



WORSHIPFUL
COMPANY *of*
MARKETORS


MARKETOR

ISSUE 91
AUTUMN 2022

Tribute to Her Late Majesty Queen Elizabeth II

Launch of the Marketors' Charity Grants 2022

Results of the Marketors' book survey



A Marketor becomes Non-Aldermanic Sheriff

MARKETOR

AUTUMN 2022 ISSUE 91

The Livery Company Magazine
for Marketing Professionals

Contents

Editorial	2
New Trustee appointed	2
Tribute to Her Late Majesty	3
Our plans for members	4
The Master's Column	4
50th birthday plans	5
New Clerk sought	5
New Liverymen	6
New Corporate Supporter Associate	6
New Freeman	7
Big Curry Lunch	8
United Guilds Service	8
Election of Sheriffs	9
Interview with Andrew Marsden	10
The new Shrieval Chain	11
Plans for the Lord Mayor's Show	11
Liverymen's dinner	12
Phil Andrew's Harvard experience	13
The Marketors' Charity Grants 2022	14
Inter Livery Clay Pigeon Shoot	15
An evening with Murray Craig	15
Summer reception	16-17
Beerfest	18
Inter Livery Golf Day	19
Beating Retreat	20
Thought leadership article	21
Armed Forces and Cadets Committee	22
EDKC: Livery Careers Festival 2022	23
EKDC: Marketors' book survey results	24
Fellowship Committee	25
Heritage Committee	26
Mentoring Programme	27
Outreach: Becket Pageant	28
St Bride's	29
Obituaries	30-31
Forthcoming events	32

Follow us @marketors

Summer Reception and Election of
Sheriffs photography by Ben Fisher

Marketor is printed on wood-free and triple coated silk paper, from a mixture of materials from FSC® certified forests, and recycled materials. This paper is certified ECF (Elemental Chlorine Free).



Editorial

Carole Seawert
Editor and Court Assistant



As we were finalising this issue of the magazine, we learned of the death of Her Majesty Queen Elizabeth II. No Marketor – except our more senior members – can remember another monarch. Past Master Roger Hood has written a fitting tribute which focuses not just on the late Queen's unswerving duty to her country but also on her lasting legacy to the City of London.

In the rest of this publication, you can read what we have all been up to over the past few months. For example, we hosted the Inter Livery

Golf Day at St Albans and attended events such as the Inter Livery Clay Pigeon Shoot, Beating Retreat, the Big Curry Lunch and the City Beerfest. Our committees have also been very active, as you will see from the various reports they have submitted.

And summer was a very social time of year. Marketors attended a whirl of engagements including our party on HQS Wellington, our Liverymen's dinner and a celebratory lunch following the successful election of Past Master Andrew Marsden as the 2022-23 Non-Aldermanic Sheriff.

Check out the interview with Past Master Andrew as he looks ahead to his busy shrieval year. As his mother company, we will be entering a float in this November's Lord Mayor's Show. So, if you've not been to the show before, 2022 is definitely the year to come along. Read more on page 11.

I hope you enjoy this latest issue. Don't forget, if you would like to contribute an idea for an article or wish to submit a letter for publication, please contact me on editor@marketors.org


The Marketors' Trust – new Trustee appointed

Liveryman Chloe Webb has been appointed a Trustee of The Marketors' Trust with responsibility for communications. She takes over this responsibility from Middle Warden & Trustee Diana Tombs who has fulfilled this role since 2018.

The primary responsibility of the role is to raise awareness of the Trust and its activities amongst the Company's current and prospective membership. Promotion of fundraising and the impact that members' giving has upon the cross-section of causes and beneficiaries of the Trust will be a key element of this role. In addition, it will also include efforts to promote engagement with key external stakeholder groups and act as liaison to represent the other trustees at the Company's Comms and PR Committee meetings.



Chloe has a BA Hons in Film, Television & Radio Studies and is a Chartered Marketer with 20 years of experience in professional services. She is also a Foundation Chartered Manager with the Chartered Management Institute. Chloe is Director of Marketing Operations for EMEA at FTI Consulting where she is also a Diversity Leader. She has served on the Board of Trustees of West Kent Mind since 2019.



HM Queen Elizabeth II replying to the loyal toast proposed by the Lord Mayor of London, Sir Robin Gillett, during the Silver Jubilee lunch at the Guildhall. Photo credit: PA Images/Alamy Stock Photo

Queen Elizabeth II and the City of London

Brigadier Roger Hood QVRM TD DL
Past Master

I write during national mourning for our beloved Queen Elizabeth II when we all feel everyone's sadness combined with admiration for her as a person, leader, mother and monarch for the last 70 years. In 1989 Her Late Majesty congratulated Lord Mayor Sir Peter Gadsden for being the latest link in the unique chain connecting the City Mayoralty with the Sovereign forged between Henry II and Henry FitzAlwyn 800 years before.

The Queen's amazing daily workload has now been revealed yet she still created time to connect meaningfully with the City and livery companies in many ways throughout her lifetime. She personally knew 69 Lord Mayors, visited and spoke at Guildhall and Mansion House Banquets to the livery and to visiting Heads of State; or just to the City Elders as she did at her Silver Jubilee in 1977 and Golden Jubilee in 2002. Then I was the first military officer to greet Her Majesty when she arrived into the City, riding in the gold state coach with Prince Philip, our late Honorary Freeman.

Her Late Majesty had a natural empathy for volunteers of the Armed Forces created during her wartime service in the Auxiliary Territorial Service as a military ambulance driver and mechanic in war torn central London. She saw her own

home bombed, buildings destroyed, people injured, but gained the camaraderie of fellow London volunteers. Throughout her reign all members of the Armed Forces swore allegiance to the Crown, and she reciprocated by her long and close involvement for those who served in peace and war.

In 2000 Belinda and I were invited to a small private dinner by Lord Mayor Sir Clive Martin at Mansion House when a Footman was unsure of a room location – Sir Clive told us quietly that he was on loan from Buckingham Palace because Mansion House was temporarily understaffed – illustrating the close cooperation. I have also known of Rolls Royce and carriage loans between the two Houses!

Lord Mayors as finance and trade Ambassadors of the UK met frequently with the Queen at formal events. The special relationship between the City and Sovereign is deep and usually recognised annually by a knighthood or damehood to the outgoing Lord Mayor; a unique privilege for a 12-month office holder.

During the 2010 Mastership of Venetia Howes our Company gained Her Late Majesty's approval for a Royal Charter and our Charter Banquet in Guildhall was attended by HRH Prince Philip to mark the occasion.

Each livery company Master and consort are invited to one of the annual Buckingham Palace Garden Parties when many City based business and charity leaders and diplomats have the opportunity to meet.

The City based Honourable Artillery Company had Her Late Majesty as its Captain-General, she followed the line of monarchs since William III in 1690. Queen Elizabeth II attended often and presented new colours to the regiment in 1955. Last month we witnessed the HAC Pikemen and Musketeers perform their sad duty at the State Funeral as the Monarch's ceremonial bodyguard.

It was only this July that our current Lord Mayor Alderman Vincent Keaveny welcomed Her Majesty into St Paul's cathedral for the joyous celebration of her Platinum Jubilee and perhaps that is the lasting memory we wish to sear into our minds of Queen Elizabeth II.

As an Army Officer I have proudly held the Queen's commission for 42 years and today serve the Monarch by appointment as an Honorary Colonel and Deputy Lieutenant of Surrey. I was an Aide-de-Camp to Her Majesty and was invested with the Queen's Volunteer Reserve Medal. I now serve King Charles III.

Dr Trevor Brignall
Master

Our plans to help members

Just as the UK economy recovers from Covid-19, economists and forecasters are predicting a subdued growth outlook for the UK economy, followed by two years of slow, or even negative, GDP growth.

Albeit forecasts of UK inflation reaching unprecedented levels, not seen for decades, are receding, the UK inflation outlook is highly uncertain. Like Covid-19, as inflation surges the cost-of-living crisis impacts all demographic groups.

We are conscious of this inflationary impact on you, our members. So I am pleased to inform you of the following decisions by both the Trust and the Company.

The Trust will continue to support its members and widows, widowers, orphans, and dependants of Freemen and Liverymen of the Company who find themselves in necessitous circumstances. If you need support, contact, in confidence, Past Master Sue Garland Worthington, our lead Almoner.

For the ensuing year, the Company will freeze its quarterage for Freemen and Liverymen. And, for the first time, quarterage will be payable in 12 monthly instalments. We will provide details of how this will operate before the end of the year.

In terms of events, the Company will hold three Great Events in the coming year. Additionally, the Senior Warden, during his year as Master, will be holding a competitively priced Master's Weekend in Sheffield that will add to the richness and tapestry of the events in his year.

The Senior Warden also plans, wherever possible, social events that are attractively priced, at around £30-£50 per event.

Rest assured that, in conjunction with the Trust, the Company will work to support those members in necessitous circumstances and ensure our offering reflects the economic headwinds we are all facing.

Sheriffs Alastair King and Andrew Marsden at their election in June



The Master's Column

Dr Trevor Brignall
Master

It was with great sadness that we all heard of the death of Queen Elizabeth II, the UK's longest-serving monarch. Her Majesty's commitment to civic and social duties and her worldwide impact cannot be overstated.

Throughout her life, she led and inspired, carried out her duties with unparalleled dignity and will forever be loved by millions across the globe.

For any livery company, news of its members progressing to high Civic Office is a tremendous honour and brings immense pride to the Company and all its members.

The Court of Aldermen recently agreed to support our Honorary Liveryman, Alderman Professor Michael Mainelli for the Mayoralty in 2023/2024, subject to an election at Common Hall in 2023. If Michael is one of the two Aldermen whose names are returned at Common Hall in 2023, he will be elected.

I'm delighted this edition of the Marketor highlights Past Master Andrew Marsden's appointment as the Company's first Non-Aldermanic Sheriff – a huge honour for Andrew and the Company. The role of Non-Aldermanic Sheriff, or as Andrew prefers, Livery Sheriff, dates to at least the 7th century, making it the oldest office in the City of London.

Although no longer directly involved in the administration of justice or the collection of taxes, Andrew and the Aldermanic Sheriff, Alderman Alastair King, will reside in the Old

Bailey and work closely with the Recorder of London and the judges of the Central Criminal Court to promote the rule of law. Additionally, the Court of Aldermen agreed to support the rule of law and England's courts and legal services.

