

## RESULTS FROM THE 2020 PAN-LIVERY SURVEY

# FOREWORD

There are 110 Livery Companies in London - some established many centuries ago and some which achieved livery status in the 21st century. Each of them is a unique philanthropic fellowship, whether ancient or modern, and all are dedicated to serving others. Whether firmly bound or loosely tied to a craft, trade or its successor, or linked to one of the modern professions which now predominate in the City of London, every Company has, in its own way, made its charitable work manifest - either by supporting education, research and welfare or by nurturing the skills of those actively involved.

When the Pan-Livery Initiative was set up in 2017, alongside developing a shared philanthropic endeavour and improving the culture of pan-livery engagement, one of its objectives was to understand better the nature and scale of this philanthropic endeavour, and thence to publicise it more widely within and beyond the livery movement. An initial survey of charitable giving by Livery Companies was undertaken in 2018, the findings from which were presented to Masters and Clerks at a Mansion House briefing in November of that year.

The Pan-Livery Steering Group (PLSG) was keen to repeat the earlier survey of philanthropic giving - and to extend it and understand further the scale and range of the charitable work of the livery. However, the survey was both delayed, yet made even more important, by the covid-19 pandemic. It was finally launched in October 2020, and we are delighted that the findings reported in the following pages incorporate data from all 110 Livery Companies along with eight Guilds and Companies without Livery.

The aggregate results thus represent financial support provided by over 200 Charitable Funds overseen by the 110 Livery Companies as well as direct charitable giving by many of those parent Livery Companies. As you will see in the following pages, this makes the livery movement, we believe, one of the top six grant makers in the UK. It also includes the donations, fundraising and volunteer effort from the men and women who make up the 27,500 Liverymen and 20,400 Freemen of these Livery Companies.

The PLSG looks forward to discussing this report further with you including ways in which we can all help to develop and improve the survey and its findings going forward. In the meantime, we are grateful to all of you who contributed to this outcome and to those who have provided the information enabling this report to be produced.



Alderman William Russell  
The Rt Hon The Lord Mayor  
Past Chairman of the Pan-Livery SG



Alderman Sir Charles Bowman  
Chairman of the Pan-Livery SG  
Lord Mayor 2017-18

# INTRODUCTION AND SUMMARY OF FINDINGS

The survey was launched in October 2020 and covered the most recent year for which each Livery Company had firm information, typically for financial years ending during 2019 or early 2020, thus pre-dating the covid-19 pandemic. All information submitted has been reviewed for consistency before incorporation in the analysis.<sup>1</sup>

The headline findings from the analysis are shown in the table below.

**AGGREGATE GIVING OF £72M IS  
12% HIGHER THAN IN 2018**

**THE LIVERY MOVEMENT IS ONE OF THE  
TOP SIX GRANT MAKERS IN THE UK<sup>2</sup>**

**CURRENT LIVERYMEN AND FREEMEN  
DONATED OR RAISED £6M**

THE SURVEY ALSO INDICATED:

- **A SHIFT IN SUPPORT TO A MORE DIVERSE RANGE OF BENEFICIARIES**
- **A GROWING IMPACT OF VOLUNTEER AND PROFESSIONAL EFFORT**
- **PLANS TO INCREASE SUPPORT TO DISADVANTAGED GROUPS AND THOSE HEAVILY AFFECTED BY COVID**

The following sections provide an analysis of financial support provided to charities, along with an overview of the increasing role played by pro-bono and in-kind support. It also includes, for the first time, an analysis of the sources of charitable income and the scale of personal donations and fundraising by Members.

This report shows that the livery movement can demonstrate a wide range of philanthropic support that it provides to deserving causes – both from the careful management of historic assets and from the time and funds provided by its current membership. However, with the additional needs exposed by the covid-19 pandemic, it is perhaps now timely to seek to do more, and to communicate better what we do.

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<sup>1</sup> Data provided by Livery Companies has not been independently assured and verified.

