



The Origins of City Livery Companies

Many City livery companies originated in Anglo-Saxon London in the 11th century. Crafts and trades operating in the City formed themselves into guilds or friendly societies to give protection to their members, promote their trade or craft and maintain standards.

Over the centuries the guilds provided huge resources to the Monarchy, which in turn granted a succession of Charters, laying the foundations for the City's government, its Sheriffs and the Mayoralty. The first Lord Mayor was Henry FitzAylwin in 1189. In 1215 King John signed a Charter, which gave the citizens of London the right to elect their own Mayor annually, rather than accept the choice of the reigning Monarch. Ever since then the Lord Mayor of London has been elected by the liverymen of the City livery companies in "Common Hall".

The oldest guild is believed to be the Weavers, granted its Charter in 1155, however most of the older companies still in existence date from the 14th century. The Guilds grew in strength as more were formed and those already established became more influential. Leading Members took to wearing distinctive costumes or "livery" many of which are worn to this day during special ceremonies.

In later years there was a great deal of fighting between the guilds and livery companies, as they sought to establish their seniority. Violent quarrels broke out and there were pitched battles in the streets of London. The order of precedence was settled in 1516, when the Court of Aldermen issued a list of companies and guilds in order of importance, based mainly on their wealth. At the head were the "great twelve" companies: Mercers, Grocers, Drapers, Fishmongers, Goldsmiths, Merchant Taylors alternating with Skinners (hence the expression at sixes and sevens), and then Haberdashers, Salters, Ironmongers, Vintners and Clothworkers .

Since the beginning of the 20th century thirty new companies have been created and there are now 107. Most are still concerned with raising standards within their particular profession or craft, (where they still exist), all with maintaining the traditions of the City and contributing to charity.

Over £40 million is given annually to charity by the Livery companies, whose membership numbers nearly 25,000 liverymen.

The Marketors' Company

The Marketors came into being through the determined efforts of several senior Fellows of the Institute of Marketing. In 1969 the National Chairman, Ronald Edwards, the originator of the concept to form a livery company sought the support of the Court of Aldermen, whose approval is needed to establish a Guild and subsequently a Livery.

In 1971, Lord Mais of Walbrook, who was to become Lord Mayor the following year, approached the Institute of Marketing for assistance in promoting the theme for his year "The World is our market." The then Chairman of the Institute, Tony Bellm and the next Chairman, Austin Nunn, supported the project enthusiastically, which did much to create recognition for the discipline of Marketing within the City.

In 1973, under the chairmanship of Reginald Bowden, a Past Chairman of the Institute, a working party was set up consisting of Tony Bellm, Roy Randolph, Ronald

Edwards, Bill Geffers, Jack Rook and later Austin Nunn. The Institute of Marketing was represented by Peter Blood the Director General and Bill Hinder, the Secretary. After much detailed work, on 1st April 1975, the Guild of Marketors was inaugurated. Three years later, on 14th April 1978, Letters Patent were presented to the Guild, enabling it to become the 90th company on the City Roll of Livery Companies.

Reginald Bowden held the post of Founder Master from 1975 to 1978 and he was followed by other members of the original working party. The Company retains a close link with the now Chartered Institute of Marketing but both are independent of each other.

We are often asked "why Marketors not Marketers?" The answer, somewhat tongue in cheek, is that many professions use the o rather than the e such as doctors, professors, actors... and we think it sounds better!



City Institutions

The Guildhall

The Guildhall dates from 1411, when the livery companies raised money for its construction. Restoration work was carried out by Wren after the Great Fire and a new façade was added by George Dance the Younger in 1788. The Great Hall, which was given a new roof in 1953, is now used for the Lord Mayor's Banquet and many City functions including the election of the Lord Mayor and Sheriffs. It has retained the original walls decorated with the colourful shields of all the livery companies and the Banners from the Twelve Great Companies.

The Mansion House

In 1739 the Corporation decreed that the Lord Mayor should no longer be obliged to provide his own dwelling house. The architect George Dance the Elder was commissioned to design an official residence which resulted in the Mansion House of today.

The Livery Halls

During World War II only two of the livery Halls, the Apothecaries and the Vintners escaped damage and a number were totally destroyed. At one time each livery company owned its own private hall, many with extensive grounds. Over the centuries some of these halls were sold, when the companies came upon hard times, and others fell into disuse when the companies were disbanded or absorbed into other companies, as in the case of the Muffiners and Bonnet Makers. At present there are 39 Livery halls.

Most of the more recent companies have never had the wealth to acquire their own permanent hall, so in 1914 The City Livery Club was established for the use of liverymen and freemen without a company hall.