Andrew and Alastair will host several events during their year at the Old Bailey to promote charitable and philanthropic causes including the Sheriffs' and Recorder's Fund and the Lord Mayor's Appeal.

During his Shrieval Year of office, Andrew will work closely with the Lord Mayor and Guildhall to support the Lord Mayor's and the City's programme of activities.

For every Sheriff, the success of their year is being supported by their consort. Andrew's consort Marian is well qualified to support Andrew and they will make an exceptional team. On your behalf, I send them the Company's congratulations and best wishes for a hugely enjoyable and successful year!



Dr Trevor Brignall
Master



Planning for our 50th birthday in 2025

Prof. Ian Ryder
Junior Warden

Hold the date!

We are all used to getting a 'pour memoire' for notable events to come, but not as far ahead as this one, I'll wager.

On 1 April 2025 (yes, the jokes have all been done!), our Company will celebrate our 50th birthday.

I need to be clear: this is the anniversary of the date we were founded as a Guild in 1975, so therefore our genesis and real birthday. We were granted Livery status two years later in 1977. (Reason for another celebration in two years' time!)

In my experience, Marketors have never been ones to shy away from the chance to celebrate and party, so this short article is to light a candle on the fact we will definitely be seeing some happy celebrations during 2025.

I am proud to say that, subject to the usual election by the Court, I will be our Master for that year, and so I have already begun to get ideas together for what we might do together.

The first thing was to bring a small (but perfectly formed) team into

being which would handle the entire plan. The members of that team are:

Court Assistant Julian Boulding;
Liveryman Dr Annmarie Hanlon;
Freeman Zoe Phillips, Freeman
Vittoria Traglia and Court Assistant
John Wheen.

In addition, Past Master Venetia Howes has very kindly offered to be our 'conscience' and steer and maintain good communication with all Past Masters.

So what can YOU do to help? A lot, actually.

Any ideas, however on or off the wall, for things we might do, and, most importantly, ways in which we can generate some funding in order to take the strain off our operating funds, will be hugely helpful.

We have a wealth of fantastic experience and creative capability in our membership, as well as myriad business connections between us, so please do get involved.

Please submit your ideas to celebrate our Fabulous Fifty to ian.ryder@gmail.com.

Applicants sought for the post of new Clerk

As you will all be aware by now, our Clerk, Barrie, left the Company at the end of September. We have appointed an Interim Clerk for three days a week until we find a permanent replacement, the process for which has already started.

This request is for members of the Company to suggest themselves, or anyone they know, who might be interested in the role. The role is three days a week and based at our offices at Plaisterers' Hall, although there is the opportunity to work some of the time from home, on an agreed basis.

The key requirements for the role are:

- high order organisational, administrative, IT, and planning skills together with good timekeeping
- effective and accurate writing skills
- excellent skills in communication and in understanding of the needs of a membership organisation
- a sociable individual with an amiable personality, able to engage with the people with whom they are interacting
- a knowledge of the City of London and the nature and ethos of the Livery movement
- an understanding of the role of marketing and the changing nature of the profession
- a willingness to work evenings, as required.

The timescales are that we are seeking to receive applications by mid-October with a view to starting the interview process shortly after that.

For further information, please contact the Senior Warden Glyn Cartwright on glyncartwright@hotmail.com.

New Liverymen clothed 18 May



Lesley LLOYD
(Freeman 2021)

Lesley is an experienced Chair, NED and Interim Marketing Director/CMO. She has more than three decades of expertise in driving strategic business growth and performance for listed and private enterprises across industries, internationally. She provides rigorous oversight and advice on business strategy and planning, governance, risk management and marketing. Lesley also mentors CEOs, CMOs, students, graduates and senior women with board aspirations. She is passionate about ESG/corporate sustainability and is currently developing her expertise in this area.

Dr Sarah-Louise MITCHELL
(Freeman 2020)

Sarah-Louise is Senior Lecturer in Marketing at Oxford Brookes Business School. Before academia, she worked in senior roles in marketing across FMCG, retail and non-profit sectors, including Head of Marketing for Royal Voluntary Service and Head of Clubcard for Tesco. She has an MBA from London Business School and her PhD (Henley Business School) explored the role of charity brands in the decision to volunteer. Sarah now focuses on contributing knowledge to the non-profit sector, including co-editing 'Charity Marketing: Contemporary Issues, Theory and Practice' (Routledge).



New Liveryman clothed 30 June



Benjamin SEAR
(Freeman 2008)

Ben has nearly 40 years of marketing experience, initially working for international brands such as Nestlé, Heinz and Diageo. He then moved into the charity sector, where, among others, he was Head of Marketing and Communications for Scope and Director of Marketing Communications and Fundraising for the youth charity, Rathbone. More recently, Ben has worked in key marketing roles for the Institution of Engineering and Technology, E-ON and the London Business School. He is a Fellow of the CIM and a Business Leader in the Marketing Society.

New Corporate Supporter Associate admitted 18 May

Daniel GRAY

Dan has close to 20 years' experience in marketing, leading some of the UK's biggest brands. He worked eight years for Sainsbury's before spending 10 years at Procter and Gamble where he was Marketing and Commercial Director. Most recently Dan set up his own successful digital marketing consultancy before joining Accenture Song as a digital capability director. Dan leads the partnership between Accenture Song and the WCM and is working closely with our team to create an exciting programme of joint events.



New Freeman admitted 30 June



Professor Stanley MAKLAN

Stan has an illustrious marketing career spanning both industry and academia. After graduating, he spent 10 years with Unilever and then moved into consulting. For the past 16 years he has taught at Cranfield School of Management where he is Professor of Marketing. His research divides into three main areas: how marketing can realise benefits from its investments in IT-enabled change; marketing accountability and measurement; and customer experience. He has secondary research interests in marketing capabilities, channels to market, sustainability and organisational brand.

Martin PEZET

Martin has 15 years' experience as a Chartered Marketer, with a particular interest in new customer acquisition and marketing strategy. Beginning his career with IBM and Reed Business Information, Martin then moved into the financial services/FinTech sector, managing multi-million pound marketing campaigns for new customer acquisition, website content strategy, team management, attribution modelling and agency selection. He has recently left his position as Head of Digital and Content Marketing for AJ Bell Youinvest to join Bestinvest as Head of Marketing.



media.monks

Autonomous selfie drones, virtual influencers, hybrid subcultures and shoppable channels where people converse and convert... Life in digital has launched an explosion of novel consumer behaviors and new expectations for highly tailored, socially conscious experiences. The potential of emerging technologies, met with consumer-driven ingenuity, has given way to the transformation of digital and the dawn of a new era: virtualization, the new frontier for business growth.

It's time to repair our relationship with digital.

Virtualization and the New Era of Growth

Download the report

Big Curry Lunch

Nicky Oliver
Liveryman

On 7 April, a merry group of Marketors attended the 'The Lord Mayor's Platinum Jubilee Big Curry Lunch' at the Guildhall. The lunch is an annual event which raises funds for all members of Her Majesty's Armed Forces who have served in Iraq and Afghanistan. This year's lunch, marking the extraordinary service and dedication of Her Majesty the Queen, was attended by Princesses Beatrice and Eugenie.

Our party of 20 or so Marketors, Senior Warden Dr Glyn Cartwright and Middle Warden Diana Tombs, had tickets for the 'third sitting' of a rolling attendance of about 1,500 guests and volunteers drawn from members (and guests) from 70 livery companies. Many had travelled from all over the UK to enjoy the lively event.

The buffet lunch was a fabulous choice of curries (provided by Noon Foods) with a range of dhals, naan breads and other traditional

accompaniments. The drinks were provided by Cobra Beer, with wines selected from the cellars at the Guildhall – all to a backdrop of the Royal Marines Band and other talented musicians.

The first lunch took place in 2008 and this year's event was the first in two years, due to Covid-19. The Rt Hon The Lord Mayor Alderman Vincent Keaveny had set a target of raising £270,000. On the day, this was exceeded by raising £310,000!

The money raised goes to three National Service Charities: ABF The Soldiers' Charity, the Royal Navy and Royal Marines Charity, and the Royal Air Force Benevolent Fund.

It was a wonderful day of celebration bringing together business, armed services and livery companies – a great example of philanthropic spirit and generosity. The next Big Curry Lunch event will be in April 2023.



United Guilds Service

David Elmer
Court Assistant

A very cold but sunny Friday morning in April saw the 78th Service of the United Guilds of the City of London at St Paul's Cathedral. Having had no service since 2019 owing to Coronavirus, it was a wonderful sight to see once again all the colourful robes of the Livery, the Lord Mayor, Sheriffs, Aldermen and many others. Past Master Andrew Marsden was Locum Tenens for the Master and all three

Wardens, the Clerk and several other members of the Company were present.

This event was founded back in 1943 when it was decided to hold a service in St Paul's for the livery companies and the guilds of the City of London. The idea was to lift the spirits of the City following the Blitz during the Second World War. Since the first service, this event has become annual and remains one

of the few occasions at which the whole livery and guilds of the City gather together as a whole.

From 10.55 am and with measured precision, processions of livery and City dignitaries took their respective places under the dome, before fanfares sounded the arrival of the Lord Mayor, who was escorted to his seat by the Bishop of London, at the end of a long procession led by the Dean and clergy of St. Paul's. As a humble Liveryman, I felt seriously underdressed in this combination of City and Ecclesiastical pomp and splendour.

After the service, and despite the cold wind, there was time for a quick photo on the steps of St Paul's amongst the finery of the other livery companies before we parted our various ways to take lunch. Our steps were hastened by the foreboding skies and the odd flurry of snow as we rapidly made our way to the warm sanctuary of the Plaisterers' Hall and a convivial lunch at the Marketors' table.



Left to right: Court Assistant David Elmer, Senior Warden Glyn Cartwright, Junior Warden Ian Ryder, Middle Warden Diana Tombs, Past Master David Pearson and Clerk Barrie Stewart

Marketors rehearse for the front cover shot

Fun and success on Midsummer's Eve for the election of Sheriffs

Dr Roger Hood
Past Master

As our predecessors have done for the last 892 years, it was a wonderful privilege to gather in Guildhall Yard at the end of June. We were there to elect the two new Sheriffs. Travelling was not without its minor challenges, but these were nothing by comparison to earlier years – of the two World Wars of 1914 and 1939, the Black Death and Great Fire of London in 1666, the numerous invasions and, in 1130, the Templars embarking on the Third Crusade. In 2022 the national rail strikes did not prevent hundreds of Liverymen from all 110 companies, including 46 Marketors, packing the Great Hall to elect Past Master Andrew Marsden and Alderman Alastair King as the two City of London Sheriffs for the year from 28 September.