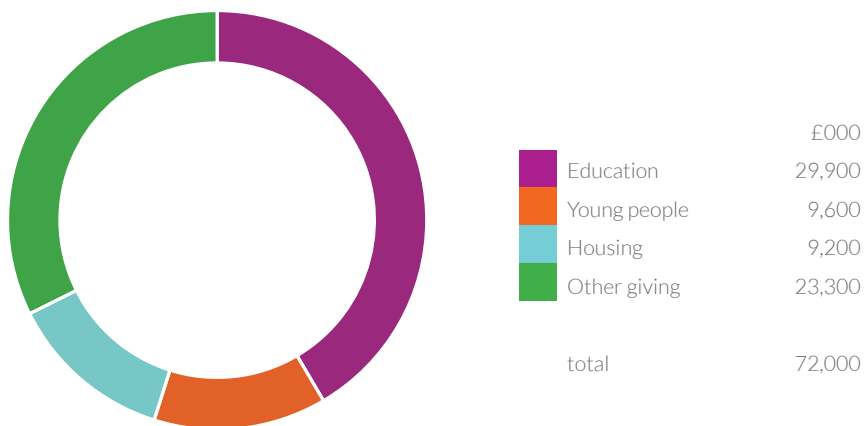
<sup>2</sup> Based on data from the report "ACF Foundation Giving Trends 2019" and the latest accounts of major Charitable Foundations filed with the Charity Commission.

# FINANCIAL SUPPORT PROVIDED TO CHARITIES

## OVERALL

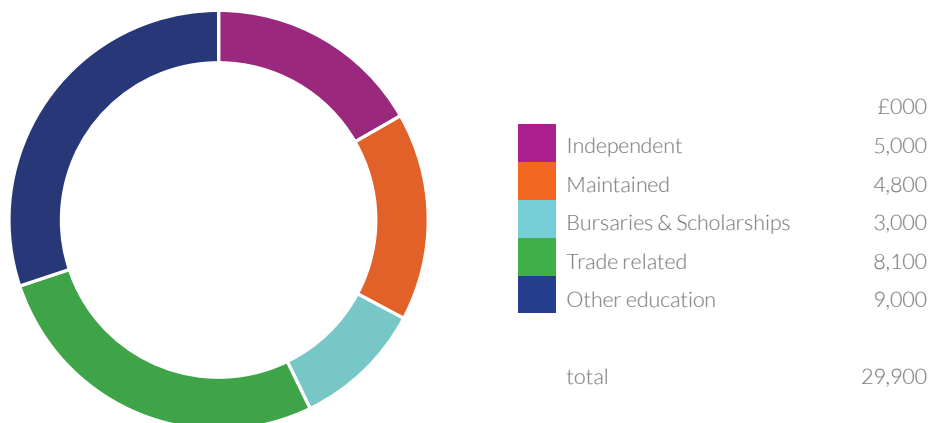
The aggregate financial support reported by Livery Companies was just over £72m – an increase of 12% over the two years since the last survey. However, this figure relates to a period just prior to the onset of the pandemic which has had two contrasting effects: on the one hand a general reduction in charitable fund investment returns, and on the other hand additional funding provided by many Livery Company charitable funds to help meet urgent needs arising from Covid.

The largest categories of charitable giving remained support for education and for young people more generally, with support also to a wide range of other beneficiaries including the provision of housing and care homes.



## EDUCATION

Financial support to education at nearly £30m remained a similar proportion of overall giving. Within this total there was a shift away from direct support to independent schools with many Livery Companies providing bursaries and scholarships to disadvantaged pupils. There was also support provided to state-maintained schools from a range of Livery Companies along with a wide variety of programmes supporting education and research related to their own trade.