Stationers' Hall

This hall has been adopted by The Marketors' since its inception. The Worshipful Company of Stationers and Newspaper Makers traces its history to 15th Century craftsmen who wrote and bound books and supplied writing and binding materials. In 1403 a Stationers Guild was formed in London and, after printing was introduced in 1746, printers began to join. In the 16th century the Guild became a livery company, obtaining its Charter from the Crown in 1557.

The building of the Hall was begun after the Great Fire in 1666 on the site of a previous Hall, which had been destroyed. The 1939-45 war caused a great deal of damage. The Court Room was destroyed and the ceiling of the Livery Hall had to be re-created to a design of 1800.

Freedom of the City of London

Freedom is another name for membership of the Corporation of the City of London, which is made up of the Lord Mayor, the Commonality and Citizens of the City. The Commonality is the Common Council and the Citizens are the Freemen of the City. All candidates for election of the governing body, called the Common Council, composed of Aldermen and Common Councilmen must be freemen. Freemen are therefore not merely the possessors of a historic name but an integral part of the Corporation, with a genuine role.

There are three methods of obtaining the Freedom of the City of London. The first is by Servitude, or apprenticeship to a City Freeman. The second and most common method is Redemption, which is obtained by joining a livery company, having been nominated by two liverymen. This gives the right to apply for the Freedom of the City, which has its origin in an early 14th century ordinance, that no-one should be admitted to the Freedom of the City unless he was of some trade or mystery. The third method is by Patrimony whereby children of freemen can claim the Freedom of the City if a parent was a freeman at the time of their birth.



W O R S H I P F U L
C O M P A N Y *o f*
M A R K E T O R S

*The City Livery Company for
Leaders in Marketing*

Membership and Organisation

Becoming a Member of the Livery

Men and women, who have held a senior appointment involving the management, practice or teaching of one or more marketing disciplines for at least five years and are a member of a recognized professional body conferring marketing or management qualifications may apply for membership.

Membership offers a unique blend of professional and social activities, with the opportunity to take part in the pageantry and ancient customs of the City of London.

Becoming a Freeman

All prospective Freemen are required to complete an Application Form and are then invited to discuss this with a senior member of the Livery. The Court of Assistants decides if an offer of membership should be granted and successful applicants are then invited to attend a Ceremonial Court at which they receive the Freedom of the Company. As Freemen they may attend most of the Company’s events and bring guests. A Freeman may also apply for the honour of becoming a Freeman of the City of London at a private ceremony in the Guildhall, to which relations and friends can be invited. Becoming a Freeman of the City is a necessary step in becoming a Liveryman.

Young qualified members of the profession and particularly award winners, who are invited to join, are able to become Freemen on financially easy terms.

Becoming a Liveryman

Because the Company is limited by the Court of Aldermen to 300 Liveryman, progression to the Livery, is subject to vacancies, the recommendation of the Livery Committee and approval of the Court. The Master issues an invitation to attend a second Ceremonial Court at which the Freeman is gowned in the Livery and inducted into the Company. Only Liverymen may become Court Assistants, again by invitation, and thereafter if elected by the Court, become Master. At each stage of membership progression a Fine is levied, which is put to the Company’s capital account.

Court of Assistants

The Company is governed by the Court of Assistants through the Business Court which meets four times a year. The Court consists of up to sixteen members before the chair, three Wardens, the Master and those Past Masters who choose to remain on Court. Each year the Court elects the Master, the Senior, Middle and Junior Wardens.

The Court is responsible for policy, strategy and the overall management of the Company and appoints a Clerk to manage day to day affairs.

Standing Committees

The Master chairs the Business and Ceremonial Courts and the Master and Wardens Committee. The other committees are:

- Awards
- Charitable and Educational Trust
- Communications and Public Relations
- Events
- Fellowship
- Finance
- Fund Raising
- Heritage
- Livery
- Marketors City Business Lecture
- Membership
- Outreach
- Regimental Liason
- St Brides

Task forces are set up to deal with specific projects.

Committees and task forces are generally chaired by a Court member and every committee has a Warden appointed to it.

Charitable and Educational Trust

One of the important roles of all livery companies is their charitable work and Members of The Marketors are expected to make a modest annual contribution to increase the Trust’s capital. Out of the annual income the

Trust donates half towards the Educational Awards and half is given to charities. The Company through advice from its Almoners also provides assistance to members and their dependants who are in need.



