



WORSHIPFUL
COMPANY of
MARKETORS

MARKETOR

WINTER 2017 / ISSUE 78

THE LIVELY COMPANY MAGAZINE FOR MARKETING PROFESSIONALS



WORSHIPFUL
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MARKETORS

**DAME FIONA WOOLF
ON BRAND BRITAIN AT
THE BOWDEN DINNER**

LONDON FOREVER!

ST BRIDE'S CHRISTMAS QUIZ

**BREXIT - THE NEW
MILLENNIUM BUG?**

WCM ANNUAL LECTURE



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The Master's Column

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Other photographs courtesy of our members.	

When I was installed as Master, other Masters past and present told me that the year would fly by. They were absolutely right; the year has gone incredibly quickly and has been as full of enjoyment and interest as I could have wished, leavened by lots of hard work.

The autumn has seen a flurry of new Masters being installed. I've been privileged to be invited to several of these, including recently the respective installations of the Masters of the Chartered Surveyors' and Chartered Secretaries' Companies. The installation which perhaps touched me most was that of the new Master of the Guild of Entrepreneurs. The Marketors have particularly strong connections with this energetic guild – for example two much-missed late members of the Marketors, Past Master Sir Paul Judge and Liveryman and former Court Assistant Dan Doherty, were founders and subsequently Masters of the Guild. On a chilly evening in late November in the splendid surroundings of Painters' Hall another Marketor was installed as Master Entrepreneur – Liveryman and former Court Assistant Lee Robertson. The evening reflected Lee's Scottish roots, with a kilted piper playing us into dinner, at the end of which we exited to the strains of Loch Lomond. Particularly moving was the annual toast to Dan's memory, preceded by the ringing of a lovely and melodious hand bell crafted in his honour by the Whitechapel Bell Foundry in what must have been one of their last commissions.

Each livery company has its own traditions and, as illustrated by the Entrepreneurs, even modern companies and guilds are developing their own. My husband and I, together with the Clerk and partner, were invited to the Vintners' Company annual Swan Feast – and no, we didn't eat swan although the evening did start with a procession of swan uppers in their traditional costumes entering with a stuffed cygnet (long

dead we were assured) on a platter – and there were swan-shaped butter pats and chocolates on offer. The highlight of the evening was the spirited rendition by everyone of the "Song to the Vintners" dating from 1702 with the rousing chorus "Come come, let us drink to the Vintners' good health, tis the cask not the coffer which holds the true wealth".

As a modern livery company, the Marketors don't have monetary wealth in the same league as older companies such as the Vintners. However, we do benefit from legacies from deceased members. Money left to the Company by the late Roy Randolph is being used to bring the company history up-to-date and for a new Master's badge, the current one being now very fragile. Past Master the late David Collishon, whom I remember with special fondness as he admitted me to the Company, has also generously left money to us; it has not yet been decided how best to use this, although as David was the Master who established our Outreach Committee, it may be that Outreach activity will be at least part of the focus.

Which brings me to the wealth which we do have in abundance – the immense amount of voluntary work done by you, the members, ranging from ranging from interviewing prospective recruits, through organising events, working with our

affiliates, editing Marketor,
managing the website...

the list goes on and on. The Company could not function without this amazing range of contributions. A big 'thank you' from me to all our volunteers – you do a great job and play a key role in making the Marketors such a wonderful Company. I could not have done my job as Master without you. And enormous thanks also to Investec Wealth and Investment, generous and valued sponsors of our annual Inter-Livery Golf Day and this year's City Lecture.

Sue Garland Worthington
Master ■





Chris Zaremba and Liveryman Jenny Ashmore



Gathering for the Bowden Charter Dinner



Liveryman and Christmas Quiz compiler John Wheen with his wife, Barbara with Liveryman Professor Mike Jones and his wife, Dr Christine Brace



Liveryman Annmarie Hanlon sharing a joke with Court Assistant Roz Morris



Liveryman Joyce Kwong and Vivian Lau



Liveryman Valerie Boakes with Middle Warden Phil Andrew and the Master



Past Master and Lead Almoner Keith Arundale with his wife, Kathy



Past Master Venetia Howes with Dame Fiona Woolf DBE DL and Roger Howes



Bowden Charter Dinner

Every year we commemorate and celebrate both our foundation in 1975 and the granting of our Royal Charter in 2010 at this last Great Event of the year – the Bowden Charter Dinner.

This year, the dinner was held at the Vintners' Hall on Upper Thames Street. As we all know, the Vintners' Company is steeped in the history of the wine trade and the Hall itself is often referred to as the 'spiritual home' of the trade – perhaps a pun intended. The Hall has been on this site since 1448 albeit like many other livery halls was burned down during the Great Fire. But the Hall was fortunate enough to avoid any serious damage in World War 2 – unlike many of the other livery halls.



Just another Vintners' swan

It is a very beautiful venue, both comfortable in size yet grand with its fine ceilings and magnificent wood carvings often featuring grapes – as one might expect! There are also many references to the Vintners' Company swan owning rights – those of you who went to the Swan Upping earlier in the year will be well aware of the Vintners' role in this annual practice.

One of the good things about being a Marketor is the opportunity we have to visit so many of the fine livery halls in the

City. It is also interesting to look at their collections of paintings and in the case of the Vintners' their amazing collection of wine glasses.

Dinner was preceded by a Ceremonial Court, where I had the honour of being installed as a Court Assistant with Glyn Cartwright. Serafino Manca was admitted as a Liveryman and two new Freemen were admitted, Christopher Beynon and Douglas Moody. Liveryman Alan Dodds was presented with an Exceptional Service Award for his work on committees and, having served with him on the Communications Committee, this was very well deserved.

Also at the Ceremonial Court, Bryoney Miller, a post graduate candidate on the MSc Marketing and Innovation programme at the Cass Business School at City, University of London, was presented with the Marketors' Trust Scholarship for 2017-18 by the Master and Court Assistant John Hooper CBE Chairman of the Trustees.

We went into dinner accompanied by the piano playing of Erika Gundesen. We sang grace and then sat down to work our way through a very enjoyable menu. It comprised loin of venison bracketed by seared rainbow trout and an Earl Grey bavarois with poached rhubarb



Ceremonial Court in waiting

– very seasonal and flavoursome. Of course, dinner was made even more delightful with a delectable selection of wines; we enjoyed a light prosecco as we gathered, then enjoyed a New Zealand Sauvignon Blanc followed by a Torreaó, this Portuguese medium bodied red was perfect with the venison. And staying with Portugal, we toasted the Queen, our Honorary Freeman Prince Philip and the Royal Family, The Lord Mayor and the City of London Corporation and of course our guests with a lovely 10-year-old tawny port. After this, we all enjoyed the ceremony and fun of the Loving Cup.



Pianist Erika Gundesen at work

For this Bowden Charter Dinner, we were honoured to have former Lord Mayor and Alderman Dame Fiona Woolf DBE DL as our guest speaker. The précis of her wise and insightful speech is on page 7.

It was a very lovely and, personally, memorable evening – there are few things better than enjoying great company with good food and wine and having the pleasure of listening to one of our great former Lord Mayor's wise words.

Ann Goodger
Court Assistant ■

Welcoming our Bowden Charter Dinner Guests

Our Senior Warden, Richard Christou welcomed our guests. We were particularly honoured to have as our guest speaker, Alderman Dame Fiona Woolf DBE DL.

A distinguished lawyer specialising in energy with CMS Cameron McKenna, where she has been a partner since 1981, she is a former Master of the Solicitors' Company and served as President of the Law Society of England and Wales in 2006/7.

She was elected Alderman for the Ward of Candlewick in the City of London in October 2007 and was the Aldermanic Sheriff for the year 2010/11. Fiona served as Lord Mayor in 2013/14, the 686th Lord Mayor but only the second woman to hold that position.

She was awarded a DBE in the 2015 New Year Honours for services to the Legal Profession, Diversity and the City of London. She became a Deputy Lieutenant for Greater London in April 2016.

She is currently Upper Warden of the Plumbers' Company, and has connections with many of the other City livery companies, including the Worshipful Company of Builders' Merchants, the Worshipful Company of Wax Chandlers and the Worshipful Company of Arbitrators.

When not dealing with legal matters

or the City she has also found time to become involved in a number of charities, including the Chelsea Opera Group. The Chelsea Opera performed The Sheriffs' Opera in September 2011 and The Lord Mayor's Opera in September 2014. She is currently President of the group, and, I understand, is also a member of the chorus.

One of the main themes of Fiona's Mayoral year was the promotion of diversity and inclusion through her Power of Diversity Programme. She touched on these and other key aspects of this country's values in her speech. Dame Fiona was accompanied by her husband, Nicholas.

We were also delighted to have two Masters at our table. David Philip, the Master Scrivener, qualified as a chartered accountant with Robson Rhodes (now part of Grant Thornton) where he was a partner for 15 years specialising in audit, small business start-ups and business recovery. After 28 years in the profession he joined a client as finance director for five years, subsequently becoming Finance and Corporate Services Director at the National Tourist Board, Visit Britain, and ending his employment career in a similar role at the National Maritime Museum Greenwich.

His personal interests include travel, history, reading, theatre and films.

Following retirement David has concentrated on these interests, in particular by taking on non-executive roles in several organisations, including the London International festival of Theatre and Chatham Historic Dockyard.

David Lock is the Master Chartered Secretary & Administrator and a Fellow of the Institute of Chartered Secretaries and Administrators. He has had a varied career in international higher education and university leadership.

He has acted as Director of International Projects at the UK's Leadership Foundation for Higher Education, as Secretary to the University of Huddersfield, as Registrar and Secretary to the University of Hull, as founding Registrar and Acting Chief Executive of the British University in Dubai, as Chairman of Gulf Education Conferences, and as a member of the International Advisory Committee of the British Council.

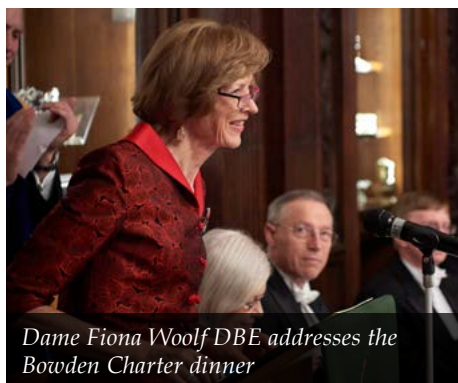
He is Secretary General of the Magna Charta Observatory based at the University of Bologna. This is a global network of over 800 universities which is concerned with the fundamental values of autonomy and academic freedom which have enabled universities to prosper.

David is married with two sons and lives in Cottingham, East Yorkshire. He travels extensively and loves theatre organs. ■



Master, Wardens and Guests

Wise words from Dame Fiona Woolf DBE DL



Dame Fiona Woolf DBE DL addresses the Bowden Charter dinner

As Marketors we were fortunate enough to have Dame Fiona Woolf speak at our Royal Charter celebratory dinner in Guildhall in October 2010, then an Aldermanic Sheriff who went on to be only the second female Lord Mayor of the City of London in 2013. So it was a great pleasure to have her return to our Company and address this year's Bowden Charter Dinner.

Dame Fiona complimented the Master on her theme for this year of "Great Britain – Great Brand". She commented that it resonated with her as she has had various roles marketing the legal, professional and financial services and in promoting bilateral trade and investment, both as Sheriff and as Lord Mayor.

