forum (WEF) Regional action group

The WEF Regional Action Group for Europe and Eurasia meeting on 29 June on 'Accelerating the Digital Transformation' considered how applications of Artificial Intelligence, blockchain and the Internet of Things should be leveraged by the private sector and governments to foster excellence, trust and inclusion. The Lord Mayor shared thoughts on how emerging technologies play a vital role in London and the UK's economic recovery, helping to boost the productivity of new hybrid workforces and fulfil the potential of a newly connected UK. Other speakers of note included Xavier Bettel, Prime Minister of Luxembourg.

The Financial and Professional Services Address

On 1 July, Mansion House hosted the Chancellor of the Exchequer and the Governor of the Bank of England for the Financial and Professional Services Address. The Chancellor thanked the sector for the role that it has played in supporting customers and businesses through the COVID-19 crisis and set out a positive vision for the position of the UK as a global financial centre. The Governor analysed the impact of COVID-19 on the economy and looked at the prospects for the recovery.

UK Saudi Investment Forum

On 13 July the Lord Mayor gave the opening and closing remarks at the UK – Saudi Investment Forum. This event brought together Saudi and British investors with government representatives to discuss the partnership and investment opportunities available to support the transition

towards greener and less oil dependent economies. The day was comprised of three panel sessions and a Ministerial lunch with His Excellency His Royal Highness Prince Khaled bin Bandar Al Saud (Ambassador of Saudi Arabia), Majid bin Abdullah Al-Qasabi (Minister of Commerce and Investment and Acting Minister of Media), and Lord Grimstone (Minister for Investment) in attendance.

Dinner with Secretary of State for BEIS and Saudi Minister Qasabi

On 14 July, the Lord Mayor joined a private dinner hosted by the Rt Hon Kwasi Kwarteng MP Secretary of State for Business, Energy and Industrial Strategy, in honour of Minister Qasabi's visit to the UK. The dinner followed the second meeting of the Economic and Social Pillar under the Strategic Partnership Council of which the Secretary of State and Saudi Minister Qasabi are co-leads.

UK Board of Trade meeting

The Board of Trade met in Glasgow on 21 July, as part of a drive by the Secretary of State for International Trade to connect with the Devolved Nations and English Regions. The Board heard updates from Crawford Faulkner, Chief Trade Negotiation Adviser & Second Permanent Secretary, on progress with several Free Trade Agreements, bilateral discussions, economic dialogues and mutual recognition agreements. This covered Australia (including the Comprehensive and Progressive Agreement for Trans-Pacific Partnership), USA, New Zealand and India, Canada and Mexico. Minister for Investment, Lord Grimstone, also updated the Board on the Office of Investment, the Investment Council, the National Security and Investment Bill, and on regional investment initiatives that were underway with key global markets. The Board also discussed the final version of the Department for International Trade Green Trade policy paper (to which the City of London Corporation had extensive input) and its planned launch that day. They also discussed the forthcoming Digital Trade and Data policy paper (which will be launched in the next Mayoralty) and the planned Board meeting in Belfast.

Lord Mayor's COVID-19 Livery Awards Ceremony and Reception

On 19 July, the Lord Mayor hosted an Awards Ceremony followed by a reception to recognise those in the Livery that had gone above and beyond to support the City and its communities throughout the COVID-19 crisis. Each award winner was nominated by their Livery company for the inspirational work they had undertaken throughout the pandemic. Acknowledging the dedication and hard work of the NHS frontline workers, the Lord Mayor also awarded Special Commendations to the entire Worshipful Society of Apothecaries, the Worshipful Company of Barbers and the Company of Nurses to thank them for everything their members had done. There was also a fourth Special Commendation to recognise the work of the NHS Livery Kitchen Initiative which brought together so many Livery Companies with a common purpose.