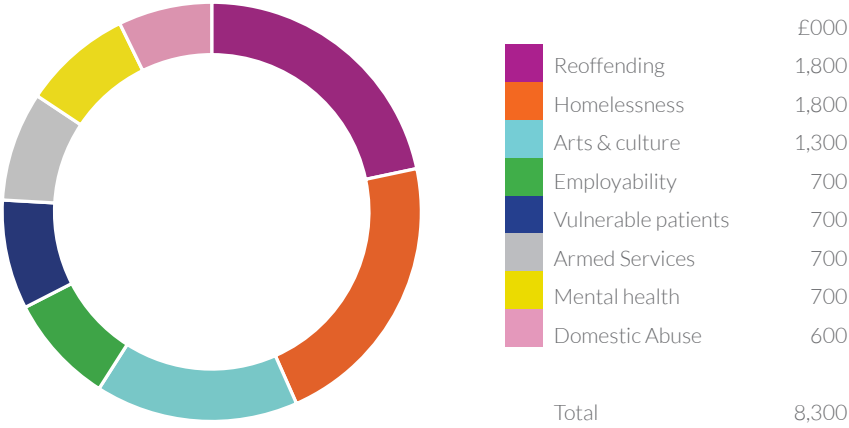


### OTHER CHARITABLE GIVING

More than 30 Companies reported significant financial support to initiatives benefiting young people, amounting to £9.6m in total. Examples of such support included: provision of mobility and access for disabled young people; support to child refugees separated from their parents; helping teenage girls to escape from involvement in County Lines drug dealing.

There was also substantial funding amounting to £9.2m from the charitable funds of a dozen Livery Companies to provide and support almshouses, which is reflected both in their charitable giving and in their income from user charges.

Other charitable giving was directed at a very wide range of initiatives and beneficiaries. We have been able to analyse a further £8.3m of the total “other giving” of £23.3m into a number of commonly supported themes which illustrate the range of beneficiaries, as shown in the pie chart below.



The remaining £15m of charitable giving reported by Livery Companies falls into the category of “not included elsewhere” and from comments provided in survey responses covers a very wide and diverse range of beneficiary organisations.

### IMPACT OF THE COVID-19 PANDEMIC

The financial information provided by Livery Companies generally covered a period prior to the onset of the covid-19 pandemic in March 2020. However, many Companies commented in their responses that, despite investment income reducing due to the economic impact of the pandemic, they planned to maintain or increase their charitable giving.

In particular, a significant number of Companies indicated that they planned to increase funding to charities serving the most disadvantaged beneficiaries or to those who had been particularly affected by covid-19.

Amongst the many examples of such individual livery company and pan-livery support is the Livery Kitchens Initiative which, by early March, will have delivered over 100,000 meals to four Barts Health NHS Trust Hospitals and 13 communities in East London in partnership with City Harvest - 58 livery companies have supported this initiative.

# PRO BONO AND IN-KIND SUPPORT

An increasing element of philanthropic giving is provided by the time and effort volunteered by Liverymen and Freemen. In line with other organisations in the City and elsewhere, this support is becoming more organised and increasingly drawing upon professional expertise to provide pro bono support to charities and other not-for-profit organisations.

We have not been able to collect data from all Companies in this area as a number of Companies do not currently collect and report such information. There is therefore more work to be done in developing the complete picture and our plan is to discuss this with you at the Pan-Livery Conference planned for later this year.

The type of such support includes:

- The roles played by more than 1,000 School Governors and Charity Trustees appointed by their Livery Companies whose combined effort amounts to some 36,200 hours pa
- The voluntary effort provided by those Members who are Trustees of their own Charitable Funds who devote some 36,400 hours pa to assessing applications and making grants
- General volunteer support of 38,700 hours pa provided to front-line charities in a wide range of activities directly supporting beneficiaries
- Professional volunteer support to charities in lieu of the need for commercial support

The last of these categories is growing in importance as Livery Companies whose membership is drawn primarily from the modern professions find it easier and more beneficial to provide professional expertise from their Members rather than raising large charitable funds.

A number of Companies also provided in-kind support – for example, the free or subsidised provision of venues (including peppercorn rents), or the provision of equipment and supplies.

Based on the responses to this section of the survey, it is apparent that there is considerable under-reporting of pro bono and in-kind support. A number of Livery Companies have plans to capture such information, while others have so far found it too difficult to contemplate. However, based on the information provided, the combined value<sup>3</sup> of this support is at least £5.7m.