Dame Fiona appreciated the key ingredients of Brand Britain – of continuity, integrity, the rule of law, open-mindedness, creativity, diversity and inclusion but felt she could add

transparency, the lack of corruption and openness. She added that the open culture after the famous Big Bang that allowed foreign investors to come and do business in the City of London really made the City the number one global financial centre.

Dame Fiona how the government's 'Great Campaign' was a piece of marketing genius associating *Great* Britain with everything that we were great at, sector by sector. The imaging cleverly highlighted the word "great", associating it with Britain and the Union Jack.

Dame Fiona told us an anecdote from her mayoralty days when, on a visit to Taiwan, she was honoured with a 30-minute meeting with the President. They talked for 15 minutes about financial services and then he asked if he could change the subject for the remaining 15 minutes. He wanted to know why it was that the UK were so open to trying different technologies in order to decarbonise our electricity industry, and were even thinking of building a new nuclear plant. Taiwan had just booked a new nuclear plant but there was public opposition to commissioning it because of Fukushima. He was very well informed and he responded "you are very transparent in the UK – that is one of your big strengths". They ended up talking for another hour, causing a challenge for both their schedules.

There were more examples of extended talks in foreign countries including

Mexico and Turkey. Dame Fiona said she had many examples of just how well Brand Britain commands trust.

On the Brexit issue, Dame Fiona ventured her opinion quoting the advice of our late Past Master Sir Paul Judge, "before you venture an opinion, approach things as a Marketor would – do the research and analyse the evidence".

Dame Fiona's instinct leads her to the conclusion that Brexit could pose a reputational risk to Brand Britain – but only if we let it. There is evidence that investment has slowed, particularly foreign direct investment which, when she was Lord Mayor was higher than the rest of Europe put together. She urged us all as masters of the science and art of marketing with the knowledge that there is never any room for complacency – that we always have to work to maintain and build the brand.

She went on to remark that it is striking how Lord Mayors express delight and surprise at the way Brand Britain is received around the world, surmising that the brand is stronger than we perceive.

But again, Dame Fiona urged us not to be complacent and reminded us that behind every challenge is an opportunity. She reckons we have the opportunity to look again over the key ingredients of Brand Britain and make they are modern and relevant. But as Marketors, we all know that we can never rest on our laurels. ■

2017 Exceptional Service Award

To be welcomed into the Company or to be clothed in the livery at a Marketors' Ceremonial Court is always a huge honour. To experience the honour of being presented with an Exceptional Service Award in Vintners' Hall and then receiving the recognition of the Company at the Bowden Charter Dinner adds a certain unique sensation.

I was surprised when the Master advised me the Court unanimously decided to make the award recognising my outstanding contribution to the Marketors over the past 12 years, notably as a member and Secretary of the Awards Committee and latterly as Webmaster.

Having served on the Awards Committee I am aware of the purpose in introducing this Exceptional Service Award was to



The Master and Liveryman Alan Dodds

recognise those who work tirelessly behind the scenes with no thought of reward or advancement. I therefore feel very humbled as I know I follow a highly respected and professional cadre of Marketors in receiving this award and feel honoured in receiving it, particularly

since all the previous recipients have been distinguished in their support of the Company.

I would, of course, encourage all Freemen and Liverymen to volunteer some of their time to the Marketors. Although officially retired as a CEO, I remain active as Vice Chair of an NHS Mental Health Trust and Trustee of a Charity which is currently being supported by our Outreach team. There are real benefits in volunteering, for example maintaining professional chartered marketing status.

Looking ahead I have every intention of staying involved in supporting the Marketors, both in achieving our aims and enjoying the fellowship the Company provides to its members.

**Alan Dodds
Liveryman ■**

New Freeman, Liveryman, Court Assistants and Marketors' Trust Award winner



New Court Assistants and Wardens

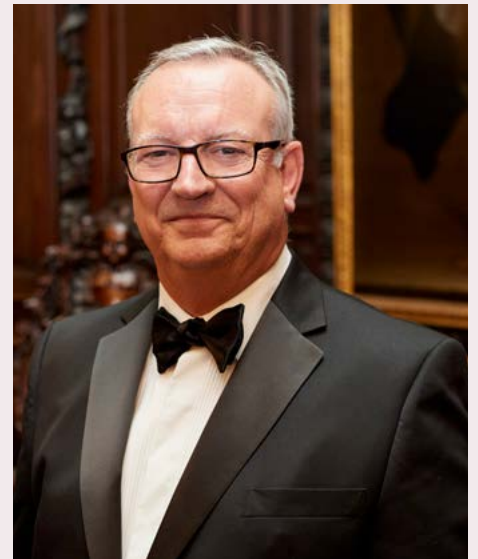


Christopher Beynon

Chris started his fundraising career in the late 80s with Help the Aged. He has worked with a variety of charities including hospices and hospitals, as well as consultancy assignments. As a Fundraising Director, the challenge is always the same: marketing the charity and communicating its messages to the right audience. His current role involves raising £10m for the London North West NHS charity over the next five years. Chris lives in Bromley with Lyn and enjoys golf and holidays in the sun.



The Master with new Liveryman Serafino Manca



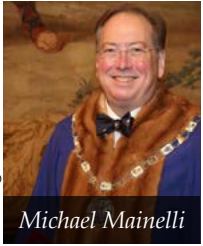
Douglas Moody

Doug has spent almost 30 years in sales and marketing, most recently as CEO of Chrysler Finance UK, Sales & Marketing Director of Mercedes-Benz Finance and now as CEO of Mercedes-Benz Insurance Services. He has been a Board Member of the Financing and Leasing Association since 2005 and is a NED for Milton Keynes Chamber of Commerce.



The Master and Chair of the Marketors' Trust John Hooper CBE presenting the Marketors' Trust Scholarship for 2017-18 to Ms Bryoney Miller BA (Hons.) (Dunelm.), a postgraduate candidate on the MSc Marketing and Innovation programme at Cass Business School at City, University of London.

London Forever! Reality or Rhetoric?



Jake Sugden

The Financial Services Group of Livery Companies' inaugural FSG Lecture in memory of its Founding Convenor, Jeremy Goford, Past Master Actuary was given by Alderman Professor Michael

Mainelli, Emeritus Professor of Commerce, Gresham College; Executive Chairman, Z/Yen Group on Wednesday September 20 2017 at Mercers' Hall, London.

This was a dazzling and densely packed lecture covering a huge variety of issues about the history and current place of London in the world. Introduced by our own Past Master Andrew Marsden who is Chairman of the Financial Services Group of Livery Companies, (which includes the Marketors) Alderman Professor Michael Mainelli, who is an expert on cities, got straight into the real questions about London and why it has survived and thrived so long as a leading city in the world.

"London's recent successes are due to a sustained confluence of several factors, some 'accidental' ones being maritime location, early infrastructure, Continental wars, and the rise of the USA over the past century," he pointed out. Criticism of short-term City thinking is not new. But in the 19th century he believes a few 'intentional' factors, such as the business environment, a trading culture, and the rule of law were crucial in establishing London as a world city.

London is the capital and most populous city of England and the United Kingdom. Founded two millennia ago by the Romans, from 1825, when London overtook Beijing, until 1925 when it was overtaken by New York City, London had the world's largest city population. It now has a population of 8.8 million, which is 13.4% of the UK population. The Greater London Authority puts the population of the whole London city-region as 22.7 million - 35% of the UK population. The proportion of national population centred in and around London as the capital city is the highest in the EU.

He reminded us of the wide variety of assets that make London unique. It is a leading global city in the arts, commerce, tourism, transportation, education, entertainment, fashion, healthcare, media, science, professional, business, and financial services. London's universities form the largest concentration of higher education institutes in Europe. It is the world's most-visited city by international arrivals and more than 300 languages are spoken in the region.

The City of London makes finance London's largest industry. As Professor Mainelli told us, more than 100 of Europe's 500 largest companies have their headquarters in central London, along with over 480 overseas banks. This is more than any other city in the world. London is the world's biggest currency trading centre, accounting for some 37% of

the \$5 trillion average daily global volume. Over 85% of the employed population of greater London works in services. The finance industry is based in two Central Business Districts, the City of London's ancient core, a 'square mile' (2.9 sq km) following medieval boundaries, and Canary Wharf to the east.

Professor Mainelli emphasised the crucial importance of clocks and other measurement for the development of London as a commercial centre. The Worshipful Company of Clockmakers' motto underscores this: "Tempus Rerum Imperator" - "Time is the commander of all things".

"From the 9th century guilds focused on measurement and quality - the pendulum of trade in the City swung to the beat of volumes and lengths, weights and hall marks. One of the most significant contributions that guilds made was building a common wealth of knowledge. No longer would arcane technological advances die with their inventors. Knowledge would, through a system of apprenticeship, be passed on to future generations."

Other crucial developments were the acceptance of immigrants from Europe with their commercial knowledge and the establishment of a bourse. "Londoners knew how to trade physical goods - Billingsgate for fish, Smithfield for meat, Leadenhall for poultry, Spitalfields for general foods. But in 1565 Sir Thomas Gresham opened a London version of the Antwerp bourse, known as the Royal Exchange. For the first time, London had an organised market where invisible and intangible things could be sold, such as shares in ships." This was a crucial development.

Nowadays, we have moved further with invisible deals, using modern telecommunications in all businesses and markets, but they are still not as trusted as physical contact. "Physical meetings limit information leakage, while online you're only a broadcast email away from sharing a top-secret negotiating point. Modern financial transactions involve bringing together a wide range of skills at particular points - the buyer and seller, their brokers and agents, their lawyers, accountants, actuaries, surveyors, consultants, and public relations experts."

In other words, people still need to be where the action is. Successful people want to live in successful places and he believes you can't be an international centre without international people. "In 1800, only 3% of the global population lived in cities. Only two cities, London and Beijing, had more than a million people; London, largely because of its unique renewable transport system, the tidal Thames, was arguably the only city able to feed properly a million people well before railways. By 1900, 14% of the world lived in cities, by 1950 30%. We crossed over the 50% mark in 2008 and now have over 450 cities with more than a million people."

Prof. Mainelli pointed out that his firm, Z/Yen Group, had recently published the 22nd edition of the Global Financial Centres Index

evaluating future competitiveness for 106 financial centres around the world. The index is compiled using 102 instrumental factors provided by third parties such as the World Bank, The Economist Intelligence Unit, the OECD and the United Nations. The instrumental factors are combined with 23,812 online questionnaire assessments from 3,159 respondents.

"What stands out over the past 12 years is that the number of competitors to London has exploded and combined with the remorseless rise of Asian centres to produce a current top five of London, New York, Hong Kong, Singapore, and Tokyo."

So why does London rank 1st to Tokyo's 5th despite the Japanese economy being twice the size of the UK economy?

"A global centre is connected to the world, not just its domestic economy. I point to the fact that I have often participated in deals in London that had no domestic commercial operation. A Chinese, Australian, and Swiss deal concluded in London. I cannot recall any New York deal without a US commercial operation. So far, I might only class London, Singapore, and Hong Kong as truly global for all."

"All cities are intense, but structural intensity is special to the City of London. With only 9,000 residents and 450,000 commuting workers, it's a 98% chance anyone you meet on the street is working. There is nowhere on the world like it. And Crossrail's success will raise those odds over 99%. A temperate climate, twisting alleyways, and numerous drinking places ensured that from the time of the Tudors financial workers met each other frequently. From pubs to coffee shops to americano and cappuccino networking centres, supplemented by air transport and IT."