Together they will support the current Lord Mayor, the Rt Hon

Alderman Vincent Keaveny, and his successor. For his year in office Andrew will reside in the Old Bailey (at Her Majesty's and Marian's pleasure!). An appropriate residence given the enormous demands of the official engagements, of dinners, openings, presentations and overseas tours required of the three Ambassadors for the City.

Undoubtedly Andrew's international marketing experience will be a great help in promoting the City which leads the world in finance and professional services from the Square Mile.

It takes considerable preparation to create an informal, spontaneous gathering! However, the Marketors' strong presence and evident pleasure, captured here by



Sheriff Elect Andrew Marsden and his Consort Marian Gamble chat to the Lord Mayor

photographer Ben Fisher, was obvious to all as we saw Andrew embark upon his prestigious appointment.

Afterwards 50 of us relaxed at a private lunch at Cote by St Paul's arranged by Past Master Michael Harrison and our Clerk. We Marketors were joined by the Masters Apothecary, Stationer, Glazier and Hackney Carriage Driver as well as by officers of the Security Professionals. Sheriff Elect Andrew, accompanied by Marian and our Master Dr Trevor Brignall, joined us after their 'thank you' tour of nine livery halls where other Liverymen were enjoying their own lunches.

I was delighted by the contribution made in support of Andrew by our Freeman (especially Ishreen Bradley, Jacques Edelman, Zoe Phillips and Ben Sear), Liverymen and Past Masters – for 'creating' our very own, and first ever, Non-Aldermanic Sheriff Elect. Thank you!



Left to right: Alderman & Sheriff Alison Gowman, Corinne Lee, Alderman Alastair King, the Rt Hon The Lord Mayor of London Alderman Vincent Keaveny, the Lady Mayoress Amanda Keaveny, Past Master Andrew Marsden, Marian Gamble, Alderman & Sheriff Nicholas Lyons

Interview with Sheriff Andrew Marsden

Dr Annmarie Hanlon
Liveryman

Marketors are making history, with Past Master Andrew Marsden as our first Sheriff from the livery. (The election of the lay, or Non-Aldermanic, Sheriff is a free vote of the livery.) In this interview I ask Andrew why he stood for Sheriff, more about the role and how Marketors can support him on his journey of the next 12 months.

Why did you decide to run as a Sheriff?

For over 25 years I have been involved with the livery and many friends encouraged me to consider standing for the role.

What is the role of the Sheriff?

Since 1199, the Sheriffs have been approved by the monarch, as their representatives to the judiciary.

The Sheriff's role is in two parts. The first involves living at the Old Bailey, which is the only privately-owned court in the land, and to look after the judges and ensure everything runs smoothly. There are 14 judges (50:50 male and female) who have an 'Old Bailey' ticket. They sit through a series of gruesome accounts on a daily basis so, to lighten their load, they can have lunch with the Sheriffs and our guests, to share different perspectives. Although there's a view that judges are a bit old and fuddy duddy, you really couldn't get more up to date: they really know what's going on in society because they meet it every day.

The second part of the role is supporting the Lord Mayor and the City. This is about being part of the civic team – that's the Sheriffs and the Lord Mayor. We operate either together or separately, so when the Lord Mayor cannot attend, one or both of the Sheriffs deputise.

The Lord Mayor is the representative for financial and professional services, not just

for the City but for the whole of the UK. The Lord Mayor, who has cabinet rank, may travel to over 40 countries over 100 days and, as Sheriff, I may accompany him during the one-year term of office.

What civic duties are involved?

The civic duties are a range of events. In some cases it's speaking and explaining our role, in others it may be attending business conferences or hosting delegations into the City. Plus there are several more official events such as diplomatic dinners with members of the Government and overseas representatives, as well as attending livery events.

What do you see as the main challenges you will face?

The Sheriff's challenges are the same as those of the City. Now it's all the post Brexit and post Covid issues, and in the middle of this is the Ukrainian war and rising inflation. The usual playbook is out the window. The Lord Mayor and the Sheriffs need to put their best foot forward and get out there and market the City around the world.

On a personal level, the greatest challenge is diary management! My diary was taken away to be updated from 28 September to 20 December and 157 engagements were initially added, then a further 70! Right now I have over 200 events, that's two or three per day until Christmas.

What are you looking forward to most?

This is an extraordinary privilege and I will meet many interesting people. It is the City on show at one end but it's also meeting people, along with the charitable involvement. Effectively I shall be immersed in a range of organisations and people 24/7 for 365 days of the year. As a people person, this is what I love doing!

What words of advice have you been given for the role?

Remember you're there to enjoy it and let them know when you're

exhausted. Also, it is one year, you don't do it for a second time. It is an epic journey, but equally it's your time and it's an opportunity to put back in and enjoy that process. Having said that, there is a huge amount of preparation for the year and you need to apply this and deliver.

Where do you see the City of London in three years' time?

One of the principal roles of the City is that if we generate wealth, we generate jobs. As my grandmother used to say, someone's got to earn the money before you tax it.

I would like to see that the City has a clear proposition we can deliver to the world, as half a million people come into the City every day. There are thousands of businesses big and small; we all rely on trading. If we forget that, for one moment, then, not just the City, but the UK will be a much worse place. I think it's important that we actually find the new way of working in what is going to be a very different world.

More than 40% of the people working in the City were not born in the UK so it's a truly international place and commerce relies on that. So, if we can be very clear about what the brand of the City of London means, then we will have done very well within a completely changed context.

Finally, what ongoing support do you need from Marketors?

Just be normal! So that when I come to a livery event and it's an ordinary event, it's just with friends, because as Sheriff, you're on show all the time, but I'm still me!

I must say that Marketors have been unbelievably positive which has been fantastic, a great crowd who have staunchly supported me. Can I convey my unbridled thanks to everybody involved, many individuals in the Marketors, as well as the Company itself.

A longer version of this interview appears on our website.



Michael Harrison
Past Master and 'Float Master'

Why you should attend this year's Lord Mayor's Show

If you haven't been to the Lord Mayor's Show, it is a huge pageant with around 6,500 participants, 70 floats, plus 20 bands, a large number of horses, carriages and coaches (totalling around 130 separate "entries") – and of course the Lord Mayor's gold state coach. It is a joyous occasion.

As the Non-Aldermanic Sheriff this year is Past Master Andrew Marsden, the Court decided to have our own float in this year's Lord Mayor's Show. This in addition to Andrew (who will be in the Shrieval carriage) and our Master and Wardens (who will be in another carriage). So, three separate reasons to come along and cheer for the Marketors!

Our entry will be as follows:

1. The St Dunstan's Marching Band and a contingent of CCF Cadets – showing our commitment to supporting education and our affiliation with the Armed Forces. Also, the new Lord Mayor is a Governor of the school.
2. Six Bentley cars, each one representing a different 20-year period, starting with the 1920s, culminating in an electric powered 2020s model – the messages being the move to ecology and marketing's role in it.
3. Walking alongside the cars will be more students and/or Marketors carrying marketing and WCM-related message boards.

We have booked Cote St Paul's for our exclusive use (coffees etc before and during the procession, lunch afterwards). Don't forget to book your place – family and friends are welcome – and join us in a fun day out.

The Shrieval Chain and Badge of Office presented to Sheriff Andrew Marsden

Andrew Marsden
Past Master

The badge was designed and made by London Goldsmith Grant Macdonald and reflects my geographic origins.

At the centre of the badge are my existing armorial bearings, derived from those of the medieval Marsden family when they resided in the settlements called Marsden in Lancashire and the West Riding of Yorkshire. The principal element of the arms are the erased unicorn's heads – the heraldic symbol of purity, intelligence, bravery and power.

Atop the arms, the crest consists of a unicorn rampant wearing a necklet of red and white roses holding a pair of dividers measuring a terrestrial globe, reflecting my love of travel.

My badge is in the form of the Tudor Rose, the name given to the combined heraldic emblems of the York and Lancastrian families who fought each other for control of the English throne during 'The Wars of the Roses'. When Henry VII married Elizabeth of York in 1486, the Tudor Rose was adopted as the national

emblem of England, a symbol of peace and unity.

Encircling the arms, the badge displays those of my four livery companies – the Marketors, the World Traders, the Stationers, and the Glaziers – and of the 15-strong Financial Services Group, of which I was a long-time Chair. The clasp, linking the badge to the Arms of the City of London, carries the emblem of the Aldgate Ward Club of which I was President, and my career 'alma mater', Unilever. The triple strands of chain, the symbol of a Sheriff, then reach up to the Tudor Rose shoulder pieces.

I grew up in Sheffield. The Assay Mark of Sheffield is the Tudor Rose, and this was applied to my badge by the Assay Master in a special ceremony held in Sheffield, together with the unique 2022 Queen's Platinum Jubilee Mark.

My Latin motto, translated literally, is "May you be honoured while alive and longed for when you are dead"... the shorter English version is 'Live Respected, Die Regretted'.

Oh for the love of livery! (and excellent food and wine)

Ruchira Neotia
Liveryman



Liveryman John Zealley was the guest speaker

18 May 2022 saw the reinstatement of a much-loved event – a dinner for Liverymen only. The choice of venue, Innholders' Hall, generated great excitement for the event. It wasn't just the splendid architectural heritage of 17th century oak panelling and minstrels' gallery, but the singular boast of an in-house Michelin starred chef – the much-lauded Herbert Berger of Connoisseur, Mirabelle and Café Royal fame. Needless to say, yours truly was first in the ticket line.

To whet one's *mental* appetite, the Master invited Liveryman John Zealley, Senior Managing Director at Accenture Song, as the guest speaker.

With a jovial and delicious meal underway, John regaled us with entertaining stories from his P&G days involving white socks (I will not amplify this, on account of 'you really should have been there'). He advised that Marketors need to have a 'foot in today and a foot in tomorrow' in pursuit of an agenda where Marketing as General

Management is back. (Please look out for the invite for the Accenture Song-led Metaverse debate scheduled for October.)

