

Dear Clerk

Please forgive this general mailing to you, my fellow member of the Fellowship of Clerks. As an ex Clerk I know how annoying this kind of thing can be - especially as many of us are preparing for a well-earned summer break.

You may know me as an ex Clerk, Common Councilman, member of the Livery Committee - or you may not yet know me at all. I am writing to you here as a Court Assistant of The Worshipful Company of Woolmen and am asking for your very kind assistance.

My original idea when suggesting The Woolmen took on an annual charity Sheep Drive was to see if we could also develop an annual Livery Fair at the same time; shining a light on all the good work that we do and the trades, crafts and professions in which we lead and give our support. When I was Chief of Staff to Sir David Wootton helping him plan his Year, "shine a light" was a phrase he often used in speeches to the Livery. It's wonderful to see how the Pan Livery Initiative is moving forward with this.

We suddenly found ourselves last week without the usual external people coordinating the Wool Fair that has accompanied the Sheep Drive for the last two years. An exciting opportunity to test the waters with an inaugural Livery Fair on 30 September 2018 has therefore arisen. We have found someone to coordinate the Fair and now need urgent decisions from potential stallholders. We are asking our own wool contacts if they will take a stall and I am talking to the people who organise the monthly Food Fair in Guildhall Yard.

Please would you very kindly consider asking the relevant people in your Livery whether you could take part? This may be an easier decision for those Companies that take part in the Heritage Skills Festival or indeed the Livery Schools Link as they may have a "set-up" stall highlighting what they do. Would you consider asking any likely Liverymen whether they would take a stall on behalf of your Company? I've managed to have a word with some Clerks – one of

whom had already gone on holiday but was very interested in next year and another of whom very kindly said he was sure his Company would be happy to take a stall.

Taking part in this inaugural Livery Fair will enable you to showcase your crafts and trades, engage with the public who are there to enjoy the pageantry and fun of an ancient tradition, sell goods and branded items (a trading licence for all stalls is covered by the pitch fee) which may be of benefit to your charities, access all the press and media activities associated with the Sheep Drive, and take part in a great family day out. The Lord Mayor and Sheriffs have accepted an invitation to the Sheep Drive and will visit the Fair before they depart.

The 2018 Sheep Drive and Livery Fair will be officially opened by TV personality and Horticulturalist Alan Titchmarsh MBE. The Fair - set up around The Monument by London Bridge - will feature street food, craft ales, artisan spirits, ice cream sellers and other traders to complement the traditional Sheep Drive across London Bridge.

We recognise that there is very limited time between now and Sunday 30 September and we need to have a firm commitment from Livery Companies that wish to participate so we can in turn commit to the organisations providing the infrastructure with limited financial exposure. We would be looking to receive this firm commitment by Friday 3 August at the very latest.

Pitch fee of £300: Covers 3m x 3m gazebo, power, trading licence and temporary events notice for alcohol sales.

Marketing: If Marketing is high on your agenda, you will be interested to know that in 2016 the event was covered by 31 publications, circulated to about 50,000 people and reached an online audience of another half a million people. The Twitter campaign reached 2.18 million people in the two-week period straddling the event. It is estimated that the print and online media reached over 3,000,000 people. In 2017 an independent PR analytics company reported 544 pieces of coverage potentially

reaching 18.05 million people with an advertising value of £743,580.

We're looking to link up with the marketing and social media contacts of any participant and I have arranged with the enthusiastic and creative marketing team at Tower Bridge that they will highlight the Sheep Drive on their website and they will coordinate "Bridge to Bridge" tours for tourists, so we are expecting larger crowds than ever before.

PLEASE COULD WE HAVE AN INDICATION OF YOUR INTEREST OR OTHERWISE IN THIS PROJECT BY 3rd AUGUST

We haven't gone through every Company as time is of the essence but thought you might like to take a look at the following list we found elsewhere for ideas:

AIR PILOTS

Test your aptitude for a career in flying and talk to professionals about the range of career opportunities

BAKERS

Bread and Cakes - icing and moulding

BARBERS

Find out about medical and paramedical careers - learn some basic techniques too at this stand

BASKETMAKERS

You never realised how many different types of basket we all need every day - try your hand at basket making

BUILDERS' MERCHANTS

Discover the world of work in the supply chain to the construction industry

BUTCHERS

Find out what it is like to work in the meat trade and watch some demonstrations

CHARTERED ACCOUNTANTS

A wide and versatile range of careers where those interested in maths and analytics will always be needed

CHARTERED ARCHITECTS

Building design, finding solutions, thinking creatively and working as a team on exciting new projects

CHARTERED SURVEYORS

Helping people to become qualified land and building surveyors, regardless of their academic, social or financial circumstances

COACHMAKERS

Discover the career opportunities in car and aerospace design and manufacture, have fun on the Scalextric track

COOKS

Do you know your fruit? Want to peel a potato!

EDUCATORS

Everything related to teaching and lecturing, talk about the possibilities you haven't thought of in education. Take a Quiz - Write on a Wall.

FRAMEWORK KNITTERS

Watch and understand this skilful craft. Amazing what can be made!

GARDENERS

Amazing careers in horticulture Spring is coming – get planting

GOLDSMITHS

Jewellery design and making - learn the techniques and try them out for yourself

HORNERS

Science Opens Doors - see how polymers underpin society and chat about science based careers

INFORMATION TECHNOLOGISTS

Careers software development and hardware design, job opportunities down different pathways

INNOLDERS

The world of hospitality and catering

INSURERS

Risk is FUN! Can you COMMUNICATE? Are you good at sums?

JOINERS AND CEILERS

Understand the skill required working with wood and talk to an apprentice joiner and carver while they work

LEATHERSELLERS

The world of leather, touch it, feel it and see how to work with it - identify different qualities of leather, find out re Leather Technology.

MASONS

Watch the experts carving and working stone and have a go yourself

PAINTER - STAINERS

See how to make amazing images and designs. Painting - Colour!

PAVIORS

The Construction Youth Trust guiding students about careers in the Construction industry

SADDLERS

Representing the saddlery trade for nearly 1000 years – Could you make a Saddle?

SALTERS

Chemistry and Conservation – can you save a piece of paper from destruction

SCRIVENERS

Enter a different aspect of the world of law as a Notary Paddington Bear never had as good a handwritten Label!

SHIPWRIGHTS

See how to build a boat

SPECTACLE MAKERS

Careers in ophthalmology - understand how the eye works and think about spectacle design for your friends

UPHOLDERS

Professional demonstration on upholstery and a chance to find out about opportunities for work in the upholstery business

Thank you so much for taking the time to read the above. I know from experience how extra things can suddenly land on a Clerk's desk for which you really don't have the time. However please do consider finding the time to pass this information on to your Master, Prime Warden or Upper Bailiff, your Court, Officers or Liverymen for their input. As a day out it's huge fun – and it's an amazing opportunity to shine that light on who we are and why we all do what we do.

I'd also be very grateful for your feedback on whether your Company would consider taking part in a Livery Fair in September 2019 – which we'll start planning this October.

With all best wishes,

Judith

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