Professor Mainelli ended with optimism for the future of London.

"We have problems certainly. With or without Brexit, we need to stimulate investment in quality education and training, health, infrastructure, broadband; sort out the airports (plural), make the nation as 'visa less' to get to as possible, make financial account-opening a one minute process, create a competitive housing market, simplify the tax system, and so on. We need to be honest about our faults and not let false rhetoric impede fixing them. We are deficient in some areas, but not desperate; in danger of having our Emperor's clothes disrobed, but with time to knit some new garments."

Following this lecture Alderman Professor Michael Mainelli became the Master of the World Traders, a very apt role for an expert on London and other world cities.

The Financial Services Group of Livery Companies donated all proceeds from this event to the CPotential London Centre for Children with Cerebral Palsy - <http://www.cplondon.org.uk/>

Roz Morris
Court Assistant ■



The Lord Mayor's Show 2017

The new Lord Mayor

What do you get if you cross a Bowman, a Grocer and an Accountant? The 690th Lord Mayor – Charles Bowman. In his civic life, he is a Court Assistant of the Worshipful Company of Grocers and Liveryman of the Chartered Accountants' Company - complementing his long career which began at PwC in 1983. He believes that we need to do more to demonstrate the value and integrity of the City to the public and during his year in office, through the 'Business of Trust' programme, will be challenging business to raise its game – better business trusted by society.

In preparation

This year, I was given the opportunity to organise the Marketors' lunch event for the Lord Mayor's Show. I was feeling a little nervous as Liveryman Carole Seawert had been the Event Director for this event for the last three years and I knew she would be a hard act to follow. However, I needn't have worried as, with Carole's briefing, Court Assistant Annie Brooks's guidance and Assistant Clerk Doreen Blythe's sagacious advice, the task became completely stress free. In fact, I was delighted when all 50 places were allocated a few weeks before the deadline.



I even managed to find time to design and have made key rings for everyone as a surprise memento of the day.



A dry parade!

Eleven Marketors and 36 guests including two children turned up for the event at The Coppia Club, St Paul's. It's a fabulous vantage point as it's opposite St Paul's and has a restaurant-wide window with seats where guests could enjoy the show, whatever the weather. Against all the odds the rain actually stopped for the show, so guests were able to choose whether to stay inside or venture out and drink in the atmosphere of what is always a very special day for the City.

As the Show was taking place on Armistice Day, everyone observed the two minutes' silence at 11:00 before the procession set off from Mansion House to escort the new Lord Mayor to the Royal Courts to pledge loyalty to the Crown.

After checking people off my list, guests began to disappear as the procession started to march past the front of The Coppia Club. Many of us stayed inside and enjoyed the colourful pageantry as it passed by in front of us, while enjoying a drink or two before lunch. Several guests had the Lord Mayor's Show app which was a useful guide to who was passing

by and when. We all broke into a cheer when 151 Regiment The Royal Logistic Corps' float came past with the Marketors' banner down its side.

Lunch is served

By 12:30, guests were gradually appearing back into the private party area ready for the lunch to be served. With the Marketors supporting 151 Regiment this year, rather than having our own float, it meant that the Master could enjoy both fellowship and lunch in the comfort of The Coppia Club. Drinks were ordered, and the next thing was laughter and merriment. It was a remarkable atmosphere! Soon after the dessert at around 15:00, guests were gradually departing. Some took the opportunity to visit St. Paul's Cathedral which had opened its doors for free, while others went off to the Tate or for one of the City Walks that were taking place in the afternoon following the Show. I know that many of you also enjoyed the spectacular Lord Mayor's Fireworks at 17:15.

It was an absolute pleasure having four members from 151 Regiment joining us for the lunch. I would also like to thank many of the guests for their positive feedback and for the Master's kind words.

Liveryman Henry Chung Event Director ■



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12th Marketors' golf day, Verulam Golf Club on July 3

Yet again I have to report that the weather was very kind to us – neither too hot nor too cool, and dry! What more could we want? We have been extremely lucky for such a long time – must be that livery fellowship has even greater positives than we realise! Of course, the fact that the Master was in attendance clearly helped.

Our limit was 24 teams of four players – we reached that limit some time before, but at the last moment one let us down. However, within the 23 teams we still had 17 different livery companies represented plus organisations such as the Chartered

There are, of course, some long-established competitions with commensurate prizes and trophies – here are the 2017 results:

1st Team Prize – Worshipful Company of International Bankers

1st Individual Prize – Tom Dissen (International Bankers)

2nd Team Prize – Worshipful Company of Marketors "Marketing Belles"

2nd Individual Prize – Michael Hardman (Chartered Accountants)

3rd Team Prize – Worshipful Company of Water Conservators

3rd Individual Prize – Andrew Lee (International Bankers)

Nearest the Pin – Liveryman Helen Gibbons-Maude (Marketors)

Nearest the Pin (in three shots on the very long par five 18th) – Gary Boyes (Brewers)

Longest Drive – Rej Bhumbra (Drapers)

Putting 1st Prize – Andy Bye (CIM)

Putting 2nd Prize – Roger North (Water Conservators)



Institute of Marketing, the City of London Beadles' Guild our own professional PR company (Whiteoaks PR) and a team from our sponsors, led by their Business Development Director, Chris Sandford.

Our sponsors were Investec Wealth and Investment Limited and they really pulled out all the stops for us – who could possibly forget the full-size model zebra (the zebra is, of course, the Investec logo) which we placed in front of the clubhouse? Our very sincere thanks to Chris and also to Kate Dixon who heads up their London marketing and who provided everyone with what has to be one of the very best goody bags ever! (Even had three golf balls with that zebra on them!)

We subsequently moved the big zebra to the clubhouse's terrace area where it stayed until the following day and apparently was the centre of attention from Verulam Members playing that day (some of whom wondered if they should in future take more water with whatever they had the previous evening)!

Whilst the undersigned carried out the marshalling duties and generally welcomed everyone (and checked their scorecards afterwards!), the Marketors' administration team of Diana Tombs, Peter Short, Ian Dockreay and Stewart Shuttle were all kept busy throughout the day from registration, through the putting competition, the Ryder Cup Challenge in the professional's swing studio - to the pre-dinner last-minute changes (always happens!)....I can say with certainty that we were all exhausted by, but delighted

with, everything in the day.

I want to end by emphasising that this is by far the most successful Livery Golf Day – apart from the Prince Arthur Cup itself – and really deserves more attendance from our own members (welcome to bring business associates in their teams). The ambience at Verulam is very special (it is, after all, where Sam Ryder was Captain and where he created the Ryder Cup) and everyone who came this year was extremely enthusiastic about returning next year – in fact we already have confirmed bookings! Liveryman Ian Dockreay and I will be delighted to reserve places – individual or teams – so please get in touch.

Master-Elect Richard Christou and I will be there on Monday 2 July – we look forward to welcoming a full house!

**Past Master Michael Harrison
Golf Captain** ■

We also held a competition (with grateful thanks to the Verulam professional, Joel Saunders, who set it all up) where all of the proceeds went to the Lord Mayor's charities – and raised almost £1,000. The challenge was to be the closest to the pin on the most challenging par 3 hole at last year's Ryder Cup in America - playing it in the swing studio but with incredible realism. It was a daunting green with water and sand surrounding it! Our two winners did very well:

Winner – Chris Brooks (Marketors Team) at only 8 feet 5 inches (remember, it was in America – not metric)

Runner up – David Port (Water Conservators) at just 10 feet 2 inches. Well done to both, and many thanks to all who took part in a very good cause.

Master's trip to York

The historic city of York was the destination for the Master's weekend this September. It is one of the finest cities in the UK with its sturdy city walls, the famous Minster cathedral, the National Railway Museum and so many other attractions.

Everyone assembled at the Hilton Hotel on the evening of Friday, September 15 for a sparkling wine reception and informal dinner at the hotel's restaurant. The next morning, Saturday, the first stop was the fabulous Minster. Its proper name is the Cathedral and Metropolitan Church of Saint Peter in York. It is the largest cathedral of its kind in Northern Europe. Architecturally, it is known for its wide decorated gothic nave and chapter house. Most spectacular are the huge windows; the West Window with its heart-shaped design is known as 'the heart of Yorkshire' locally. The great East Window which was completed in 1408 is believed to be the largest expanse of medieval stained glass in the world.



After the Minster, the Marketors headed to the Castle Museum where the social history of the city and its great county are revealed. The museum building is Grade 1 listed and was a former debtors' prison that was built on the site of the original York Castle.

Then followed lunch and a very appropriate post-prandial trip to York's Chocolate Story. We all know about the delights of Terry's All Gold and Chocolate Oranges but did you know that Terry's started up their business in 1767; 250 years ago. While quite a decadent visit, everyone also discovered everything about the history of this great business.

On Saturday evening, a formal black-tie dinner was held at the Merchant Adventurers' Hall. Set in beautiful gardens, this 14th century medieval guildhall is one of the most important buildings in York as it is both a scheduled ancient monument and grade 1 one listed. Interestingly, the Undercroft was an almshouse until 1900.

Sunday started with a visit to the National Railway Museum and an opportunity to explore the 300-year history of rail transport in Britain. It also houses the largest collection of railway objects in the world - it is a truly interesting museum, especially when one thinks about the social impact of the railways in the UK.

Thereafter, the Master's weekend concluded with a cruise on the Ouse on the River Duchess where everyone enjoyed relaxing lunch in the sunshine.

Ann Goodger
Court Assistant ■



Marketors' annual City lecture: BREXIT – the new millennium bug?



The Master, Sue Garland Worthington CBE, welcomed over 100 people to the annual Marketors' City lecture on October 19. A capacity audience filled the lecture theatre of our generous hosts, Investec Wealth & Investment.

Guest speaker, Liveryman David Haigh posed the questions, "Can Britain go it alone post-Brexit? Will Britain's brands suffer? Is the country going to lose its appeal to migrants and tourists?"

David drew parallels in his talk with the mass scare associated with the millennium bug in 1999.

Opening with a somewhat controversial question, the audience were asked to show hands as to whether they had voted to leave or remain in the EU. David explained that he was strongly in favour of leaving the EU and had voted to leave. For him this decision was based on personal experience of dealing with the EU and felt, in his experience, that they never listened. He also felt that at times the EU worked against the UK, and cited the recent instance highlighted by James Dyson, of German vacuum cleaner manufacturers using their clout with the EU to skew the energy efficiency ratings system in their favour.

Addressing the question - will Britain's brands suffer? David started by outlining the rise in national branding and the recent moves to put a value on nation brands.

National status and identity branding is growing as an entity. Growth in nationalism can be seen in every corner of the globe, from the recent events such as the Spring of Nations and Catalonia's vote for independence.

It's important to remember that individuals can have a massive impact on nationalism. No-one believed that Brexit was going to happen, David Cameron believed he couldn't lose the vote. But events in the preceding months had left many feeling frustrated and angry with the EU. The physical humiliation of the election of Jean-Claude Juncker as EU

Commission President and the European Commission surprise £1.7 billion surcharge in October 2014 left many questioning David Cameron's ability to reform the EU as promised.