W O R S H I P F U L C O M P A N Y *o f* M A R K E T O R S

Every successful commercial enterprise since earliest time has relied upon the art of selling, which during the last century evolved into the profession of marketing. Integrity and excellence, characterised the Guilds and Livery companies since their inception in the Middle Ages. The Worshipful Company of Marketors is proud that its foundation is based on these ancient and honourable traditions.

The modern profession of Marketing of which selling is only a part is the multi discipline management process responsible for identifying, anticipating and satisfying customer requirements profitably.

Members of the Worshipful Company of Marketors are drawn from senior practitioners and academics within the profession of marketing.

The Mission of the Company is to be the City Livery Company for leaders in marketing and its Aims are:

- To promote marketing as a force for economic and public benefit.
- To encourage excellence in marketing education and practice.
- To support the City of London and the Mayoralty.
- To raise funds for and be involved in charitable work.
- To foster fellowship and discussion among members.

To obtain further information on The Marketors visit our web site at www.marketors.fsnet.co.uk or contact

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Events and Activities

The Pursuit of Excellence

Excellence is the hallmark of the Marketors both in its rich and varied programme of formal and social events, and wide ranging involvement in the profession of marketing.

Great Events

- The Installation Dinner following the Ceremonial Court at which the new Master and Wardens are installed. (January)
- The Spring Luncheon. (April)
- The Marketors’ City Business Lecture.
- The Service of Thanksgiving and Rededication at St Bride’s Church, Fleet Street, which is conducted by the Rector, who is Chaplain to the Company. This is followed by a Supper. (May)
- A Luncheon or an evening Banquet at the Mansion House, at which the Company entertains the Lord Mayor and Sheriffs. (July)
- The Bowden Marketing Address and Dinner. (October)

Professional and Social Events

There are several professional and social occasions throughout the year, often held in interesting and unusual venues, exclusive to the Marketors. Details of these can be found on the Company’s web site.

An informal “drop in” fellowship evening is held periodically in a City wine bar off Ludgate Hill and lively discussions started round the bar continue over supper with those who choose to stay.

Many Livery companies have close links with units of the armed forces and following this tradition in 1997 the Marketors “adopted” 151 (Greater London) Support Regiment, Royal Logistics Corps (Volunteers). This link with the Regiment provides an interchange of social activities and opportunities to join the Regiment on exercises. Many members of the Regiment have recently been on active service in Iraq.

Awards

Each year, funded through the Charity, the Company presents a significant number of awards to students of marketing, for best performances in examinations run by professional bodies and academic institutions. Members are also encouraged to invite their companies to sponsor awards. A Research Bursary in memory of Lord Mais, a former Lord Mayor and Master of the Company, is available to members biennially.

Speakers

Numerous prominent figures in marketing have addressed the Company at dinners and the Marketors’ City Business Lecture including Rod Aldridge, Lord Bell, John Clare, Lord Heseltine, Professor Malcolm McDonald, Allan Leighton, Lord Stevenson, Sir Martin Sorrell and many others.

Support for the City

In supporting the City of London and Mayoralty, the Company is involved in research into perceptions of the City, its services and its activities, from businesses based within the square mile, residents and members of the public who attend the Lord Mayor’s Show.

Think Tank

The Company’s Think Tank draws members from a wide range of marketing disciplines and industry sectors and includes both practitioners and academics. It has three remits:

- To provide a broad forum in which marketing is discussed.
- To develop informed opinions on current marketing issues and act as industry spokesman.
- To promote the essential role of marketing in the commercial and public arenas.

Recently this group, with other influential marketing organisations lobbied, and was the lead promoter and author of a checklist for assessing the proposed new OFR. This work will now be used in the new format annual company reports and has earned the Company recognition within government circles and the marketing industry.

The practice of Marketing

The Marketors have helped both St Paul’s Cathedral and Westminster Abbey to redesign their gift shops and introduce modern retailing techniques. This led to significant revenue increases in both places.

A recent Marketor’s publication describes how future shareholder value can be predicted by researching the customer’s view of the brand. Its aim is to promote boardroom understanding of marketing’s contribution to shareholder value creation and it encourages analysts to question boards on this and other marketing issues.

During a recent holiday in Malta members gave a presentation to a high level audience of Government Ministers and businessmen on how Malta could improve its brand image overseas, attract tourists and inward investment.

Outreach

Outreach has become a significant activity involving many members, who offer their marketing and management skills on a pro bono basis to small businesses, charities and schools, in the poorer boroughs close to the City. Some projects are on-going, others may simply involve one or two consultations. Charity fund raising, advising on small business start-ups, talking to sixth forms about careers in marketing and mentoring voluntary organisations are just a few of the projects.

Conclusion

There is no shortage of opportunities for Liverymen and Freemen to become involved in the Company.