

Sir Charles Bowman

Chairman of the Pan-Livery Steering Group (PLSG)

6 December 2021

Dear Pan-Livery Points of Contact (POC),

When I last wrote to you, following our Pan-Livery Conference, I flagged up that the Pan-Livery Steering Group (PLSG) intended to continue its focus on three core objectives:

- to help develop shared philanthropic endeavour,
- to enhance clearer and more transparent communication,
- to improve the culture of pan-livery engagement.

I said that we would share the updated Pan-Livery plan with our community as part of the Lord Mayor's Address to the Livery in November and with you, the Pan Livery POCs, following that meeting. The address took place to all Livery Masters, Prime Wardens, Upper Bailiff and Clerks at Mansion House on 24 November and as part of our commitment to you, I attach my script in order that you remain briefed.

Since October, and with the ideas, suggestions and encouragement received at the Conference, the PLSG has agreed a Plan for communications, based on the principles we agreed at the Pan-Livery Conference and focused on 3 centralised activities, which I outlined in my script. These are:

1. Prepare an Annual Impact Report on livery-wide philanthropic activity
2. Facilitate and support our Points of Contact network for sharing experience and best practice
3. Create a framework resource to support the livery in moments of urgent communications engagement

We also intend, as a consequence of your feedback received at the conference, to embark on three other areas of activity, with the following workstreams:

1. *Education Sector* – to develop further, identified issues relating to the range and scope of livery work throughout the Education Sector
2. *Pro-Bono Philanthropy* – in following up on the 2020 Survey, to better articulate the scope and metrics of pro-bono philanthropy
3. *Social Media* – to consider further, in the context of our communications framework, how we might engage better with social media.

We are particularly keen to harness your enthusiasm and experience – that we heard so clearly expressed at our conference. And, we use this letter to invite you to join any one of these workstreams and contribute to this work. Please let us know through emailing Rebecca at [RebeccaT@merciers.co.uk](mailto:RebeccaT@merciers.co.uk)

We will review our progress over the first quarter and communicate regularly with you, our POC community, to keep you up-to-date with developments. And, please continue to share your thoughts, ideas and feedback – they are gratefully received.

Overall, we are pleased to see the growing sense of purpose amongst the livery for a culture of Pan-Livery engagement. It is gaining traction through the enthusiasm and engagement of liverymen across the spectrum of our great institution. We hope to build on this, in part, through the preparation of an Impact Report to show case the extraordinary philanthropic giving and activity of 2020/21. The value of this report is wholly dependent on the completion of our data collection survey which is well underway – although a number of companies are yet to respond. Your support and encouragement within your own Company to help ensure that we receive a completed survey for all livery companies is much appreciated.

With all best wishes,

A handwritten signature in black ink, appearing to read 'Charles', written in a cursive style.

Sir Charles Bowman

Chairman, Pan-Livery Steering Group

Attached: Chairman PLSG Script for LM's Address to the Livery – 24 Nov

## **LM's Livery address – 24 November 2021**

### **Pan-Livery – Alderman Sir Charles Bowman**

Thank you Lord Mayor, thank you Philip...and may I start Fellow Liverymen, by saying how delighted I am to be with you all today.

As the Lord Mayor said, isn't it great to be back in person together.... My brief is to:

- provide a background to the Pan Livery...
- give an overview of the recent Pan Livery activity...and,
- set out our planned next steps.

For those I have not met, I am Charles Bowman – Grocer and Chartered Accountant – although a relative newcomer to the livery. Alongside this and 38 years working with Professional Services firm PwC, I had the privilege of serving as the 690<sup>th</sup> LM of our great City between November 2017 and 2018.

It was in that year that Pan-Livery formed... as a self organised body...absent any other... with no formal mandate .... and in recognition of the headwinds the then livery faced.....

... It had three key objectives:

- To help enhance clearer and more transparent communication,
- Develop shared philanthropic endeavour... and,
- Improve the culture of pan-livery engagement.

