



THE LEATHERSELLERS' COMPANY
7 St Helen's Place, Bishopsgate, London EC3A 6AB

2 October 2019

Dear Fellow Clerks

Thank you for your support and patience during the past two years as the Pan-Livery Communications Sub-Committee has worked with you and the Brunswick Group to develop an outcome which we hope will be of use to you. Please find attached a .pdf document, **Communicating About the Livery**¹. It has been designed to help Clerks and members of your Company to talk about the Livery in the context of increased scrutiny and reputational challenge. You are encouraged to share this material widely within your company in a form that suits you.

The document 'Communicating About the Livery' is a guide for Clerks as they develop their own communications plans. It is designed to be a useful way for all of us to become more consistent and aligned in how we communicate about the Livery and respond to issues that affect us. The Livery is not well-known or well understood by those outside it – our members want help explaining who we are and what we do.

The talking points (Ch 4) are designed to be shared with members as a helpful starting point for talking about their own Livery Company and the wider group of Companies. It is expected that you will have your own stories and vignettes to include which will provide your members with "bespoke" examples of your work.

Appendices to this document include the results of our 2018 surveys of company philanthropy and members' views on the reputation of the Livery which I hope you will find useful.

More broadly I would like you to consider the application of the 'Communicating About the Livery' document to your own Company's circumstances. Some Companies will already be doing what the document recommends. Many won't and I hope those Companies find the document helpful and practical.

And finally, I hope we can all use this as an opportunity to be more 'on the front foot' with how we communicate. This does not mean shouting about the Livery from the rooftops. But it does mean being more joined-up in how we approach our communications, particularly if we have to deal with a future reputational issue.

Please send feedback on the documents to me at dmsantao@leathersellers.co.uk

Thank you and best wishes


David Santa-Olalla
Chairman, Communications Sub-Committee – Pan-Livery Steering Group

¹ A word document of this material will follow which can be used to create bespoke documents for your companies