But has Brexit had the devastating effects that many Remainers predicted? After an initial depreciation of the pound it quickly rebounded. While it hasn't risen to pre-vote levels, the weaker pound has brought many benefits. It has boosted mergers and acquisition activity, the favourable effect on the UK market means fees are cheaper and UK business is more attractive to other countries around the world. However, some areas have been significantly affected such as greenfield capital investments which are down 42%.

Looking at the EU as a trading partner, the UK is a key trader, buying more from other European countries than we export. We are an important and valuable trade partner for the EU and, as such, it is in the interest of the EU to reach a balanced agreement.

The current divorce bill for leaving the EU is estimated at between €25.4 - €65.1bn. Our current annual contribution is £12.2bn of which the EU reinvests £4.1bn in the UK. This leaves a net contribution of -£8.1bn.

When we come out of the EU we will no longer pay this annual contribution. The probability is the EU will stretch the divorce payments over 5-10 years. In effect, if we pay the divorce bill to get out we will still be paying less annually than we have been paying for the last few years. So why don't we be generous and just get on with the deal?



David reminded the audience that over the last 40 years, thanks to the negotiations by Margaret Thatcher, as a country we have saved over £320bn in payments to the EU.

Looking at the latest research the impact on Brexit will vary by sector. Food and drink manufacturing and the hospitality sector face difficulties as they rely heavily on EU labour. We also have a high import dependence in the oil and gas segments as well as the auto industry.

On the other hand, the financial services industry has seen a resurgence since the Brexit vote. There are over two million employed in this sector and it is the largest tax paying sector but it is also the biggest export sector for specialist finance derivatives.

As a brand, Britain's value has risen since the Brexit vote. In the G20 the UK has the third highest intangible value as a % of total business value. We have great branding and "The Great Campaign" that received full cross party support has played an important part in driving value to the Great Britain brand.

Within the brand value the British Monarchy is one of the most valuable assets, adding £58bn to the value of brand Great Britain.

David highlighted the huge economic opportunity that Asia and China offer the UK.

Brand China is the fastest growing country brand in absolute terms, up US \$3.1 trillion. In the last five years China has worked to reposition itself away from the cheap "made in China" stamp, by developing brands such as Huawei. Chinese companies now make up 50 of the Global 500.

China wants to be taken seriously as a global trading partner and is investing nearly \$900bn (£586bn) in six economic corridors connecting Asia and Europe as part of the Belt & Road initiative. Brexit will give the UK the freedom to create our own trade deals, allowing us to capitalise on these huge market opportunities.

In concluding, David outlined his belief that Brexit is just another millennium bug, and that in the future, we'll look back and wonder what all the fuss was about.

David Haigh is CEO and founder of Brand Finance plc, the pioneering global brand and business valuation consultancy.

Gail Cook
Liveryman ■

Court Nominations Committee: joining the Court

The Court is the highest decision-making body of the Company and is also the group from which future Junior Wardens and ultimately Masters are drawn. So if you have aspirations to being part of the decision-making process and eventually to becoming Master then you need to apply to become a Court Assistant. The Court Nominations Committee, which I have the honour to chair at present, is the Committee which encourages and considers applications, interviews candidates and recommends those it considers suitable to the Court. But, of course, as in everything else, it's the Court which decides.

About Court Nominations Committee (CNC)

The Committee comprises:

- two Past Masters with the vote, elected by the Past Masters for a two year term. One acts as Chairman appointed by the Court.
- Senior Warden Ex officio
- Middle Warden Ex officio
- Junior Warden Ex officio
- Two Court Assistants, elected by the Court Assistants for a two year term

Eligibility to be a Court Assistant

A Liveryman will be eligible for consideration for appointment to the Court if he or she meets the following criteria:

- 1 evidence of commitment to the Company, which is likely to include attendance at events, service on committees/task forces or carrying out a major project, introducing potential new members to the Company, and
- 2 high standing in the business or academic field or in the community generally, and
- 3 contributing to the Company's Charitable and Educational Trust, and
- 4 (following feedback from the relevant Committee Chairmen) appropriate personality and gravitas.



Work of the Committee

There must be a minimum of 10 Court Assistants and a maximum of sixteen. While not all Court Assistants are required to have the willingness to progress, the CNC must ensure there are sufficient Court Assistants with the potential to progress. In order to do this the CNC keeps under review the status of Court Assistants; when they are due to seek re-election and their likely desire to do so. We maintain a list of potential candidates over different lengths of time. We discuss with these candidates their personal situation and the likely time-frame in which they might be ready to be considered. And we encourage members with potential to be active in the Company on a variety of fronts including attendance at events especially the Great Events, work on Committees, donation to the Trust, introducing potential new members and any other relevant way.

Work of the Court

Everyone in the company has attended a Ceremonial Court when they were admitted as Freemen and most have returned to be clothed in the Livery. Such Ceremonial Courts are generally held before Great Event dinners and lunches, although the Master has the power to call a Ceremonial Court at any time. Court Assistants are expected to attend Great Events and Ceremonial Courts.

But the business is done at Business Courts held quarterly. These are usually two hour

meetings held in the late afternoon and sometimes (if not always!) followed by a glass or two of wine. The Court considers a rolling Four Year Plan; financial issues; nominations for Freedom, Livery and Court; progress against the Aims; Committee reports; Membership status and annually, the election of the officers for the year ensuing.

Work of the Court Assistant

As well as attending, and therefore preparing for, Business and Ceremonial Courts, Court Assistants are expected to play an active role in the Company, as they will invariably already have done. They will usually chair a committee or perform other important tasks. The current Chair of the Trust, Treasurer and editor of *Marketor* are all Court Assistants.

Succession planning

While the Master is responsible for sounding out the next Junior Warden, the CNC can support this over time by taking a longer term view of succession planning, not just for the position of Junior Warden, but also for other key roles like Treasurer, editor of *Marketor* and Chairman of the Trust.

Anyone who is interested please contact me at dcpearson@btclick.com or on 01582 462748. Alternatively speak to any member of the Court.

David Pearson

Immediate Past Master ■

The livery and you

Think back to that wonderful day you found out that you had succeeded in your examinations and realised that you are now an accountant...a surveyor...a solicitor...or any one of many professions that require diligence, commitment, intelligence or any one of many attributes we associate with professionals.

What a great feeling...and hey, that means you can now join your professional circuit bodies, be recognised, contribute and give back.

Well, you are, indeed, a marketing professional, and a member of the Worshipful Company of Marketors (and if you are not, but reading this, then may

I please urge you to consider coming on board!). Which means you are recognised in your profession, and you are wanting to contribute and give back perhaps?

We are a successful, very active and respected livery company and we have so many areas in which we do contribute and give back from within the capabilities and expertise of our members, and it feels good; it is good!

To those who are already Liverymen, may I say *thank you*, for all that you do, and enjoy doing to help us be what we are, and maintain our position and contributions to the City and the profession.

And a *thank you* also to those fellow Marketors who give generously of their time and expertise but who are maybe still thinking about, or perhaps haven't even considered, moving up into the Livery, I ask you to please seriously look at this move, and contact me at Ian.ryder@gmail.com, I'll be delighted to help you understand how to do that.

After all, you did join a livery company... surely becoming a Liveryman is what you should do, and what you'd like to do? I look forward to hearing from you!

Court Assistant Ian Ryder

Chairman, Livery Committee ■

Membership Matters



After three years as Membership chair, I am stepping down and handing on the reins to a fellow Court Assistant in 2018 who I know will take Aim Four membership from strength to strength.

A change of role always produces a moment of reflection and there have been some standout moments and great stats from the last few years.

I have talked with and met the most fabulous potential new members, many of whom I am pleased to say have joined our ranks. An amazing diversity of individuals and eclectic mix of industries, specialisms and career paths that makes us unique as a membership organisation. New members represent the microcosm of marketing in action and demonstrate the evolving nature of our profession. But all come to us with a common thread - our passion for marketing along with the desire to live the values and ethos of livery life.

Since 2015, we have held six prospective members' evenings (two per year) with over 120 potential members attending these events. Over half subsequently joined as new Freemen, and a good proportion are already Liverymen. Another 35-40 individuals came to us in addition to open evening events, having found us via our website or through member introductions. I estimate I have spent between 400 and 500 hours of my

time in 1-1 chats and email exchanges with prospective members to explain more about the Marketors and how to join. When we finally reach the stage of formal applications, the membership committee has conducted more than 70 hours of interviews.

A big 'thank you' is due to everyone in the Company who has encouraged and hosted guests at events and brought forward their contacts to join. This is undoubtedly the best way of introducing the concept of the Livery, as experiencing the social and business aspects of the Marketors with the guidance of an existing member allows potential recruits to gain a high level of insight, directly informing their decision to join.

Two open evenings are already planned for 2018. The first date is Wednesday May 2 at a City venue. For those considering livery life, these open evenings are an invaluable way to learn more and get a sense of who we are and what we are about.

We structure these events informally over drinks and nibbles, but always include talks from the Master and Wardens, who explain their own personal journeys and outline each of our four Aims. We also explain some of the livery terminology and what it means to progress from Freeman through to Liveryman and (for those interested) onto Court and other offices of the Company. The anecdotes and insight that guests receive at one of these events helps to lift the veil on some of the mysteries of the ancient traditions that prevail in civic City life. We even dare to discuss fines and quarterages otherwise known as joining fees and

subscriptions in the non-livery world!

I'd particularly like to mention the current and past membership committee members, stalwarts of interviewing days and generously giving their time to conduct interviews: Each year's Junior Warden (Richard Christou, Phil Andrew, Andrew Cross), Raoul Pinnell, Annie Brooks, Jane Wharam, Annmarie Hanlon, Jenny Moseley, Sue Garland-Worthington, Emyr Williams and David Doughty. And also many thanks to many other Liverymen called upon to support applications and sponsor new recruits. Additionally, Liverymen David Haigh and Tom Tuke-Hastings who have generously provided venues for open evenings. And finally, a special thanks to Diane Morris who created the current recruitment process and successful momentum, as the outgoing chair in 2014.

I know we will see a steady pipeline of new members arrive in 2018 and well beyond, thanks to everyone's continuing support and the unwavering investment of time and energy of so many committed Marketors.

Lesley Wilson
Court Assistant ■



An eventful six years

When I joined the company in 2011 I was advised to join the Events Committee. 'You'll get to know people and they will get to know you', I was told. And it's true. It's an excellent Committee to join when you are new to the Company because you get to learn so much as well as get involved with some of the entertaining and eventful elements of the livery.

The great thing about joining the Events Committee is that you can ease yourself in gently by organising as many or as few events as you wish, or your time will allow. Generally, there's anything up to about a dozen Event Directors on the Committee as 'many hands make light work'. So, if you'd like to organise one, two or three (or more - a rarity) events a year there is a place for you.

The Events Committee helps to organise the Master's Programme of Events for that year. The Great Events, such as the Installation Dinner, Spring Lunch, Lord Mayor's Banquet and Bowden Charter Dinner remain

with the Clerk's Office. So don't worry, if you join the Committee you won't be asked to organise a banquet at the Mansion House!

One of the first events I was involved in was the Lord Mayor's Show in 2011 - helping Court Assistant Lesley Wilson. It was a baptism of fire as, not only were there over 170 guests, but they were being accommodated over two venues. The Wine Tun being hosted by Lesley and me and The Capital Club by much missed Liveryman - the late Dan Doherty. This only whetted my appetite and the following year I was the Event Director for this wonderful annual event in the livery calendar.