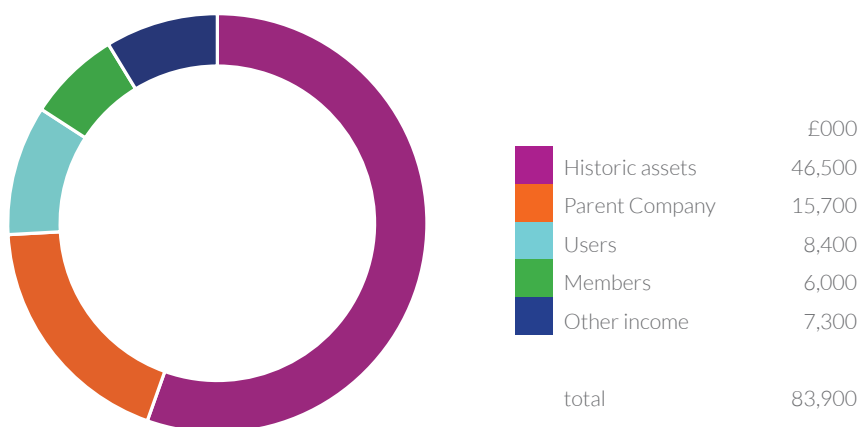
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<sup>3</sup> The value of this support is based on recognised accounting standards for charities.

# SOURCES OF CHARITABLE INCOME

Information on the source of funds available for charitable giving was collected for the first time in the survey. This is a complex area – particularly for those Charitable Funds that hold significant tangible assets – and there are practical challenges in distinguishing between capital funds available for charitable giving and in-year investment income.

However, it has given a starting point for understanding this important area and provides potential food for thought. In total, Livery Companies reported a sum of £83.9m available for charitable giving in their most recent year. This total is larger than aggregate charitable giving as it includes costs such as those for investment management and fundraising, along with exceptional items such as capital transfers.



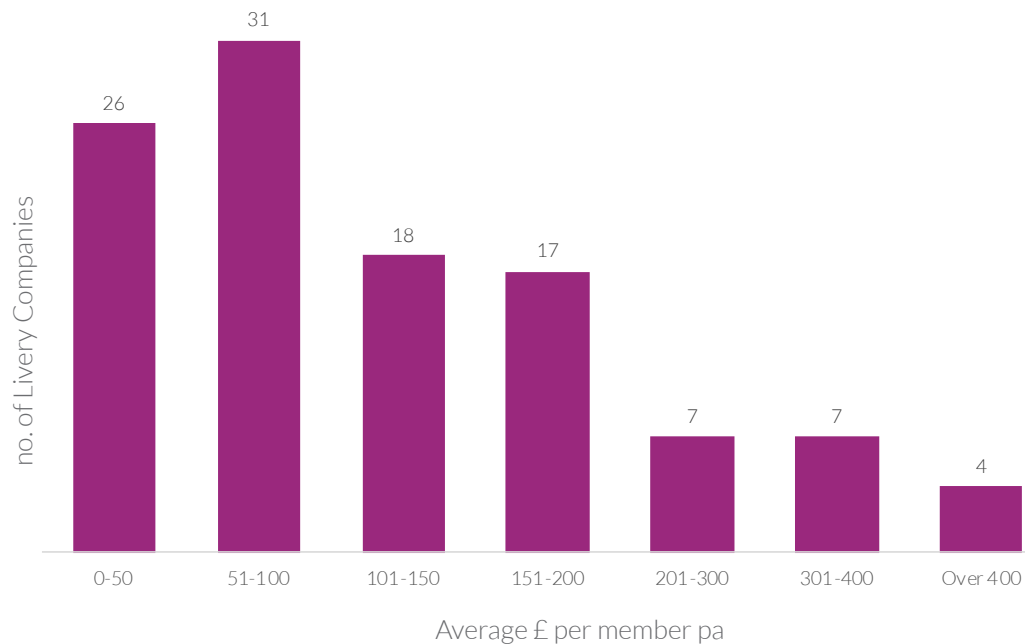
The total available funds derived from four main categories:

- Income from historic assets, investments or endowments – some of which are restricted to particular beneficiaries (eg specific schools) or defined purposes.
- Direct charitable giving by or transfers from the parent Livery Company
- Income received from or in respect of users (such as almshouses or educational provision)
- Donations from and fundraising by Members.