As a new Liveryman, I really cherished this 'guest-distraction-free' opportunity to properly connect with my new livery family. The pre- and post-dinner receptions were especially welcome, giving me the opportunity to chat to Liverymen I had not previously had a chance to meet. Expectation for a sequel is rife, given consensus of a 'rather successful event'.



Two new Liverymen who were clothed at a Ceremonial Court prior to the dinner, Lesley Lloyd and Dr Sarah Mitchell, are congratulated by fellow Marketors

Life-changing Harvard opportunity, thanks to The Marketors' Trust

Phil Andrew
Court Assistant

Back in September 2019 I waited nervously outside the Court Room at Plaisterers' Hall to go in for the final shortlist interview for the Martyn Davis Harvard Bursary (now administered by The Marketors' Trust). Almost three years later (and several years delayed by the pandemic), I am happy to confirm that the legacy of the late Court Assistant Emeritus Professor Martyn Davis and the Company more widely, bestowed on me one of the most extraordinary experiences of my life. As we look to design the application process for the next Martyn Davis Harvard Bursary in 2024, it feels like the time is right to explain about this life-changing opportunity.

Generous bursary

In 1961, Martyn attended the international Marketing Institute Programme at Harvard Graduate School of Business Administration. He would later say that this was a life-changing event. Martyn left a substantial legacy to The Marketors' Trust, the income from which would support a bursary to be offered every five years for a Liveryman of the Company.

This bursary aims to provide an opportunity to attend the prestigious Advanced Management Programme (AMP) at the Harvard Business School. At around \$85,000, this is a substantial award and the process is highly competitive.



Lectures at Harvard Business School



Phil Andrew at Harvard

The programme is intense, starting many months before physical attendance at the HBS stunning campus in Cambridge, Massachusetts. The initial programme sees you undertake a detailed finance and accountancy course. Without that knowledge participants would be very lost, very quickly! Participants also undertake 360° feedback in preparation for seven weeks of coaching.

The programme is case study based. Participants prepare for lectures by reading around 65 detailed case studies ranging from 19th century naval strategy, to Nelson Mandela's leadership style, to digital transformation in the age of artificial intelligence.

Virtual and face-to-face learning

In the initial virtual module, participants attend lectures in an extraordinary virtual classroom. The final five weeks of the programme are based on campus at Harvard. My normal day started at 6am for exercise, followed by last minute prep, then lectures until 4pm, then live group meetings often until 10pm, then sleep, and repeat for six days a week. Exhausting but completely exhilarating.

The professors took no prisoners when cold calling in lectures, so everybody was very careful to be well prepared! Participants attended from 40 countries and ranged from railroad bosses to the Admiral of the Australian Navy to the Deputy Prime Minister for the Ivory Coast.....I was the only attendee from a charity.

Business challenge

The other big part of the programme is your personal case where you undertake a detailed study on a current business challenge. I set out the structure for a service to society recognition programme, effectively a frequent flyer programme for giving back to society. I was delighted that it was awarded one of the two 'top case studies of the programme' which enabled me to give a lecture to HBS faculty and students and was an experience I will never forget.

What this programme gave me was time to think, perspective and renewed energy. After 30 years in business this was incredibly powerful and much needed.

If you want to get in touch to discuss this you can contact me on phil.andrew@stepchange.org and please do take a look at the website <https://www.exed.hbs.edu/advanced-management-program/> if you are interested in applying for the bursary.



The library at Harvard Business School
© Harvard Business School



WORSHIPFUL
COMPANY of
MARKETORS

The Marketors' Charity Grants 2022

Funded by
The Marketors' Trust

The Marketors' Trust to donate £30,000 to help smaller charities fund marketing campaigns

Simon Leadbetter
Liveryman

Did you know nearly nine in 10 of the UK's 169,000 registered charities have an annual income of less than £200,000? The top 1% of charities collect 64% of all revenue. In research commissioned by the Charity Commission, 90% of charities said they had experienced negative impacts from Covid-19, whether on their service delivery, finances, staff or staff morale, resulting from the months of frustration and uncertainty. 60% saw a loss of income, and 32% said they experienced a shortage of volunteers.

New giving initiative

In 2021, a year later than planned due to Covid-19, The Marketors' Trust launched a new giving initiative to support smaller charities. As you can see from the above, smaller charities often have limited resources to raise funding, promote their message and help people. As one of the Trust's aims is to support good causes, it seemed a natural initiative to use the Trust's financial resources and the Marketors' Outreach programme to support smaller charities and their essential work.

The Marketors' Charity Marketing Grants Programme 2021

A small team of Marketors, led by Trustee and Middle Warden Diana Tombs, created a grants programme, set entry and judging criteria and, through Iconic Digital, built a web page and online application form. The Trust launched the Grants Programme in autumn 2021 as a trial that proved highly successful. It is being repeated and expanded this year.

There was a total grants fund of £20,000, comprising one top grant of £10,000 and four grants of £2,500 each. Act4Africa was awarded the top grant and the four smaller ones went to Better Giving Partnership, Childhood Cancer Parents Alliance, the East End Women's Museum and Nai's House.

Grants fund increased to £30,000

In the 2022 expanded scheme there is a total grants fund of £30,000, now comprising two top grants of £10,000 and four grants of £2,500 each.

Applications are invited from registered charities with an annual income of between £10,000 and £200,000 and whose main activities are focused on UK causes.

The grants are for funding marketing campaigns and are not available for staff costs, capital investment, hardware or infrastructure work or ongoing Search Engine Optimisation/Pay Per Click activity, although the campaign can include an element of PPC or SEO.

The 2022 programme was launched in September and the closing date for applications is **Monday 7 November 2022**. The judging will take place and the grants awarded by the end of the year.

MARKETORS, WE WOULD LIKE YOUR HELP

Please, if you are involved with, or know, any registered charities with an annual income of between £10,000 and £200,000, mainly active in the UK, please let them know about this grants programme. All the information is on our website, including a downloadable flyer and information sheet.

Let's make 2022's Grants Programme positive news for the smaller charities that do so much good.

Inter Livery Clay Pigeon Shoot

Andrew Cross
Past Master

In May the Marketors fielded two teams of four in the Inter Livery Clay Pigeon Shoot which is held annually at the Holland & Holland Shooting Ground in West London.

The event is now held over two days with 125 teams of four entered – and that's a lot of guns!

Last year the Marketors team won the "Magnificent 12th" trophy and

a £1,000 donation to our chosen charities. Although we didn't win any trophies this year a good time was had by all, building friendships through the sport in what proved to be a lovely day in the fields.

Top gun from among our shooters was Roger Howes (Past Master Venetia Howes' husband) with 72.5%. Top gun Marketor was Paul Davey with 61%.

Final scores meant that both teams managed to get placed in the middle of the field but, more importantly, we all had an excellent time enjoying our sport and the company of friends.

The Marketors A Team consisted of Past Master Andrew Cross, Liveryman Anne Curtis, WO2 Chris Kitto (151 Regiment) and Roger Howes. The Marketors B Team was Past Master Venetia Howes, Liveryman Alex Conabeare, Liveryman Paul Davey and John Curtis (Anne Curtis's husband).

Unfortunately business matters meant that Tony Norton was unable to join us but we were fortunate to get past team member Alex Conabeare to step in and support Team B.

There is always room for additional guns and if there are any Marketors who enjoy the sport and would like to join us, please let us know.



Left to right: Paul Davey, Roger Howes, Venetia Howes, Chris Kitto, Ann Curtis, Andrew Cross, Alex Conabeare, John Curtis

An evening with Murray Craig

Julian Boulding
Court Assistant & Hon. Treasurer

On 5 May, some 40 Marketors enjoyed a terrific evening in the Plaisterers' Court Room which adjoins our Clerk's office. Murray Craig, recently retired as Clerk of the Chamberlain's Court at the Guildhall after 25 years' service, was elected an Honorary Liveryman of our Company. We were the first Company to offer Murray this honour, richly deserved – as all Freemen of the City will attest.

The General Meeting, which took this decision, was followed by a memorable evening where Murray entertained us with his extraordinary knowledge and erudition of City institutions and buildings. Did you know which 'council estate' in London had the highest take-up of its right-to-buy offer? Or how

many livery companies include an opincus in their crest? Clue: you can find one such crest on the stairs, as you go up to the Marketors' office at One London Wall!

These interesting facts were judiciously mixed with personal anecdotes.

It will be hard to forget the image of Murray, dressed in his ceremonial robes, being mistaken for a wizard and mobbed by a collection of similarly attired Harry Potter fans, when arriving to confer the Freedom of the City on JK Rowling. The Chatham House rule precludes me from revealing which member of the Windsor family said what, and to whom, about their Freedom Ceremony (although the Master thinks it may have been Barbara).

It was an evening of fellowship which will live long in the memory.

We owe a big thank you – and our warm congratulations – to Murray Craig. And in case you missed the event itself, he continues to offer his fascinating and amusing guided walking tours around the City, which are highly recommended.

We are delighted to announce that Murray Craig will be admitted as an Honorary Liveryman at our next Ceremonial Court.





Juliette Cooke from Iconic Digital,
Liveryman Steve Pailthorpe, Freeman Zoe Phillips



Freeman Matthew Antos Lewis
and guest Katerina Antos-Lewis



Freeman Michael Gottlieb and guest Alan Bannister



Freeman Fergus McNaughton
and guest Neeshel Patel



Liveryman Malcolm McDonald
and the Master Trevor Brignall



Guest Jane Elmer chats to Liveryman
Ruchira Neotia and guest Greg Baird



Court Assistant Julian Boulding and Corporate Associate Dan Gray from Accenture Song



Liveryman Annie Brooks and Court Assistant Carole Seawert



Liveryman Kim Tasso and guest Tanya Venables



Liveryman David Williams and Court Assistant John Wheen

Summertime and the living is easy...

Kate Holden
Liveryman

There are few more pleasant ways to spend a balmy summer's evening in London than enjoying a drink on the river with good company and good food. Fortunately, the Marketors' second successive summer reception on HQS Wellington provided just such an opportunity.