In 2013, I was invited by the then Chairman, David Pearson, to be Secretary of the Committee which I enthusiastically agreed to. I stayed in this role for three years before David invited me to be Chairman during his year as Master in 2016.

As Chairman, I have mixed old and new Event Directors with a view that the more

experienced can mentor the newer members and I'd like to thank all those of you who have been on the Committee during the past two years I've been at the helm, especially my two secretaries - Liverymen Tom Tuke-Hastings and Gill Whitelegg. It's been a privilege to orchestrate the Master's Events programme for Immediate Past Master David Pearson and this year's Master Sue Garland-Worthington.

I shall be moving on from Events this coming January to chair Membership and would like to wish my successor, Liveryman Stephen Christou, all the very best for 2018. Naturally I'll be a little sad to leave something I've been with since I joined the company, however I am looking forward to the new challenges that Membership will offer me.

I hope you've enjoyed the events as much as I have over the past six years.

Annie Brooks
Court Assistant ■

In pursuit of perpetuity – how livery companies are

Historically, livery companies focused on their eponymous trades. However, many of these trades barely exist any more, if at all. In the context of relevance and perpetuity, many have 'morphed' their focus, particularly for charitable and outreach efforts. Their survival has been achieved by doing what they have always done: fostering their 'trade' in a wide context, serving the community, and embracing modern skills and professions. Here are just a few examples.



The Salters' Company (Number 9 in order of precedence)

The Salters received its first licence in 1394 but, like other livery companies, was probably in existence prior to 1066. In 2007 they celebrated the 400th anniversary of the Royal Charter granted in 1607, their fifth such licence.

Since before the Romans, salt's importance was well established. Roman soldiers were given salt rations and this 'sal' is the origin of the word 'salary'. A soldier failing in battle or falling asleep at his post was 'not worth his salt'.

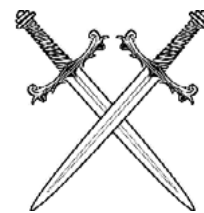
By the 14th century, salt was an essential commodity in England. It was used mainly for preserving meat and fish. Other uses included any operation where 'chemical' action was required, such as cleaning, dyeing fabric, bleaching, degreasing, dehairing and softening leather, and in the formulation of medicines and ointments. Hence, as well as dealing in salt, Salters were experts in dry salting fish and meat and also dealt with flax, hemp, logwood, cochineal, potashes and chemical preparations. Thus, the Company's modern-day association with chemistry and science can be traced right back to its roots.

The Company's activities today are centred on charitable work and science education activities. Their flagship charity, The Salters' Institute founded in 1918, is one of the country's leaders in the field of science curriculum development and its influence stretches across the world. Its original purpose was to assist young chemists returning from the war who wished to continue with their chemistry studies. The Institute aims to promote the appreciation of chemistry and related sciences among the young, and to encourage careers in teaching chemistry and UK chemical and allied industries.

The Cutlers' Company (Number 18)

The Cutlers received its first Royal Charter in 1416 (the only one granted in the wake of Henry V's victory at the Battle of Agincourt) to protect the interests of those producing and trading in knives, swords, and other implements with a cutting edge. Over time the emphasis shifted from implements of war to cutlery and other domestic wares such as razors

and scissors. With the demise of the sword making and cutlery trade in the City during the 19th century, the Company evolved towards supporting the surgical instrument trade.



Today, whilst the Company makes grants of cutlery sets to hospices and continues to support the making of cutlery,

its Surgical Award Fund promotes innovation in the design of surgical instruments and techniques. A Cutlers' Surgical Prize is awarded annually to a surgeon who has performed outstanding work in the field of instrumentation or technical development in any branch of surgery. Its Cutlers' Fellowship in Surgery is for recently qualified surgeons at St Bartholomew's and Royal London Hospitals who wish to visit hospitals outside the UK in order to study surgical techniques relevant to their chosen specialism. The Fund makes further educational grants in the field of surgical and medical technology.

As part of its Sixcentenary Appeal (2016), the Company raised funds in aid of Barts Health Violence Reduction Service (Knife Crime), Tusk (African Wildlife Conservation, the elephant being a key part of the Company crest) and British Disabled Fencing.

The Coachmakers and Coach-Harness Makers' Company (Number 72)

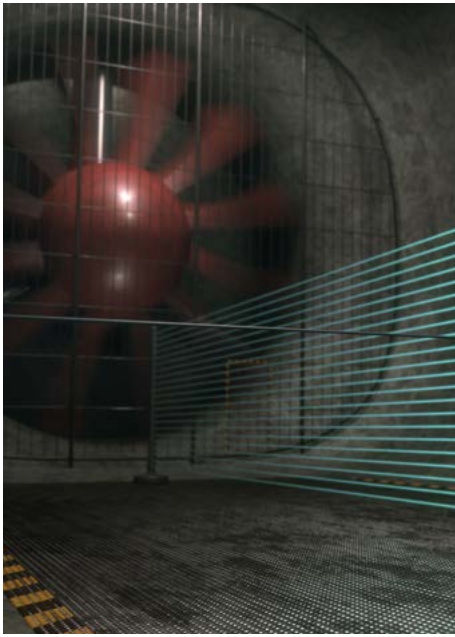
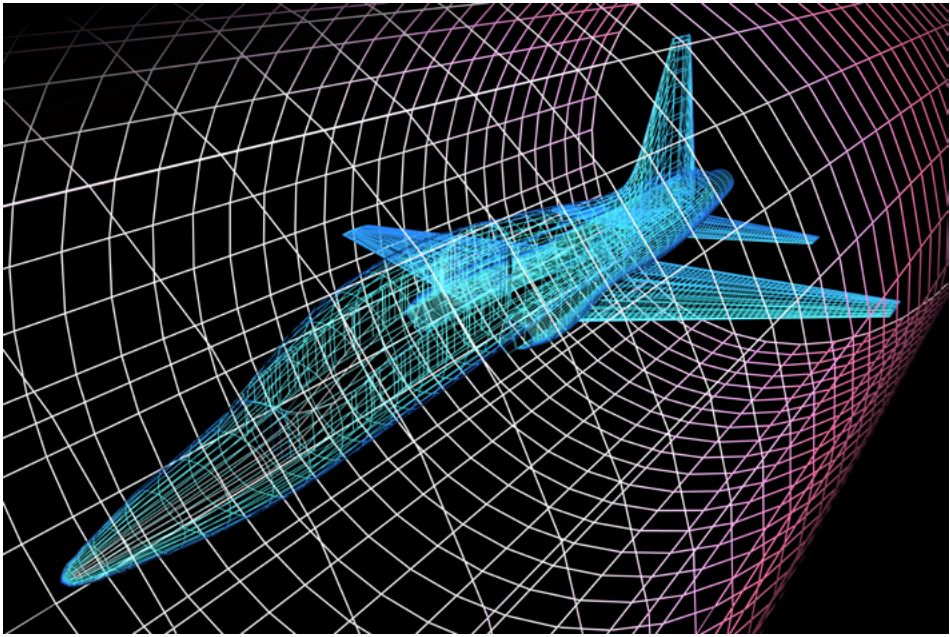


Although operating for many years already, this Company received its first Royal Charter in 1677 in respect of coaches and materials.

When horse-drawn carriages were superseded by motor cars, not many coachmakers kept up with the times. Their numbers diminished even more when handmade motor coachwork gave way to mass-produced cars. However, the growing number of motor manufacturers was recognised by the Company and they



reinventing themselves for the 21st century



were soon joined by makers of 'coaches of the air'. Thus, the two industries – motor and aircraft – became the modern equivalents of the coachmakers of old.

The Company has always encouraged technical education and design improvement. Today it provides support in the form of educational bursaries to students within their associated industries. Excellence in design, technical development and commercial significance are encouraged and promoted. There are bursaries for students studying motor vehicle design and aerospace sciences. There is also a flying scholarship for an individual who has shown aptitude and determination to become a pilot. In addition, the Company continues to provide support for heritage coach and coach harness making.

The Fan Makers' Company (Number 76)

Today's Fan Makers' Company claims to be the youngest of the 'old' City livery companies, being the last to receive a Royal Charter for nearly 300 years (1709). One hundred years after their charter, the Court of Aldermen granted 60 Liverymen to the Fan Makers in 1809.



The art of fan making was brought to England by French Huguenot craftsmen, initially in the late 1500s. Once established in London they took on native apprentices and flourished.

Though the high point of the fan's use as a fashion article was in the second half of the 18th century, the Company still had to battle against cheap printed fans and imports. Despite numerous and varied efforts to protect the home industry, between 1760 and 1784 the average number of apprentices being registered was just four. By the end of the 18th century many fan makers were also haberdashers, carpenters, jewellers, pawnbrokers, engravers and stationers as foreign competition became overwhelming and alternative livings had to be taken on.

With the gradual reduction in use of ladies' fans following the First World War, the Company started to take an increasing interest in mechanical fans. In 1939 the Court formally recognised this modern form of the craft as a logical extension to the Company's sphere of interests and resolved to play an active part in supporting the vigorous and innovative heating, ventilating and air conditioning industry – an industry on the rise ever since the need to improve air quality was recognised in the 17th and 18th centuries.

Present day applications of fans are far too numerous to list, but the importance of the fan in the aviation industry should not be overlooked. It has been suggested that the invention of the gas turbine engine, which incorporates a very sophisticated fan, changed the world in the second half of the 20th century and into the 21st.

Today, in addition to being the acknowledged repository of fan enthusiasm and expertise in relation to antique and modern ladies' fans, the Company champions fans in air conditioning, aviation and aerospace, and the Armed Forces.

In higher education, medals and prizes are awarded to students for avionics, aerodynamics and fluid engineering. A scholarship bursary, originally for the advancement of wind tunnels or aeronautics, has been awarded by the Fan Makers since 1959.

It is perhaps this company, more than many of the others, that over the centuries has struggled through many of the same issues confronting the wider UK economy today: religious strife, immigration, foreign trade and skills obsolescence. According to the Fan Makers' website, 'The Company, like other livery companies, is one of those sturdy oaks rooted in the past but maintaining its strength through new ideas and adaptation, in our case to the exciting technology of the aerospace age and renewing its freshness year by year.' It is a terrific case study of the vision, leadership, continuous reinvention and innovation necessary to continue in perpetuity. They are the same skills inherent in marketing excellence.

If you found the above interesting, you may also wish to visit the websites of the Fuellers, Wheelwrights, Horners, Needlemakers, Tallow Chandlers and Wax Chandlers to discover how they, too, have evolved their focus over time.

Liveryman Debra Marmor
City & Mayoralty Committee ■

Working together to promote excellence in charity marketing

One of the core aims of the Marketors' Trust is to encourage excellence in marketing, by encouraging the very best in marketing education and the Trust is keen to raise its profile both within the Worshipful Company of Marketors and more broadly within the marketing sector.

Now, in a major new initiative, the Marketors' Trust has linked up with The Marketing Society and its annual Excellence Awards to encourage marketing excellence and the sharing of best practice within the charity and not-for-profit sector. The Trust will fund free entry into the Awards by charities, which normally would cost £300. In addition, a representative from each of the six shortlisted charities will be invited to attend the awards ceremony and the overall winner will be offered a place for one nominated executive on the Marketing Society's prestigious 'Ones to Watch' programme. This is a series of three workshops focusing on 'Future, Engage and Deliver' founded by the esteemed leadership coach Steve Radcliffe and normally offered exclusively to the Society's corporate members.