Income from the first two of these categories together represented 75% of the total and was concentrated in a relatively small number of Livery Companies (over £50m from 14 companies), and there was a similar concentration in respect of almshouses.

# DONATIONS AND FUNDRAISING BY MEMBERS

The survey also identified that individual donations by Liverymen and Freemen, along with specific fundraising initiatives, raised some £5.3m during the year (plus Gift Aid of £0.7m) – which represents an average annual figure of £115 per Member. The average giving across all Livery Companies typically varied from £30 to £300 per Member per year as shown in the histogram below. Please note that this is the first time this data has been collected and therefore data and related analysis should be reviewed in this context.



Comments included in survey responses suggest that these donations include both regular giving schemes and special fundraising initiatives – some directed at supporting specific appeals and others aimed at supporting charities that have been particularly hard hit by the Covid pandemic. While the circumstances of individual Companies vary widely, the range of member giving shown above may encourage some to seek to increase this element of their charitable giving. There may also be an opportunity to increase the level of Gift Aid relief from £0.7m by more effective and timely reclaims.



# ANNEX – DETAILED ANALYSIS OF LIVERY COMPANY CHARITABLE GIVING AND PRO BONO SUPPORT

NUMBER OF MEMBERS	
Liverymen	27,500
Freemen	20,400
<b>TOTAL</b>	<b>47,900</b>

SOURCES OF INCOME		£000
Income from historic endowments - restricted		20,900
Income from historic endowments - unrestricted		25,600
Legacies received in year		1,200
Transfers from Parent Company		15,700
Income from users		8,400
Member donations and fundraising		5,300
Gift Aid on donations		700
Other income		6,100
<b>TOTAL</b>		<b>83,900</b>

PRO BONO & IN KIND*	
No. of school governors	300
No. of appointed trustees	700
<b>TOTAL no. appointed</b>	<b>1,000</b>
Hrs. spent by school governors	19,800
Hrs. spent by trustees	16,400
Hrs. managing Charitable Fund	36,400
Hrs. general volunteering	38,700
Hrs. professional support	23,600
<b>TOTAL hours spent</b>	<b>134,900</b>
Value of professional support £000	3,300
Value of in kind support £000	2,400
<b>TOTAL value £000</b>	<b>5,700</b>

\* Please see p.6 where we explain that we have not been able to collect data in this area from all Companies.

FINANCIAL SUPPORT		£000
Independent Schools - support to capital projects		4,700
Independent Schools - support to running costs		300
Bursaries & Scholarships		3,000
Maintained Schools - support to capital projects		1,500
Maintained Schools - support to running costs		3,300
Education, training or research related to the trade(s) of the Company		8,100
Financial support for education or training not listed elsewhere		9,000
Support to reduce (re-)offending		1,800
Support to improve employability		700
Support to reduce homelessness		1,800
Nursing care for vulnerable patients		700
Support to reduce domestic abuse and help victims		600
Support to maintain and improve mental health amongst vulnerable groups		700
Support to charities linked to the Armed Services		700
Support to arts organisations, museums, churches and historic buildings		1,300
Other support to young people		9,600
Financial support to other beneficiaries not included elsewhere		15,000
Directly managed housing and care homes		7,600
Housing and care homes managed by third parties		1,600
<b>TOTAL</b>		<b>72,000</b>

**MEMBERS OF THE PAN-LIVERY STEERING GROUP:**

Alderman Sir Charles Bowman – Chairman and Past Lord Mayor  
Alderman William Russell – The Rt Hon The Lord Mayor  
Rob Abernethy – Clerk of the Mercers  
David Barrett – Secretary of the Fellowship of Clerks  
Lady Tessa Brewer – Past Master Musician  
Dr Bob Harris – Second Warden Management Consultants  
Rod Kent – Past Master Pewterer  
Johnny Robertson – Past Master Mercer  
Victoria Russell – Chairman of the Livery Committee  
David Santa-Olalla – Former Clerk of the Leathersellers  
Colonel Richard Winstanley – Clerk of the Drapers  
Deputy Philip Woodhouse – Deputy Chairman of the Livery Committee

Contact for further information: [RebeccaT@mercercs.co.uk](mailto:RebeccaT@mercercs.co.uk)



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