To be honest, it was not an easy start... some companies questioned the need for transparency, shared endeavour or a pan-livery culture ...but I'm pleased to say that 4 years on – the landscape has changed and I thank you **all** for your support during this period.

Throughout this time, the PL has been active:

...conducting surveys, creating a template for livery company comms, ...developing the sharing of knowledge and best practice

...establishing No Going Back. And... more recently, it has...

...supported the Lord Mayor and Livery during Covid – including... ...shining a spotlight on the many individual and collective initiatives of the Livery, developing ideas such as the LM's bulletins and the LM's livery awards...

It has also helped to establish and nurture Pandemic based livery activity – for example the Livery Kitchens Initiative (which engaged some 65 livery companies) and it is encouraging wider PL activity... and there are many developing examples, including Pollinate London Together, The Livery Cos Charity Chairs' Group and the Climate Action Grp...to name a few.

And in February last year, we launched the first PL report on Philanthropic Giving by Livery companies – with its aim to understand better the nature and scale of our philanthropic endeavour. The report aggregated information from all 110 livery companies and 8 guilds. Hopefully, we've all read it but, the headlines are impressive.

It shows that:

- The Livery gave £72m, making it, we believe, a top 6 grant giver in the UK,
- It demonstrated the growing impact of monies donated by liverymen (rather than just income received from legacy assets),
- It underlined the growth of volunteer and professional effort..
- And, the survey provide some great qualitative data...

But notwithstanding all the progress made, people in and outside the livery continue to comment:

- that the livery is little known – not least in the commercial City
- and on the livery's wider reputation – at best unknown and, at worst, unfair...

And, in this age of Twitter and Tedtalks, it has never been easier to form narratives... narratives which where there is misunderstanding ...can be devised to harm or hurt

There is, therefore, more that can be done ... and over the summer we consulted with the livery and asked ourselves...is there still a role for the PL going forward... and put that challenge to our first PL conference in October.... And I'm pleased to report that we had a strong encouragement to continue... and with focus on the same core objectives of:

- Nurturing shared philanthropic endeavour
- Enhancing clearer and more transparent communication
- Improving the culture of pan-livery engagement

Importantly, we recognised that this moment provides us with the opportunity to tweak our terms of reference and focus our efforts on specific areas... including amongst others:

- Working ever closer with the LM and MH – and I'm delighted that, like his predecessor, the LM is an active member of PL
- Developing further our relationship with the LC – as Philip has just said, he and I will continue to work collaboratively ahead
- Creating a PL point of contact community across the livery... which we have now done and...it was this very engaged community we invited to our conference in October

And, with regards to next steps for the important Communications workstream ... the PL plan to focus on 3 centralised activities:

- Preparing an annual report on livery wide philanthropic activity
- Facilitating and supporting the network of Points of Contact
- Creating a framework to support the livery in moments of urgent communications engagement

We are also looking to harness and leverage the enthusiasm of the POCs to focus on specific topics of mutual interest... including:

- Social media
- The Education sector.... and
- Pro-bono activity

In terms of the annual report on wider philanthropic giving, thank you to those of you who have already completed the request for data that will underpin this. We are acutely conscious of how busy the Livery is at this time... For those who haven't completed it... a gentle nudge please. Why do we see this as being so important...? Because, as the LM says, the Livery has had a good covid...we have given more and we have innovated well...and we have a narrow window of opportunity to showcase this...

I hope that this paints a picture of PL – what it is and what it is not... And if I'm asked how long will PL continue...?

...I would hope to say no more than 3 yrs... by which time...

...the culture of Pan-livery will be more endemic within our DNA

...and that PL activities will have been subsumed by other bodies

And when asked how is the livery doing... I echo the LM and say... ..that, as we come out of these extraordinary times

...the livery has... indeed... had a good Covid

That said, like all institutions, we the livery find ourselves at a point of inflection...with, if we continue to invest in our post pandemic purpose and relevance...huge opportunities ahead.

And, I and all the members of the PLSG are keen to help the livery... harness these opportunities... for the benefit of the livery both today and tomorrow...

Once again, thank you for you all support over the last 4 years...

...and thank you for your support ahead...