The Marketing Society will promote the free entry offer from the Marketors' Trust through its Online Clubhouse and dedicated Awards website. The Trust will receive full acknowledgement at the awards evening, through distinctive branding throughout the ceremony on audio visual screens, script and programmes and will feature in the winners' booklet and media coverage of the six shortlisted entries. The Trust has been invited to nominate a senior practising Marketor from a charity to serve as one of the judges of the not-for-profit category.

The judges will be looking for examples of marketing campaigns from a charity, a not-for-profit cause or public sector organisation which has delivered a tangible and lasting effect. They will evaluate the scale of the challenge, the value delivered to the cause or organisation, changes in public perception and the return on marketing expenditure.



Last year's winner was #JointheHerd, about whose entry, judge Mark Given, Marketing Director of Sainsbury's said, "With almost no budget, this team set themselves an audacious goal of galvanising every stakeholder who cared about the cause of saving African elephants from extinction and within nine months a UN resolution to close the ivory trade worldwide was agreed."

John Hooper CBE, Chairman of the Marketors' Trust, Honorary Fellow and Past Chairman of the Marketing Society and Past Chairman of Moorfields Eye Charity, said: "This is a bold new venture which we hope will presage greater future co-operation between the Marketing Society and the Worshipful Company of Marketors. It's great that we can encourage excellence in charity marketing in this way. I sincerely hope the all Marketors operating within the not-for-profit sector will consider entering their marketing campaigns into the Marketing Society's Excellence Awards and take advantage of the free offer."

Find out more by visiting the dedicated website at www.marketingsocietyawards.com

Court Assistant John Hooper CBE
Chairman Marketors' Trust ■

Liveryman Tom Attwood RIP 6 November 2017

Tom became a Freeman in 1980, Liveryman in 1981 and Court Assistant in 1985. He died, aged 86, on 6 November 2017 after a long illness.

In his professional life, he was a marketing consultant, Chairman of Cargill, Attwood and Thomas. He was very active in the Institute of Marketing London Branch and a great supporter of Marketors events over many years, with his wife Lynette.

There will be a full obituary for Tom Attwood in the Spring 2018 issue of Marketor.



Marketors Andrew Cross (Warden), Richard Bernholt and Vincenzo Brugaletta attended a reception at Honourable Artillery Company to launch the new brand identity of Freeman Chris Beynon's London North West Healthcare Charity. Richard and Vincenzo are supporting Chris's charity through the Marketors' Outreach programme.



Marketing and rugby passions combine to cut school exclusions

I had read numerous emails and announcements about the Marketors' outreach programme and had always meant to get around to putting myself forward to help. But, like so many of us, other priorities and projects kept me distracted.

However, a timely email from Court Assistant Jane Wharam played to my love of, and interest in, rugby and I'd like to thank her for giving me the kick (excuse the sporting metaphor) that I needed.

The project in question was to provide outreach assistance to a small charity in London called 'School of Hard Knocks' (SoHK). The charity was founded in 2012 by Ken Cowen, who created the concept in 2007. SoHK had been running an adult programme to help the long-term unemployed and those at risk of offending to gain employment and skills through the discipline of rugby. The programme had proved incredibly successful at getting people back into work, building their confidence and reducing instances of anti-social behaviour. The adult programme has had some high-profile support from Prince Harry, and a series of programmes have featured on Sky TV.

Statistics from the Department for Education (DfE) show an average of 31 permanent exclusions per day and a further 1,590 temporary bans on pupils for bad behaviour – including violence, racism and drug offences – in 2014-15.

The team at SoHK were keen to expand the programme further and, in particular,

Schools carried out more than 1,600 exclusions of pupils per day on average in 2014-15 – 175 more than in the previous year.

they wanted to build a model for schools that would be sustainable and attract external funding to reduce the reliance of funding from within schools' budgets. At the time, the programme had 11 schools participating: two in East London; one in South London; two in Hertfordshire; and six in Cardiff.

As part of the outreach programme, I undertook a comprehensive review of the schools' market and the issues schools face around exclusion, poor behaviour and engagement, all core values that the SoHK programme looks to address. The figures shocked me, and it was clear that programmes like SoHK are essential to break the cycle and give young people the chance to turn their lives around. The cost of permanent exclusions to schools and society is immense. According to New Philanthropy Capital 2007, "the quantifiable costs of exclusion to the public purse are great; one estimate of the lifetime cost of permanent exclusion is £64 000".

This work allowed me to identify some key stats to build a robust presentation and sponsorship slide deck that could be used to reach potential supporters and sponsors.

The work also identified the need for improved crisis management skills within the organisations, and both SoHK and I are grateful to the Marketors' PR partner, Whiteoaks PR, who have agreed to undertake crisis management training across the charity.

There were also 20,700 exclusions for physical assault of an adult and 54,370 for physical assault of a child.

"Assistance from Gail and the Marketors has been really impactful for SoHK. As a tiny charity, we simply don't have the expertise or resources to do all the marketing work we would like. The partnership has already produced a number of great new resources for SoHK and we are excited about our further upcoming work together." Jack Lewars, Chief Operating Officer of SoHK

The main reason for permanent exclusion is persistent disruptive, which accounted for 79,590 (32.8%) of all exclusions.

There's still a lot of work to be done moving forward and the team are keen to raise the benefits of the programme across all government parties – a huge ask in the given climate.

If you'd like to learn more about SoHK, or are interested in providing financial support for the schools' programme, then visit www.sohk.co.uk.

Gail Cook
Liveryman ■

Bookshelf

Review of "Explaining Cameron's Catastrophe" Robert Worcester, Roger Mortimore, Paul Baines and Mark Gill. IndieBooks, London 2017.

Liveryman Professor Paul Baines is the co-author of a series of books on Britain's major electoral events. Previous titles are *Explaining Labour's Landslide*, *Explaining Labour's Second Landslide*, *Explaining Labour's Landslip*, *Explaining Cameron's Coalition* and *Explaining Cameron's Comeback*. The authors are all former colleagues at Ipsos Mori and use the data from their opinion polls and those of other polling organisations to support their arguments.

While the previous books explain the election results of 1997, 2001, 2005, 2010 and 2015, this one, of course, is about the referendum called by David Cameron in 2016 on the UK's future in or out of the European Union. They show that in 2015 Cameron triumphed in a general election, not only securing an overall majority for the Conservatives but, by increasing both their share of the vote and number of seats after a full term in office, achieving something no Prime Minister since the Great Reform Act of 1832 had managed. Not much more than a year later he was out of office, and an expert poll of political academics judged him the third-worst British Prime Minister since the war. This catastrophic fall from grace came entirely because he chose to allow the electorate a referendum on continued UK membership of the European Union, staked his reputation on the outcome, and lost.

The authors show that this was a colossal miscalculation and a gamble at best. Even

at the time Cameron first promised a referendum the opinion polls were fairly close on the issue, as they had been for decades. The authors contrast Cameron's performance with that of Harold Wilson in the 1975 referendum. Sir Robert Worcester was at that time an adviser to Labour's campaign team and saw first-hand how Wilson ran the campaign. Wilson also negotiated directly with Helmut Schmidt, with whom he had a close personal relationship, seeking and gaining some additional terms for the UK. Importantly these negotiations were conducted in secret and the results then presented to the public as further reason why the UK should stay in the European Economic Community, as it was called then. Cameron, however, conducted his negotiations with all 27 government leaders in public and the results were singularly unconvincing.

The book is based on opinion poll

evidence and the authors make clear that opinion polls are not forecasts but snapshots of opinion at that moment in time. Even so the polls were consistent in indicating a close result, as it turned

out to be. On the average poll the margin of error is plus/minus 3%.

The Livery is generally apolitical, and all the better for that. However, the City of London Corporation made its position crystal clear on Brexit. The question of Britain's membership of the EU has been a thorny issue for all of its time and has been debated by the Marketors in the past. This year's excellent City Lecture by Liveryman David Haigh focused on the subject and

also sparked a lively debate. Wherever you personally stand on the issue, if you want to understand how the UK reached this decision then this book is worthy of your attention.

David Pearson
Immediate Past Master ■

EXPLAINING CAMERON'S CATASTROPHE



The definitive guide to the 2016 European Referendum: how we got here; Cameron's mistakes; the context, content and process; what Remain did wrong; why the Leave campaign was so successful; voters attitudes; and the aftermath.

Roger Mortimore • Mark Gill
Paul Baines • Robert Worcester

Time for a new Marketors' tie, umbrella, notepad or cufflinks?

Here are the new Marketors' merchandise items, all are available immediately from stock.



Umbrella £24.00 (ex P+P)



Silk tie £28.00 (ex P+P)



Cufflinks £32.00 (ex P+P)



Notepad £14.00 (ex P+P)

Please send your orders to:

Edward Fulbrook FCIM FIDM
3 Greenholme Court
89 Greenhill Main Road
Sheffield S8 7RE

Tel / Fax 0114 237 5998
Mobile 07515 011 907
edwardfulbrook@btinternet.com

Master's Charities

One of the many privileges I enjoy as Master Marketor is having an allowance from the Marketors' Trust to give to the charity or charities of my choice. I have chosen to donate to three very different but equally worthy causes.

Those of you who attended the musical evening at 22 Mansfield Street back in February will be familiar with the Nicholas Boas Charitable Trust, set up by Bob and Elizabeth Boas in memory of their musician son who died at an early age. The Trust supports young musicians at the start for their careers with particular projects such as attending masterclasses and making initial recordings. It also supports organisations such as British Youth Opera who have a particular focus on working with young artists. The work is primarily funded through concerts held at Bob and Elizabeth's home at 22 Mansfield Street. www.nicholasboastrust.org.uk.

In July Brian and I went to Liverpool to go to the annual Brigantes Breakfast (actually a lunch!) for liverymen from all City livery companies who live or work

in the north of England. We stayed at the Marriott Hotel and quickly noticed that most of the other hotel guests were families with what I can only describe as miniature-sized children, the like of which we had never seen before. We found out that the Marriott was hosting the annual get-together of a small charity called Walking with Giants, which helps children and families affected by Microcephalic Primordial Dwarfism. Growth of those affected is proportional but extremely delayed, with some people only reaching a height of 2ft 10ins. The condition is so rare that most doctors never come across it so the charity, amongst other activities, liaises with health trusts to ensure that anyone diagnosed obtains the right support and treatment. It runs retreats for affected families and also the annual convention where families from not just the UK but other parts of the world meet to learn and support each other, with specialist doctors on hand. We could see just how valuable this was, as we watched these delightful tiny children charging about whilst their parents were making new friends and exchanging experiences. www.walkingwithgiants.org.