A large group of us gathered on board HQS Wellington on 15 July. This historic ship is moored on Victoria Embankment just along from Temple underground station and has the unusual distinction of being home to not one but two livery companies: the Master Mariners and the Scriveners and there is a huge range of fascinating memorabilia to admire, ranging

from the Company's marine paintings and artefacts, gold and silver plate, to ship models and very early 18th century charts.

We joined the boat on a beautiful London evening and were welcomed by the Master and the Clerk. Our photographer was ready to snap photos of everyone against backgrounds such as the Shard, the London Eye and Waterloo Bridge. Guests enjoyed prosecco on the deck while catching up with old friends and making new ones. Past Masters and Court Assistants were present, along with Marketors old and new and, of course, family and friends. It was also a great pleasure to catch up with our previous Clerk, John Hammond.

After a short speech of welcome by the Master, guests were invited to tuck into the hot buffet where we were offered chili con carne, a chicken dish and vegetarian pasta. Desserts swiftly followed, then it was time for a last drink and chat before the guests departed with the setting sun.

I must say one advantage of these less formal events is the much greater opportunity to mingle and chat to many more people than is usually possible at a Great Event.

Our informal summer party will surely fast become a favourite event on everyone's calendar!

Beerfest

Martin Ashton
Liveryman & Chairman of Events

On a balmy Thursday evening, a group of Marketors gathered in Guildhall Yard to sample some excellent brews as part of the long awaited return of the City Beerfest.

This annual event is organised by the Worshipful Company of Brewers and has become an established City tradition. The event raises money for The Lord Mayor's Appeal while providing an enjoyable day for those who enjoy beer, good music and great food.

A ticket allows four half pints plus your own souvenir beer glass so you can enjoy the delights of the participating breweries in the yard (all of which had donated their beer to the cause). Marketors enjoyed a variety of beers from different breweries such as The Five Points, Shepherd Neame, Windsor



Marketors gather to sample the beer. Left to right: Tim Keen, Glyn Cartwright, Laura Beccaria, Hugo Thomas (Future Marketor), Conor Gunn, Richard Goodwin, Master Trevor Brignall, Clerk Barrie Stewart, Geoff Chaplin, Martin Ashton

& Eton, Timothy Taylor's, Meantime Greenwich, Fuller's, McMullen, Freedom, Drygate, Menabrea and Greene King. We also enjoyed the sunshine and the music of two superb bands: Unswung Heroes

BRASS and the Unswung Heroes Danceband.

Those who attended all agreed it was a thoroughly enjoyable evening and one that should not be missed next year.

Above & Beyond for every client

Charities | Trusts | Private Clients | Professional Advisers

An independent wealth management group providing tailored solutions for UK and international clients.

Nicola Barber would be delighted to have a further conversation on

+44 (0) 20 3817 3391
or NBarber@jameshambro.com

James Hambro
& Partners

James Hambro & Partners LLP is an independently owned private asset management partnership authorised and regulated by the Financial Conduct Authority and is an SEC Registered Investment Adviser. Registered office: 45 Pall Mall, London, SW1Y 5JG.

The value of an investment and the income from it can go down as well as up and investors may not get back the amount invested.

Marketors host 16th Inter Livery Golf Day

Carole Seawert
Court Assistant
& Golf Day Event Co-Director

For the 16th time, a sunny day greeted the Marketors' Inter Livery Golf Day. Once again, we hosted another full house, with 26 teams from across the livery world taking part in our Stableford competition. For the first time, we had a team from a Past Masters' Association (The Zoomers). We also welcomed teams from our army affiliate, 151 Regiment Royal Logistic Corps, from Whiteoaks PR, and from our sponsors, JP Hambro. The Marketors fielded three teams, led by Past Master John Farrell, Liveryman Richard Mayer and Liveryman Andy Robinson.

Despite some last-minute substitutes due to Covid, all the teams arrived at Verulam Golf Club at their appointed times, where they enjoyed bacon butties on the terrace before teeing off.

As in previous years, there were other competitions to enter, in addition to the customary round of 18 holes: namely, the nine-hole putting competition and the virtual challenge in the Professional Studio.

Spyglass Hills

For the virtual challenge, players paid £10 to enter, with all proceeds going to the Lord Mayor's charities. This year, the hole chosen was the 15th at the Spyglass Hills golf course on the Monterey Peninsula in California. The hole measures just 98 yards downhill – and proved to be



The hole for this year's virtual challenge was the 15th at Spyglass Hills in California



The International Bankers stop for refreshments at the 12th hole

a real challenge, especially when the Pro included wind speed as a factor.

Congratulations to the Worshipful Company of Plumbers who won the team trophy and to Richard Harvey of the Plumbers who was awarded the trophy for the highest individual score.

The day ended with a convivial three-course dinner in the clubhouse with the customary speeches, prize giving and raffle draw.

We were most grateful to JP Hambro who generously sponsored the event once again and for the following organisations who kindly donated the raffle prizes.

- **First raffle prize:** a five-star overnight stay in a studio king suite (with breakfast) in the West End of London. Kindly donated by The Marylebone
- **Second raffle prize:** dinner for two at The Dorchester Grill with the Sommelier's choice of accompanying wine. Kindly donated by The Dorchester
- **Third raffle prize:** a sumptuous afternoon tea for two and a glass of English sparkling wine. Kindly donated by The Beaumont.

- **Fourth raffle prize:** a free round of golf at Verulam for four people. Kindly donated by Verulam Golf Club

Many thanks to Past Master Michael Harrison and to Verulam Golf Club for their meticulous organisation of the event, and to the team of Marketor helpers on the day: Senior Warden Glyn Cartwright, Middle Warden Diana Tombs, Court Assistant David Elmer, Liveryman Christine Hodder and Liveryman Stewart Shuttle.

Thanks to the generosity of all the participants who paid to enter the virtual challenge and who bought raffle tickets, we managed to raise over £2,500 for the Lord Mayor's charities during the course of the day. This is a record-breaking amount for the golf day.

Sign up for next year!

Next year's event is, once again, on the first Monday in July: 3 July 2023. If you are interested in taking part, either to play for the Marketors or to enter a livery company team, please email: carole@seawert.co.uk. Your three other team members can be fellow Liverymen, work colleagues, clients, family members or friends.

An evening of military music and pageantry

Zoe Phillips
Freeman

Thankfully, the sun shone and we were not postponed again due to stands collapsing. I am of course talking about Beating Retreat, which managed to be a great success despite a number of improbable setbacks (even a fire in a pub the night before). At some points, I didn't think we'd make it.

However it was a sell-out and 50 Marketors met in The Horse and Guardsman on Whitehall. Just next door, the pub also has a fascinating history – originally it was the premises of Messrs Cocks, Biddulph & Co, a private bank founded in 1757. It was a convivial way to start the traditions of the evening

Beating Retreat was originally an order from the army of James II,

or James VII of Scotland, in 1690, who instructed his drums to beat to indicate a retreat. William III in 1694 reinforced the idea of the drum beat to direct instructions for the troops. Indeed, I feel rather proud as my Great Grandfather, expatriated to Hong Kong with the British Military in the late 1800s, was lead drummer in the Boxer Rebellion.

These days, most armed forces in the Commonwealth perform some ceremonial form of the retreat (even the Edinburgh Tattoo is a form of this ceremony) and it is often used as a test for new band members as well as a practice for difficult drill moves such as 'The Spin Wheel'. The ceremonies involve

marching of a band, the firing of cannon and other decorative presentations.

Beating Retreat is performed by several military bands and this year we were privileged to see a sensational evening of outstanding military music and pageantry by one of the world's finest military bands, the Massed Band of the Royal Marines, supporting one of the most revered regiments The Royal Navy. The historic parade included the emotive Naval Sunset ceremony against the beautiful backdrop of St James's Park.

On the basis of the feedback we've had, I think I've already sold out for the 2023 event.

Copyright © 2022 Accenture. All rights reserved.



Seismic or small, change is all around us

With technology and human ingenuity,
we can make change work for you
and your business.

Let there be change

accenture

Green energy consumption: market vs marketing failure?

Prof Stan Maklan
Freeman

Household consumption and purchasing will change over the next decade to a pro-social, environmentally-sustainable configuration.

For extreme free marketeers, there is little more to add to the discussion.

Price signals and changing customer preferences will encourage suppliers to develop less carbon-intensive solutions. The market will decide which technologies we adopt. Then why is it not happening?

Public policy makers point to market failures inhibiting the development of low-carbon solutions.

The infrastructure investments required in, for example, home heating, are beyond any supplier. In the absence of government backing, the stock market won't finance the investment. Complementary goods and services, such as trained installers, need to be ready. However, suppliers won't invest ahead of demand, and there will be no demand until such externalities are in place; chicken and egg. Finally, markets struggle with extreme risk. Asking households to invest in heat exchange technology and reconfigure their houses to accommodate it, is a risky investment whose return is measured in decades. Financial theory holds a positive relationship between risk and return; consumers will expect higher returns. That return is lower energy costs, yet green energy is often a premium product.

Public policy focuses on overcoming these inhibitors to promote a viable market.

The Government chooses the technology because it is not realistic to assume a range of alternatives. It legislates to encourage manufacturers to invest in heat exchange, increasing supply and reducing prices. It subsidises conversion to low energy and taxes failure to convert. It divides the cost



between suppliers, consumers and Government.

Market failure and public policy are well discussed academically and in mainstream media.

It is naive to believe that merely removing elements of market failure automatically generates a competitive market. We currently observe both market and marketing failure. The former is the subject of intense public scrutiny and debate; the latter does not get sufficient attention.

Marketing practices can support consumer response to public policy.

Government is mandating new forms of energy/heating whilst ignoring who will create compelling, branded offers to make that demand real. Green energy value propositions are a bundle of finance, equipment, design, installation, and service. Currently, it is left to the "market" to create the propositions, and it is not evident that clearly branded, well-communicated offers are being developed.

Who will create branded offers?

Big energy suppliers have the brands and customers, but have

not traditionally been in the demand generation business; their skill is operating under license and selling fuel. Their green tariffs aren't transformative, and relate to the energy retailers' supply chains rather than representing a comprehensive product-service offer. Heat exchange manufacturers are generally not well known and are intermediated by plumbers (installers). Installers are usually not well branded or experts with emerging technology.

Creating well-marketed offers is challenging.

Changing consumer attitudes and behaviour are notoriously tricky in sustainable consumption. Consumers tell researchers that they will purchase pro-socially, but their actual choices are rarely commensurate; the "say-do" gap. Brand marketing, therefore, requires profound consumer insight. Can existing suppliers convert consumers to sustainable energy when it is merely one offer in their portfolio?

Can we learn from past efforts of Government in market-building?

Mobile phones and cable have developed sustained, competitive markets perhaps because companies with relevant marketing experience (mostly) were awarded licenses. Regulation created the rules whilst operators generated consumer demand using traditional Segment-Target-Position marketing. Has that happened with, for example, heat exchange home heating? Many homes are too old, few installers and no obvious plan to train enough people, limited product branding and energy companies are conflicted. Effective policy requires more than merely addressing market failures; we must avoid marketing failures to build the market for sustainable solutions.

A longer version of this article is available on the website. If you would like to write a thought leadership piece, please contact Omaid Hiwaizi on omaidhiwaizi@gmail.com



Spotlight on our army affiliate

Tony Norton
Freeman



Lt Col Ed Lewis – CO of 151 Regiment

One of the relationships the Marketors value greatly is the one we have with 151 Regiment. This relationship has enabled collaborations such as this article, as well as a number of other activities jointly undertaken by both organisations, including 151 Regiment's annual Trident Night and a number of days spent shooting on ranges across the South East.

Over the years both organisations have nurtured the relationship into the valued and mutually beneficial one we enjoy today, and will take forward into the future.

200 year history

151 Regiment, as we know it today, is traced back to the creation of the Royal Logistic Corps on 5 April 1993. This saw the amalgamation of the Royal Corps of Transport, Royal Army Ordnance Corps, Royal Pioneer Corps, Army Catering Corps and the Postal and Courier Service of the Royal Engineers. Elements of each founding Corps can be found on the RLC cap badge today. However the long and distinguished regimental history started before then and reaches back well over

200 years to 1801, to one of the original Royal Wagon Trains based in Croydon where its HQ is to this day.

The Trident, the unit's logo, (see in banner above) represents the numerals 44 placed back-to-back, linking the roots to being part of the 44 (Home Counties) Infantry Division from 1936 to 1947. The oval is said to represent the historical link to south London, and the area now famed for cricket, the Oval.

Specialist drivers

Today, 151 Regiment, known as London's Logistic Regiment, is a Transport Regiment that provides specialist drivers to the Warfighting Division. It is paired with her sister Regiment, the Queen's Own Gurkha Logistic Regiment. The Regiment has five Driver Squadrons based in Sutton, Barnet, Southall, Croydon and Warley as well as two Troops based in Aldershot and Maidstone. The Regiment is also heavily involved in the local community and has even received the Freedom of the Borough of Croydon.

In the last 10 years, the Regiment has deployed soldiers to support operations in Iraq, Afghanistan,

and Cyprus, as well as across the UK supporting the Olympics, fuel strikes, flooding, and more recently Covid and NHS ambulances. Soldiers also supported the recent Commonwealth Games in Birmingham, are deployed on the ongoing UN peacekeeping operation in Cyprus, and are also supporting operations and exercises across Europe.

Passion, pride and professionalism

The Regiment is driven by the Commanding Officer, Lt Col Ed Lewis's vision for the future which sees the unit developing around his three Ps: Passion, Pride and, last but certainly not least, Professionalism. Lt Col Ed Lewis describes 151 Regiment RLC as a modern, diverse and forward-looking Reserve Transport Regiment, based in Greater London and the South-East. Equipped with the latest vehicles, it is maintaining its warfighting capability through continuous, purposeful training in the pursuit of professional excellence.

And they are recruiting more reservists, so if you think you might want to get involved, get in touch with them today!



151 Regiment out on manoeuvres

The Livery Careers Festival 2022

Dr Sunila Lobo
Liveryman

This June, the Marketors took a stand at the Livery Careers Festival 2022 at London's Guildhall. It was organised by a core group of Marketors who are members of the Education and Knowledge Development Committee (EKDC). The focus of the Festival was on secondary school pupils in London. It was great to be back in person as the previous year's Festival was virtual, with Marketors presenting to pupils online.

Marketing display

Our stand display, comprising 16 boards, was developed and curated by Court Assistant Chris Griffin of the Museum of Brands. It showed changing packaging across time for brands like Fairy Liquid, Persil and Paxo; how new technology has created new markets (and brands); how brands responded to events like the Jubilee celebrations; and how some brands have innovated, extended their brands or disappeared completely.

There was also a board on the market value of well-known brands. These were conversation starters for engaging pupils with marketing and its corresponding value on the bottom-line. The EKDC developed a flyer on the basics of marketing and why it is important, with a link to the CIM website for career information. These flyers were distributed to pupils visiting our stand.



Left to right: Corporate Associate Daniel Gray (Accenture Song), Court Assistant Chris Griffin (Museum of Brands) and Liveryman Dr Sunila Lobo



Left to right: Liverymen Debbie Pearson and Dr Sunila Lobo and Media Monks Corporate Associates Shayla Ashley, Sophie Dawn, Martin Verdult.

Corporate support

We are grateful to our Corporate Associates, Daniel Gray of Accenture Song and Sophie Dean, Martin Verdult, and Shayla Ashley (Intern) of Media Monks, who lent a hand manning the stand and talking to pupils, along with the EKDC Marketor team of Court Assistant and Committee Chairman Michael Lynch, Liveryman Debbie Pearson and Court Assistant Chris Griffin, led by Liveryman Dr Sunila Lobo. Accenture Song and Media Monks also generously provided goodies, which were a super hit with the pupils visiting our stand. It was great to see how many young people became energised about the profession of marketing through speaking in person with Accenture Song and Media Monks.

Questionnaire

The pupils were also given questionnaires to complete, which the EKDC had developed. These questionnaires were similar to the ones distributed to pupils at our last in-person stand at the Festival in 2019. Overall, 107 questionnaires were completed. The questions were on selecting a favoured firm to work at and what their message

would be to consumers of this firm. A quick comparative analysis showed that new brands like Netflix, Marvel, Tik Tok etc are mentioned as firms where pupils would like to work. This could be due to the fact that the hyper-online environment as a result of the pandemic has seen the rise in awareness of these new media and social media brands. However, some sports brands like Nike are still popular with young people and seem to endure through time, crises, etc.

Some messages from pupils to consumers at selected companies were creative, while others were redolent of the times. The latter included the importance of 'diversity and inclusion', which could be influenced by the Black Lives Matter movement and related news during the pandemic which raised awareness about inequalities.

Finally, we were pleased to have our Master, Dr Trevor Brignall, attend our stand with his goodwill and support. Thank you to all members of the EKDC and our Corporate Supporters Accenture Song and Media Monks who helped enormously with various aspects of making this day a great success.

Results of the Marketers' book survey

Mike Ricketts
Liveryman

Massive disruptive change is impacting all aspects of our daily lives. With change comes opportunity. For this reason, the Education and Knowledge Development Committee recently surveyed all Marketers with the objective of identifying the books that you thought were outstanding in terms of consolidating knowledge, best practice and, importantly, helping individuals develop their careers.

The survey's top five books are presented below. All are available from Amazon and are downloadable as e-books apart from *Crossing the Chasm* which is a paperback. So, you can have instant access to this key information wherever you are working.

Digital Marketing Dr Annmarie Hanlon (Liveryman)

This book has all the latest information on the fastest moving area of marketing.



Annmarie has used her academic background to produce a book that consolidates both the latest ideas and best practice.

To simplify things the book is divided into three sections which are: digital marketing essentials, tools and strategy. Importantly the book also includes methods for integrating, improving and transforming your existing digital marketing.

There are 125 universities in 20+ countries which now use this book, so its content is set to become the standard by which everyone's digital marketing is judged.

Freeman Kim Watts

Made to Stick Chip Heath and Dan Heath

Made to Stick is a fun book about a serious business question: 'how do you get people to take notice of

and remember things?'

The authors identify six principles which can act as a checklist to help marketers make ideas even more 'sticky'.

Using numerous engaging examples *Make to Stick* provides advice on what things to do (and avoid) to overcome the 'curse of knowledge' which means those 'with knowledge' find it hard to communicate to those 'without knowledge'.

Does this book deliver? Yes, it will challenge the way you think, excite unconsidered possibilities and might just stick with you.

Court Assistant Michael Lynch
(Chairman Education and Knowledge Development Committee)



The Prince Niccolò Machiavelli

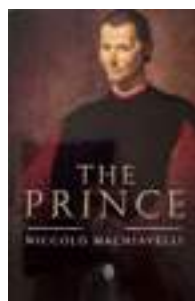
Written in 1513, how does this book have the potential to influence marketing careers?

The Prince is about the effective tactics of a successful leader. It's a philosophical work. It's about statecraft. It teaches political behaviours and how to rule. It doesn't follow the normal rules of morality.

The book presents the nature of change, political complexities and judgements. Machiavelli asserts those in charge who seek to be popular, rather than feared, are likely to lose power. He argues leaders should behave as decisive lions and cunning foxes.

Perhaps, there are parallels on how to survive in today's marketing world?

Liveryman Debbie Pearson



Marketing Plans – How to Prepare Them: How to Use Them Professor Malcolm McDonald (Liveryman)

This book is a genuine best-seller, having sold over 500,000 copies and been translated into many languages. It is written with a practical, no-nonsense style and approach to the subject. It is packed with clear examples of techniques that are invaluable in the planning process and is of use to practitioners and academics alike.

The former audience gets guides for each step of the process while the latter audience gets a comprehensive Tutor's Guide. Malcolm is currently writing the ninth edition of this wonderful book. If you fail to plan you are planning to fail.

Past Master Dr David Pearson



Crossing The Chasm Geoffrey Moore

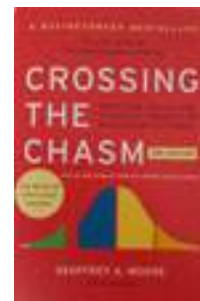
This book provides vital information for marketers working in technology companies.

Geoffrey Moore worked cheek by jowl with many tech companies in Silicon Valley and found himself struggling to understand why some boomed and others bombed.

Using his insider knowledge, Moore identified that there is a vast CHASM in business thinking and management between early adopters of technology and most of industry.