On a sweltering September day a couple of years ago I took part in the annual Halls Walk where Masters and Wardens spend a day walking between all the London livery halls to raise money for charity. One of the people on that walk, suffering in the heat because he'd worn

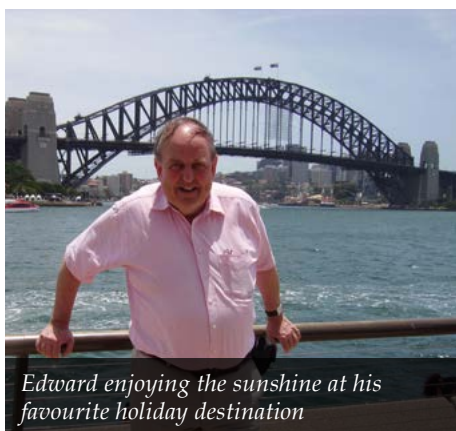


smart but tight shoes whilst most of us were wearing trainers, was our late and much-loved Liveryman Dan Doherty, representing the Guild of Entrepreneurs. During the course of the walk Dan told me all about Learning for Life, a charity dedicated to developing education, particularly for girls, in India, Pakistan, Bangladesh, Afghanistan and Nepal. Dan was a Trustee and worked tirelessly for this charity, so dear to his heart. Since his so-untimely death, his friends, led by his widower Neil Fullbrook, have by amazing efforts raised sufficient funds to build a school in Dan's name in Nepal, opened by Neil in February. I cannot think of a more worthy memorial to an outstanding person. On the Halls Walk I promised Dan that some of my Master's charitable allowance would go to Learning for Life, little realising at the time that I should be asking for it to go to a school named after him. How much we miss him. www.learningforlife.org; www.thedandohertymemorialschool.org.

Sue Garland Worthington
Master ■



Getting to know... COURT ASSISTANT EDWARD FULBROOK



Edward enjoying the sunshine at his favourite holiday destination

Where did you grow up? Germany, York and Sheffield

Who would play you in the film of your life? Kevin Whateley

What was the first record you bought with your own money? Dam Busters March

What London shop are we likely to find you in? Charles Tyrwhitt

Where have you had your best meal in London? La Poule au Pot in Ebury Street

What brand do you most admire? Hotel Chocolat

Who is your marketing hero? Peter Marsh (of the great ad agency - Allen Brady & Marsh)

What's the best piece of advice you have ever been given? To succeed in sales and marketing talk less and listen more

What is your preferred mode of communication? Face to face

Do you have a favourite tippie? Draught Beer / Single Malt Whisky

What was the last film (or play or opera) you enjoyed? Motown the Musical

What is your most trusted news source? Daily Telegraph

How do you get around? Car, train and public transport

Have you had a life-altering event? Divorce

Where is the best place you have been on holiday? Australia

Do you have a motto or a saying that you refer to? Be Prepared

What are your favourite qualities in other people? Sense of humour, honesty and a love of life

What is your idea of misery? Losing by 10 wickets to Australia at Lords

What is your idea of perfect happiness? Spending time with my children and grandchildren

Jewellery...Italian style

In Italy not only is autumn the time for wine and harvesting, it is also when Vicenzaoro, Europe's largest jewellery boutique show, takes place.

This year more than 500 brands from all over the world were represented and, with an increase of 20%+ business visitors, the show recorded its best attendance since 2007. With over 100 national and international journalists attending, it confirms Italy's position as a leading player in the global jewellery sector.

With its distinctive creative style, Italian jewellery has attracted all this attention. The focus is not just on quality, and creativity but it recognises the need for an effective business platform to develop this sector abroad. There is also the need to take the ethical and social responsibility with the so called 'green jewellery'. Added to this are the millennials with their highly digital knowledge desire for customisation and unique experiences.

And it's about the unique and incomparable experience of one small independent designer that I want to tell you about in this Italian letter. Christmas is the time of the year when jewellery often makes an appearance under the Christmas tree. Will there be a little turquoise, red, green or brown box there for you? Well, we can all wonder and dream. On the business side of things, this period is when big and small brands make the most of their sales, often increasing their monthly income five-fold.

Independent jewellery designer Antonio Piluso's shop, Pilgio, is in a small side street in the heart of Milano. It has one window with no decoration, but a simple exhibition of unique art pieces.

Antonio Piluso was 14 years old he felt in love with jewellery; he was thunderstruck by a wedding ring that his friend, Luigi, created for the goldsmith he was working for. Antonio started to follow his passion



Antonio Piluso at work



The Brick Forever engagement ring

and he worked for well-known prestige brands, including Bulgari and Faraone in Montenapoleone street.

At just 23, guided by his passion for the materials, he started designing his own creations, while working as contractor for major brands. This gave him time and space aside to explore his own creative instincts. Situated between an ancient goldsmith and an artist, Pilgio doesn't make jewels but pieces of art where stones and metals are melting, although separate sit together harmoniously.

'Pieces of art are emotional creatures, where the artist has to find the perfect balance expressing his own personal emotions.'

While interviewing him, I could feel the emotion and pride of that 14 year old kid that is now a brand able to attract a niche of customers from all over the world, including Barneys in the USA.

His marketing are his own products, unique and original stemming from Antonio's family roots, his grandfather a farmer and his father, a bricklayer. Within his pieces, he uses not only gold, and silver, diamonds and precious stones, but iron, bronze, copper, glass and bricks. That's probably why he defines himself a *Bricklayer of Gold*, rather than a jeweller or a goldsmith.

After years of research and study into gold and metals and fusion techniques, he registered the so-called Oro Muto style, where gold and other metals are fused, deprived of their shine and turned into a unique texture.

During the economic crisis, Antonio created one of the landmarks of the brand - the Brick Forever. This allowed young couples to have an engagement ring to be proud of. Not with a diamond but with an iconic and meaningful brick fixed into a silver ring to be the first brick of

the commitment to the new family in an innovative, original and affordable way.

His jewels are somehow scabrous, permeable; they are not showy or flashy luxury but appear ethereal and iconic. Those who choose this brand are connoisseurs of metals and stones and vibrant followers of an artist that has made his own brand like his gold, without screaming it out loud.

From here, and from his own philosophy, he has chosen to advertise in a few selected magazines and he is now a powerful presence on social media. This choice, explains Antonio, is pretty simple: social media is the place where people choose rather than being passively exposed to advertisement and products; and he wants to be chosen!

Antonio manages the social medial platform on his own, not even with the support of his two sons who are now learning traditional jewellery from another famous goldsmith in order to, maybe one day, take over the brand with their own style and design.

What does it mean for Antonio Piluso and his made in Italy brand? The uniqueness of the country that he represents is in each piece of his art. You can see that it is something that excites him and at the same time something that makes this country great, and a place where brands are all playing their own specific role.

Antonio's dream is to have an atelier, where young generations learn and study the techniques from the masters, while trying to develop new ideas. For Antonio, knowledge and technique develop together within our society, this brings together the greatness of something made in Italy.

Federica Sacchi
Liveryman ■

St Bride's Christmas Quiz

So here we are in the Christmas season and it's high time for some intellectual fun! Simply answer these questions about St Bride's history, submit your form and in the New Year* the winning Marketor will receive a bottle of champagne!

1 In which year did Chaplain Alison Joyce become Rector of St Bride's?

- A 2013
- B 2014
- C 2015

2 In which Century was St Bride born?

- A 3rd
- B 4th
- C 5th

3 In 1476, William Caxton established the first British printing press in Westminster. What was the name of his apprentice who in 1501, established the first commercial press in St Bride's churchyard?

- A William Wordsworth
- B John Dryden.....
- C Wynkyn de Worde

4 During the Plague of 1665, which creatures were blamed for the spread of the disease and massacred?

- A Rats.....
- B Mice.....
- C Flies
- D Cats and Dogs.....

5 Following destruction in the 1666 Fire of London, St Bride's was rebuilt to Sir Christopher Wren's design. Rounded to the nearest thousand pounds, how much did the building cost?

- A £6,000
- B £11,000.....
- C £32,000

6 What was the name of the first daily newspaper published in Fleet Street?

- A The Times
- B The Daily Courant
- C The Observer
- D The Daily Universal Register

7 St Bride apparently liked alcohol at Christmas as she wrote a poem including the line "I long for a great lake of ale"! But which Biblical character lent their name to a wine bottle containing eight standard bottles?

- A Nebuchadnezzar
- B Methuselah.....
- C Jeroboam.....
- D Salmanazar.....

8 St Bride's church was destroyed by the Luftwaffe just before Christmas in 1940. What was the name of the architect appointed after the war to recreate Wren's masterpiece?

- A Godfrey Allen
- B Godfrey Wright.....
- C Godfrey Armitage

9 What material was used in St Bride's construction?

- A York Stone
- B Limestone.....
- C Portland Stone

10 The Queen and Prince Philip, Duke of Edinburgh attended the Rededication of the rebuilt St Bride's, but in what year?

- A 1955
- B 1956
- C 1957

11 In the 1980s, Fleet Street publishers were plagued with strikes from print unions and moved operations to Docklands. What was the name of the union practices that led to this change?

- A French
- B Russian
- C Spanish

12 In a recent St Bride's survey, one Christmas Carol was voted the most popular and one the least. From the initial letter of each word, can you work out their titles?

Most popular

H.....
T.....
H.....
A.....
S.....

Least popular

W.....
T.....
K.....

John Wheen
Liveryman ■

We hope you enjoyed our Christmas Quiz and wish you good luck! Simply fill in your details, scan your answers and email to the Editor at editor@marketors.org.uk or send by post to:

Liveryman John Wheen
18 Crescent Wood Road
London SE26 6RU

*Closing date for applications is Friday 12 January 2018. In the event of a tie, the winning entry will be determined by a lucky draw. The decision of the Editor is final. All Members of the Worshipful Company of Marketors are eligible and answers will be published in our next edition.



This is my entry for the St Bride's Christmas Quiz. My details are:

Name.....

Address.....

Email.....

Phone.....

Wonders and Blunder's apostrophe catastrophe

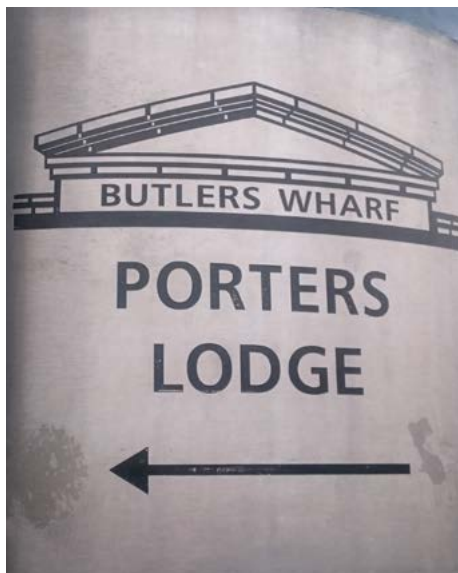


I have a social media alter ego, Apostroph3Woman, whose mission is to save the English-speaking world from misusing the apostrophe. I'm up for a challenge!

When I am wearing my alter ego hat (well, cape, actually), I hunt out glaring misuses of apostrophes and post them on FaceBook,

Instagram and Twitter. Initially, I thought most of my sightings would be hastily-written restaurant blackboards or market stall signs. Nothing could be further from the truth. Many are permanent signs in department stores, such as "Ladies Toilets", "Mens Fashion" and "Womens Shoe Gallery" or in luxury apartment blocks ("Porters Lodge"). The new Design Museum in Holland Park has a sign saying: "Members Lounge". (Do they?) It always irks me when I pass the wooden finger post in Kew Gardens pointing the way to "Queen Charlottes Cottage". However, the most common sighting of a missing apostrophe in social media posts has to be "Your right" when people mean "You're right".

As well as seeing plenty examples of missing apostrophes, I also spot many instances where an apostrophe has been added to a plural. Take this "Passport Photo's" sign on the Post Office in High Street Kensington. (I went by there last week and, thankfully, they have now removed it.) I've seen signs for "Get your picture's on canvas", "Roll's of sellotape" and (in my local pet shop) "Reptile's



Downstair's" or this example in Waitrose: "3 for 2 Gift's for Teacher's". I've even seen an apostrophe in a verb, such as "The early bird get's the worm".