Moore incorporated this insight into a market model that enables tech startups to make key early adopter sales and then ramp up sales to the rest of the market, so CROSSING THE CHASM to success.

Liveryman Mike Ricketts



Fellowship – an important part of livery life

Andrew Cross
Past Master & Chairman of Fellowship

The Fellowship Committee is a very important part of the Company and is currently working on a number of important initiatives.

The 'Buddy' scheme

A comprehensive paper covering all aspects of the 'Buddy' initiative has been submitted and the proposal is now with Master and Wardens awaiting final approval before establishing it as a fundamental part of every new member's journey when they join. This means that each new member will have a direct link with an experienced Marketor to assist them in all aspects of livery life, from the best Committee(s) to join, through to appropriate dress at livery events.

Induction meetings

During lockdown we conducted the Induction Meetings on Zoom, which were very well received, given the limitations. However, it goes without saying that 'in-person' meetings are a far better way of getting to know each other and to understand the City and Livery. So, in future and wherever possible induction meetings will be held in person. The dates will be circulated by the Clerk well in

advance and anyone who hasn't been to one will be most welcome.

Regional initiative

Recognising that 30% of our membership lives outside the M25, our plan is to organise a series of events for Marketors who live in the regions. While these events will be driven by our members who have volunteered to be Champions for their region, everything will be communicated via the Clerk's office and will be open to the whole membership. We will experiment with different events to better understand what you, our members, want and enjoy. Already in the planning stage is a weekend in Sheffield on 12-14 May next year. If you would like to help with an event or have an idea to share, please contact Senior Warden Glyn Cartwright on seniorwarden@marketors.org.

Special interest groups

One of the great successes of the Fellowship Committee has been to introduce Special Interest Groups (SIGs) to



allow us to share our interests with others. With wonderful support from interested Marketors, PM David Pearson has worked tirelessly to start the Wine Circle and it is now up and running, with one event completed and others, including visits to UK wineries, planned. If there are any Marketors who would like to join, just contact David for details.

It looks like the next SIG to launch will be the Travel Group and PM Sue Garland Worthington is heading this up. So, if you have travel tales to regale, advice to give or pictures to show, please contact Sue for more details.

If you have a particular interest that you think would be of interest to other members and warrants the formation of a SIG, please contact the Chairman of Fellowship, Past Master Andrew Cross at ajc@zuzumi.co.uk and we can explore possibilities.



Norman Boakes' legacy

Zoe Phillips
Freeman

Earlier this year we were privileged to have been given an archive of material from Liveryman Valerie Boakes, wife of the late Norman Boakes, Past Master (1993) and champion of industry.

In this month's article on the Heritage Committee, whilst I could never attempt to portray the achievements of Norman and his Court, I'll try to outline what we have found and also ask if anyone reading this article may be able to shed some light on some of the characters and events captured from Norman's time as Master.

A few things that I noted when rummaging through this veritable feast of history: did you know that we had a website as early as 1999? I wonder how many of the other livery companies were so set up back in those days. I think I'd only just been given a work laptop in 1999!

Norman's year of 'Marketing and the City' had two objectives: to encourage Marketors to learn more about the City; and to ensure that those in the City, at all levels, gained a better understanding

of what our Company stands for and the contribution it makes both professionally and through its charitable trust.

1993 was apparently the first time the Company participated in the Lord Mayor's Show, supported by the Chartered Institute of Marketing. The Master's diary of 1993 on average had eight to nine events every month including green awards, finance committees, installations and presentations. What an exciting yet busy year.

The archive of material contains everything from early newsletters to later copies of 'Livery News' labelled "City of London & Dockland Times" featuring the Worshipful Company of Marketors spending a day as guests of the Port of London Authority (now there's an event idea for 2023!). We have a copy of the Newsletter Issue No. 1 September 1986 when the hot topics were HRH The Duke of Edinburgh receiving the First Honorary Freeman of the Company certificate and whether to invest in our own livery hall. Within three years, the newsletter

had progressed from a four-page pamphlet to a 20-page booklet.

A beautiful six-page, z-fold brochure, printed on 750gsm card outlines at least seven key events taking place across the year from a weekend to Oporto to a day visit to Broadlands via the Orient Express; an opportunity to see the Royal Mail underground; a family barbecue lunch at Moor Hall, Cookham; a Leeds Castle dinner; and the luncheon at Mansion House on 14 April 1978, when we were granted livery status.

Including place settings and menus, this is a superb collection of interesting facts, revealing lots of background to our Company. I haven't even begun to work through the photographs, but my hope is that one day we will be able to display the archive in some way, hopefully at a Great Event for you – not just to be impressed by the collection, but also perhaps you'll be able to spot someone you know in the images.

Our thanks to Valerie and family for sharing these priceless and sentimental pieces with us today.





Mentoring Programme with Greenwich goes from strength to strength

Peter Rosenvinge
 Court Assistant and
 Chairman of Mentoring

For a number of years, the WCM's Mentoring Programme has provided mentors for Greenwich University's Generator Programme, known as Enterprise Challenge, which is designed to encourage budding entrepreneurs.

Then, at the height of the pandemic, we approached the University of Greenwich to see if we could help students further, as suddenly their career prospects were threatened. The result was that, in 2021, six Marketors offered their skills and experience to mentor postgraduate students in Greenwich's Business School.

Career mentoring is a crucial and integral part of the University's student employability strategy. The University, with its partners like the Marketors, works very closely with students to ensure it provides a strong base of support for its various career and entrepreneur-led mentoring programmes.

This personal 'touch' is what makes the difference and helps students improve their personal and business confidence, making them able to successfully navigate their way from education into industry or starting up their own business.

Business School mentoring

Following very positive feedback from the Business School in 2021, four Marketors were invited to the campus in June this year to celebrate the second highly successful year of this mentoring initiative: Middle Warden Diana Tombs, Past Master Sue Garland Worthington, WCM mentor Steve Wilson and Chairman of Mentoring Peter Rosenvinge. The original number of Marketor mentors has

almost tripled to 19, with some great feedback from students, such as this from Peter's mentee, Konstantina:

"Through Peter and the Career Mentoring Programme I get the opportunity to fully understand the different marketing sectors, improve my LinkedIn profile and my CV, create a cover letter, with tips on how I can adapt it in any job application, and find out from where should I begin my professional career path in the advertising industry. This experience helped me also to structure my thoughts for my future goals. I owe a huge thank you to my mentor, Peter!"

One of the things that made a difference to Konstantina was the willingness of Court Assistant Julian Boulding to speak to her about the advertising industry. And it paid off – in August, Konstantina was offered a job with an advertising agency that's part of WPP. A similar thing happened last year, where Peter was able to introduce a different mentee to talk to Sue Garland Worthington about a possible career in travel and tourism. As Peter said: "These things show why



Mentoring Chairman Peter Rosenvinge with his mentee Konstantina Vasiliki Sidiropoulou



WORSHIPFUL
 COMPANY of
 MARKETORS



the Marketors are different, offering real advice and support when and where it is most needed."

A successful partnership

Paul Armfield, Employability Advisor at Greenwich University, said: "This year, WCM provided a record number of mentors, who make such a difference to the confidence and employability of the students. Peter Rosenvinge and Julian Boulding are really passionate about mentoring and have provided great support and inspired us with their passion for the industry. This is truly a great partnership, and we are already exploring new and exciting ideas with them, all focused on student early careers!"

Liveryman Alan Dodds who, like Peter, has been a Marketor Mentor in 2021 and 2022, and has also mentored Greenwich students in the Enterprise Challenge, said: "One of the key benefits to both mentor and mentees is sharing differing perspectives of the challenges faced, working together on nurturing motivation and thereby achieving progress towards agreed goals and outcomes. Try it."

For more information about the Marketors' Mentoring Programme, either regarding Greenwich or more widely, please email Peter at p-rosenvinge@sky.com.

The Becket Pageant for London

Mike Bugsgang
Liveryman

In Spring 2020, the Marketors' Outreach programme began its pro bono support for the Becket Pageant for London, with Liveryman Mike Bugsgang acting as the co-ordinator. Two years later, after two Covid-related postponements, hundreds of people flocked to the Guildhall Yard on 17 and 18 June 2022 to enjoy this unique event.

A pop-up open air arena staged a dazzling musical created by Skinners' Company Past Master, Emmeline Winterbotham, with a score by Vahan Salorian, about the life of City of London-born Thomas Becket, *London's Turbulent Son*. This huge community event included volunteers and school children from local schools together with a professional cast, all in period costume. Actors Ed Hughes and Matt Burns performed the roles of Becket and Henry II respectively. They were accompanied by musicians with a finale of 'Giants'. Also appearing was Tudor-themed band Rough Musicke.

The Rt Hon The Lord Mayor of London, Alderman Vincent Keaveny officially opened the event which included a livery crafts fair attended by 18 livery companies. They showcased ancient and modern skills, such as stone masons



London's Turbulent Son finale

crafting blocks of stone, cutlers demonstrating sword making, plumbers demonstrating pilgrim badge making, plus heraldic sign painting. Also showcasing their skills were members from the Worshipful Companies of Fan Makers, Turners, Broderers and Basket Makers.

Commenting on the Outreach project, WCM Liveryman, Mike Bugsgang, said: "My pro bono work included providing a marketing strategy and plan which assisted the project. This, coupled with my input at steering committee meetings, my continuous liaison with

the project founder, Emmeline Winterbotham, and support from my numerous tourism industry contacts, all helped to bring this unique event to fruition."



WCM Liveryman Mike Bugsgang with Amy Leake on the WC Turners stand at the livery crafts fair



Becket Pageant for London creator Emmeline Winterbotham (centre) with The Rt Hon Lord Mayor of London Alderman Vincent Keaveny and Sheriff Alison Gowman at the official opening of the event

Matt Burns as Henry II and Ed Hughes as Thomas Becket.

For more images and information about the event visit: www.becketpageantforlondon.com

If you are interested in getting involved in a pro bono project, please contact outreach@marketors.org

Glyn Jones's 'Celestial Choir' at the east end of St Bride's Church

Rediscovering St Bride's

*John Fisher
Past Master*

When our dear friend Barbara When sadly lost her long and brave fight against cancer earlier this year, I offered to try and take some of the pressure off her husband, Court Assistant John When, by acting as the liaison person between the WCM and St Bride's for the rest of this year. John has single handedly provided this link for several years and, knowing how efficient he is, I knew that it wouldn't be an easy task. I had forgotten though what a joy it is to be welcomed into St Bride's.