Why is it when the rules for apostrophes are actually quite simple that so many people fail to grasp them?

There is also the case of the inconsistent apostrophe. For example, these signs for Prince's Gardens in SW7. On one side, the sign for the road name has an apostrophe and on the other side of the road it doesn't. It's the same in WC1 where you can see signs for both Lambs Conduit Street and Lamb's Conduit Street.

It's not just people making road signs who get it wrong. Waterstone's is somewhat confused about whether its name has an apostrophe or not. Its shop fronts include one but the advertising posters do not. Why can't a high-profile retailer like this

get its English right and its branding consistent?

For some other retailers, their erstwhile apostrophes have disappeared in recent years. I spotted an old 'omnibus' in the Lord Mayor's Show last month with an advert for Selfridge's. Now, of course, it's plain Selfridges. Harrods has gone the same way: an early photograph of the original shop in East London back in the 19th century shows an apostrophe. Now there is none. Interestingly, Currys - which also started in Victorian times - has never had an apostrophe. It started as H. Curry, then became H Curry & Sons and then turned into Currys.

People often say to me that apostrophes are dying out and aren't really necessary anyhow. Not surprisingly, I firmly disagree. Like all punctuation, apostrophes are there to avoid ambiguity. Without an apostrophe the following have





totally different meanings: We're open; were open. Your cats like my sister; your cat's like my sister.

One of the reasons why people are getting out of the habit of using apostrophes is because it takes longer to dash off a text when you punctuate a sentence properly. I also blame hashtags. They don't work when you include apostrophes (or any punctuation, come to that) in social media posts. That's why banks like HSBC run poster campaigns with headlines such as #LetsRide. The same goes for urls. Lands' End (apostrophe in the wrong place to start with - but that's another story...) becomes landsend.co.uk and Sainsbury's (which still proudly keeps its apostrophe) is sainsburys.co.uk. How long before these two organisations drop the apostrophe in their non-online names, I wonder?

If you're wondering whether the apostrophe has much of a future in

the English language, given the rise of texting and the increasing use of hashtags and urls, here's a brief history of the apostrophe to show you that things are always changing.

The history of the apostrophe

Apostrophe is an Ancient Greek word which means disliking something (or someone) and turning away from it/ them. Therefore some words that don't fit well together (or dislike each other) take an apostrophe to indicate there is a letter missing. For example, "la heure" in French becomes "l'heure". Indeed the apostrophe was first introduced into English in the 16th century to imitate this French practice of indicating where a letter was omitted. Before this, there were no apostrophes in English!

Interestingly, the use of the apostrophe to indicate the singular possessive form

(eg: the cat's whiskers) only came into the English language in the 18th century. And the plural possessive (eg: the twins' toys) was not in common use until as late as the mid-19th century.

A fact which surprises me was the historic practice of using an apostrophe followed by an S to make a plural, especially when the noun was a loan word from another language (eg cafe, bazaar). Apostrophes also indicated the loss of the old 'e' at the ends of words, as in Ye Olde Shoppe. So lambes became lamb's. These two types of words had apostrophes in the plural form.

Therefore a few centuries ago, there were no apostrophes to indicate possession in English but they were used to indicate some plural forms! The exact opposite of today's use of apostrophes.

Carole Seawert
Liveryman ■





News from HMS St Albans

HMS St Albans docked in Fountains Lake Jetty 2, Portsmouth at 1518 hours on November 28 2017, to complete a very full year of activities. She has been at sea, without returning to her home port, since her summer break ended on 29 August 2017.

We wish them all a relaxing Christmas break – which they deserve!

Since the end of her deployment to the Gulf she has been designated 'Fleet Ready Escort' and is at short notice to react to any maritime threat to the UK including terrorism and smuggling of arms or narcotics and the like. The Fleet Ready Escort spends the majority of the year in and around UK waters conducting

training and exercises with various UK and military agencies and organisations.

She has operated in the Arctic Circle and has visited Norway on a number of occasions. Her highlight must have been escorting the Russian Carrier Cruiser Admiral Kuznetsov and the guided missile cruiser Petr Veliky through the Atlantic Approaches, the English Channel, the North Sea and towards their Northern Fleet main base in Severomorsk.

During the year she was also awarded the 'Fleet Effectiveness Flag.'

She has been nominated for The Sun's MILLIES - *Heroes at Home (unit)* category but her low point must have been the

unplanned dry-docking for repairs to her steering.

She has visited Plymouth; Garelock, Port Mallan; Glasgow; Rosyth; Bergen, Stavanger and Trondheim, sometimes on numerous occasions.

Even though she is not on an overseas nine-month deployment, she has spent as many days away from home on her current deployment.

Marketors have visited the ship on a number of occasions including when she visited London in March this year and also for 'Affiliates Day' in Portsmouth.

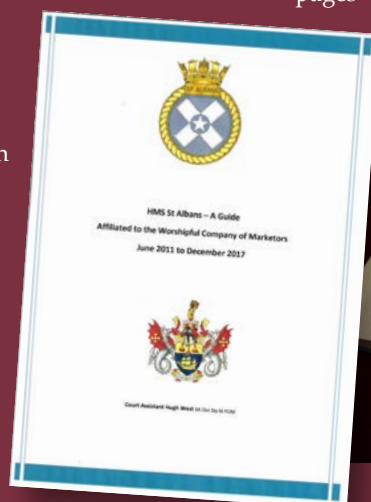
Hugh West
Court Assistant ■

All you ever wanted to know about HMS St Albans

Court Assistant Hugh West has been compiling a book about our Company's Affiliation with HMS St Albans since 2011. Entitled *A Guide to HMS St Albans*, the first edition was published in hard back in November 2015 and the second re-printed in 2016. Hugh is currently updating this and the third edition will be published in January 2018.



The guide gives a history of all the HMS St Albans since 1687; the history and deployments of the current HMS St Albans; a 70-page detailed technical description of the ship, its systems and its armament; the involvement of Marketors on board the ship; all the press releases since our affiliation and finally a detailed index. The hard-backed edition contains 361 pages; 478 full colour photographs; 13 maps and seven technical drawings.



If you would like to know more about this book, please contact Hugh directly - his details are in our directory.

Here are a few photographs of the inside pages – there is no doubt they will be full of the detail of the adventures of this marvellous ship.

Ann Goodger
Court Assistant ■



St Bride's Corner



New Head Verger

On November 5, Robin Turner was sworn in as Head Verger at St Bride's. Joining the Marketors' church from St Edmundsbury Cathedral in Bury St Edmunds, Robin was commissioned with Verger David Bolton, who can frequently be found helping visitors at the church.

Reverend Canon Dr Alison Joyce presented them with gowns, virges and keys during the service. Virges similar to those that Robin and David are holding were originally deployed as weapons to make way for processions or to calm disorderly choristers!

Remembrance Sunday

On Sunday November 12, the Master along with several Marketors, attended the annual Remembrance Service at St Bride's. During the service the Master laid a wreath on behalf of the Company. The Choir were joined by the St Bride's Orchestra and a recording of the service is now available online at the St Bride's website.

In the Eye of the Storm

Members were recently invited to join the Journalists' Commemorative Service on November 21, "In the Eye of the Storm". We are grateful to Joseph Bray, the Guild of St Bride's Bursary holder, for this report.

"It's important to pay respect to those on the frontline who have died – like Daphne Caruana Galizia in Malta last month and those currently in captivity.

Alongside the wide range of journalists in attendance in the packed church was HRH The Duchess of Cornwall, Patron of the Guild of St Bride. Speakers included renowned journalists such as Daily Mirror editor Peter Willis, Caroline Wyatt of the BBC and the Financial Times's Scheherazade Daneshkhu.

There were people from all corners of journalism, different religions (or no religion at all) and various stages of life. I can't write about the service without mentioning St Bride's Choir, and especially their moving version of 'He Ain't Heavy'. A perfect song for the occasion.

A particular highlight was the thought-provoking address by Sam Kiley, Foreign Affairs editor at Sky News. The address covered anecdotes from dangerous and remote locations, and finished with a passionate appeal for the defence of true democracy. A journalist truly can expose corruption, tell the story of someone who has no means of doing so, and further the cause of afflicted or marginalised groups."

John Wheen
Liveryman ■

Members' News



Having stepped into the role of Commercial Director, Middle East & North Africa at Dentsply Sirona in 2013, Liveryman Darren Bayley ended his time in sales by picking up an award at the British Excellence in Sales Management Awards (BESMA) this November. Run by the Institute of Sales Management (ISM), BESMA seeks to reward the efforts of the individuals and the teams that drive company performance and recognises the role played by sales professionals in driving the UK economy forward.



Liveryman Darren Bayley (centre) with his award

Darren was delighted to win the award of Sales Director of the Year for 2017 as a recognition of his contribution and performance at Dentsply Sirona.

Darren is now back in the more familiar position of Global Marketing Director, following a relocation to Switzerland, and is responsible for Dentsply Sirona's largest product platform, working within the Company's endodontics business unit. ■

Diary Planner 2018

Thursday 25 January	Installation: Goldsmiths' Hall
Tuesday 13 February	The 14th Inter-Livery Shrove Tuesday Pancake Race, Guildhall Yard
Tuesday 20 February	London Gin Distillery
Friday 16 March	United Guilds' Service, St Paul's Cathedral
Saturday 14 April	City walk - Jack the Ripper
Thursday 19 April	Rededication Service: St Bride's
Thursday 19 April	Spring Lunch: Stationers' Hall
Tuesday 24 April	City Lecture: Venue TBC
18 to 25 May	Cyprus Visit
Thursday 14 June	Liverymen's Dinner: Charterhouse
Sunday 1 July	City walk - Jewish East End
Monday 2 July	Marketors' Golf Day
Wednesday 25 July	Banquet to the Lord Mayor: Mansion House
7 to 9 September	Cambridge Conference and weekend visit
Saturday 22 September	City walk - Roman and Medieval London

Sunday 30 September	Sheep Drive across London Bridge
Monday 1 October	Election of London Mayor, Guildhall
Wednesday 24 October	Bowden Charter Dinner: Saddlers' Hall
Saturday 10 November	Lord Mayor's Show
Sunday 11 November	Remembrance Service: St Bride's
Thursday 15 November	Smith & Wollensky including novice sabrage
Monday 10 December	Communications Industry Carol Service: St Bride's

BUSINESS LECTURES BASED ON THE MASTER'S THEME – THE 2020 CMO:

Thursday 15 February
Thursday 22 March
Wednesday 9 May
Tuesday 4 July
Thursday 11 October
Tuesday 20 November

City Briefings

These briefings will be of particular interest to new members of the Company.

Freemen aspiring to progress to the Livery are strongly encouraged to attend. You can find full details at www.liverycommitteecourses.org and then by

clicking the City Briefings icon. You can also book your place via this web address.

Registration is from 5 to 5.30 pm and the drinks reception concludes at 8 pm. The fee for the evening is £20. These are popular events, so book soon as each briefing is limited to 120 participants.

Here are the future scheduled dates:

Wednesday 7 February 2018

Monday 9 October 2018

Tuesday 20 November 2018

Please follow us on Twitter (@marketors) and keep an eye on the website for changes or other information

Master Marketor:

Sue Garland Worthington OBE

E: master@marketors.org

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