The fact that James Irvine and Claire Seaton are still 'in the office' at the Church was a great relief and it is clear that the enthusiasm for the link with the Marketors is still very strong. My own enthusiasm has been completely reignited and my dearest wish is that many of you will share that feeling.

Covid has got in the way of so many things over the last couple of years, so there may be some newer members who are not sure what the link to 'our Church' is all about. Older members may also benefit from a reminder of how special our relationship is.

St Bride's Church on Fleet Street was designed by Sir Christopher Wren so, needless to say, it is a beautiful building. Due to its location, it became known as the Journalists' Church and, although the news industry may have moved from Fleet Street, St Bride's remains the spiritual home of all in the news

and media industries. The founding fathers of the Marketors established the link very early in the Company's history and we still attend the Communications Industry Carol Service each year.

Historically, there has been a blessing of the new Master during one of the Sunday morning services to which all members are invited. This is usually followed by Sunday lunch at a local hostelry. Later in the year, there is an annual service of Thanksgiving and Rededication, again followed by dinner or possibly one of our main events such as the Bowden Charter Dinner. Even for non-Christians or non-Church people, the coming together of members to reaffirm their dedication to the Company is an extremely valuable thing. To do so in such glorious surroundings with

the support of our Chaplain and a wonderful choir is very special indeed.

We also provide St Bride's with any help they need with marketing and anyone who feels inspired to help with this should contact me. It almost goes without saying that any member who is in need of pastoral support at any time is free to contact Dr Alison Joyce, our Chaplain, whatever your faith, or not.

Please have a look at the website www.stbrides.com to discover all the wonderful things that happen there on a regular basis and please feel free to contact me via the Members' Directory if you have any comments to make about the Company's relationship to St Bride's.

Photographs © John D Fisher ARPS



The stained glass in the medieval chapel in the crypt was designed by Andrew Moor

Farewell to three Past Masters

Past Master Geoffrey Naylor

David Williams
Liveryman



Geoffrey Naylor and his wife, Alison, in his year as Master

Geoffrey Naylor died suddenly at home on 13 September 2021, aged 95. When I visited Geoffrey in Christchurch New Zealand with Past Master Revd Sally Muggeridge in November 2019, he was still driving and delighted to welcome fellow Marketors. Although in his 90s, Geoffrey still kept himself very fit and active.

Croquet aficionado

In retirement he had thrown himself enthusiastically into his beloved sport of croquet. A member of Canterbury (NZ) Croquet Association, the Geoffrey Naylor

Award for the most improved player is still awarded annually. He was also the author of a book: *Play Better Croquet: An Introduction to Today's Game*.

Graduating in Economics from Exeter University, he worked in research for Schweppes for 10 years before moving into advertising with the Daily Mirror. He later moved to banking, rising to become Deputy Chairman of Royal Bank of Scotland Insurance Co Ltd.

Progression through the WCM

A Fellow of the Institute of Marketing, he joined the Guild of Marketors in 1977, and his training in statistics and marketing within the banking sector soon proved of great use to the initial workings of our then young Company. Tasked by Reg Bowden with managing the Company's finances, he was made a Warden in 1984. As Senior Warden under Master Leslie Smith he initiated 'Master and Wardens' meetings held at the City premises of the Royal Bank of Scotland.

His year as Master (1987-88) is fully covered in the Company History but one particular highlight recalled

by his Middle Warden Harry Druce was the Company's weekend trip to fabulous Bordeaux and the great wine regions of SW France. This was a most memorable weekend as the group of Marketors joined in the festivities of voting in the New Wine for the year in St Emilion. Following on from a visit made to Epernay the previous year, a firm tradition of Marketors' visits to wine areas was thus established, followed through in subsequent years. Geoffrey ensured the tenth year of the Company was celebrated by commissioning a special Spode plate bearing the Company's Armorial Bearings.

Retirement abroad

Geoffrey retired firstly to Spain and then New Zealand. He visited the UK in 2018, attending Marketor events at Stationers' Hall and Charterhouse. To end with the words of Harry Druce who succeeded him as Senior Past Master: "Geoffrey was a great Marketor and his contribution to the early days was outstanding".

He leaves his wife Alison, two daughters Carolyn and Jo, and three grandchildren.

Past Master Harry Druce

Dr Roger Hood QVRM TD DL
Past Master

Harry Druce, the ever enthusiastic Marketor and printer, sadly passed away at home in France on 28 August, at the age of 92. His wife, Valerie, was with him and supported him through his cancer which had become more extensive from spring. It was only last December that they enjoyed attending our Mansion House banquet.

An organised, driven and very sociable man, Harry joined the Marketors Guild in 1975 as one of the marketing professionals who met other leaders through the Institute of Marketing. He was

active within a determined and enlightened group of friends who grasped the chance to create a more focused group to adopt the traditions of the ancient City of London livery companies. As the Marketors became established, Harry contributed more of his time to the Company and he was soon elected onto the Court, becoming Master in 1989.

Ambitious charity concert

Harry and Valerie's 1989 was an active and memorable year, enjoyed by everyone. He made a statement to all other livery

companies that the modern livery companies comprised highly professional members who were capable of following City traditions yet could also deliver creative, up-to-date, events. This was epitomised by the St Paul's Charity Concert which Harry masterminded. This was an ambitious project, with orchestras performing in front of the Lord Mayor Sir Hugh Bidwell and the full civic party. Sir Hugh, from one of the Great 12 livery companies, congratulated Harry on the magnificent concert and how much other livery companies could learn from the Marketors' vision and

It is with great sadness that we announce the deaths of three Past Masters, all of whom joined the Marketors in its early years. Each played an important part in laying its foundations, helping to create the livery company we all enjoy being part of today.

Sue Garland Worthington
& David Pearson
Past Masters

Past Master Gerry Draper OBE

Past Master Gerald Draper OBE died peacefully at home in Walton-on-Thames on 11 August 2022. He was 95 years old and had shown no sign of illness, so it was quite a shock for his wife Lillian and the family.

Gerry Draper was educated at Trinity College, Dublin where he studied modern history and political science, and initially hoped to enter the Foreign and Commonwealth Office with a view to becoming a British Ambassador.

Career in the airline industry

Applying to Aer Lingus to gain interview experience, he was hired by the airline as a management trainee. He was quickly promoted to Marketing Manager and soon moved to his first overseas appointment in 1959 as Traffic and Sales Manager based in Salisbury, Southern Rhodesia (now Harare, Zimbabwe). He spent five years in Africa before returning to the UK in 1964 to become Advertising Manager for BEA.

He went on to play a crucial role in the merger of BEA and BOAC into British Airways, for which he was awarded the OBE. As BA's



Marketing Director, Gerry founded BA's marketing school and is credited with inventing the concept of business class travel.

Gerry left the aviation sector after 37 years to set up his own marketing consultancy, with clients including AMEX, Avis and Lazard.

Innovation for St Paul's

Upon becoming Master in 1990, one of his key priorities was to show that the Marketors had valuable skills

that could help the City of London and its institutions. He knew that St Paul's Cathedral urgently needed to find new and sustainable sources of income.

As an expert in tourism, to him the solutions were obvious. He advised them to charge for admission; to open a café and shop; to develop a range of merchandise; and to devise a programme of events. As a result, the Dean and Chapter started to receive valuable income to help the Cathedral's upkeep and repair. This was a truly innovative initiative which has since been widely adopted by other cathedrals and churches.

Think of the millions that the cathedral has made as a result of following his advice. And think of the many millions more that other cathedrals have made, as they all followed suit. Gerry's pioneering work showed just how much marketing skills were needed in the City and how effective our help can be.

Our thoughts are with Gerry's family at this time. His son-in-law Tony Cowles MBA is also a Liveryman of the Company.

their execution of such a splendid event.

Active involvement

From 1990, Past Master Harry continued to make significant contributions to the Marketors by chairing various committees and liaising with many friends in the City. Harry maintained a deep interest in the Company, often speaking with each Master or fellow Past Masters on contemporary topics and offering sage advice.

I learned much from this senior Liveryman who was always keen

to achieve new things and we worked together on various projects – one was inventing the first WCM directory of members in 1987.

He was active within his Past Masters Association and we lunched together at Trinity House only last November. Since Harry and Val retired into the quiet village of Charente Maritime in southern France, the Court has been deprived of Harry's wisdom, advice and energy but his legacy and the reputation of the Marketors as a modern professional livery company lives on for us to enhance.





Upcoming events

Thursday 6 October	Marketing Debate Accenture, 30 Fenchurch Street
Thursday 20 October	Explore five of London's royal buildings Online
Wednesday 2 November	Joint panel debate with the Distillers HMS President
Saturday 12 November	Lord Mayor's Show and informal lunch Cote Brasserie, Fleet St

Tuesday 22 November	Early Christmas Quiz Plasterers' Court Room and online
Thursday 1 December	The Tribe Christmas drinks venue tba
Monday 12 December	Communications Industry Carol Service St Bride's
Thursday 26 January	Installation Dinner Drapers' Hall

The **Marketors' Tribe** events take place on the first Thursday of the month. For information on the on the November event, please contact Liveryman Laura Beccaria on laurafcbeccaria@outlook.com

Please check for updates on our website and book via the emails sent by the Clerk

Master Marketor:
Dr Trevor Brignall
E: master@marketors.org

Senior Warden:
Dr Glyn Cartwright
E: seniorwarden@marketors.org

Middle Warden:
Diana Tombs
E: middlewarden@marketors.org

Junior Warden:
Prof Ian Ryder
E: juniorwarden@marketors.org

Assistant Clerk:
Doreen Blythe
E: clerk@marketors.org

Editor:
Carole Seawert
E: editor@marketors.org

Worshipful Company of Marketors
Plasterers' Hall
One London Wall
London EC2Y 5JU

T: 020 7796 2045
E: clerk@marketors.org
www.marketors.org

Marketor is published on behalf of the Worshipful Company of Marketors by the Communications & PR Committee.

Chairman:
Steve Pailthorpe
E: communications@marketors.org

 Follow us @marketors

Design & Print:
 **Ruddocks**
T: 01522 529591
E: sales@ruddocks.co.uk
www.ruddocks.co.uk