

## First Herald's Award goes to Charles Lewington

Charles Lewington of Hanover Communications was presented with the Herald's Award at a joint Livery dinner, hosted with the Worshipful Company of Information Technologists, in the presence of the Lord Mayor, at the Mansion House on Wednesday 10<sup>th</sup> June 2009. The award was in recognition of Lewington's tireless work on behalf of the Gregor Mackay Fund.

The fund was set up by the friends and family of Gregor Mackay, an outstanding young PR practitioner, whose life was tragically cut short by a rare form of cancer. Despite his busy 'day job' as head of one of the City's leading PR consultancies, Charles Lewington has worked tirelessly over the last three years to raise awareness of this disease.

Altogether the fund has raised over £215,000, for research into the diagnosis and treatment of non-Hodgkins lymphoma, including more than £100,000 at one event which Charles and his colleagues organized. The day after Gregor's death, Charles and his team attended - and won - a Guild Quiz Night, as Gregor himself had been a keen supporter of such events and they felt that he would not have wanted them to let the Guild down, having committed to attend.

The City of London Guild of Public Relations Practitioners presents the Herald's Award to recognise excellence in communications effectiveness on the part of charities, not for profit organisations, educational establishments and Livery companies operating primarily within the City or associated with it. This was the first year the award was presented.

According to Una Riley, Master of the City of London Guild of Public Relations Practitioners, the award's historical roots hold true today; she comments: "In Medieval times Heralds served as diplomats, town criers, and also identified knights by their coats of arms in battle. Heralds were the communicators of their day and their role translates into modern times and this is particularly true in the wider world of Public Relations.

"It is fitting therefore that we presented the Herald's Award to Charles for his work in flying the Gregor Mackay Fund's colours! He has done immensely well and deserved recognition for his efforts. As it was our first year presenting the award we were especially delighted that it went to such a worthy winner."

For his part Lewington welcomed the Master's comments, adding, "It's incredibly humbling to see the generosity of people in response to such tragic circumstances. Equally, it is important to Gregor's friends and family to see the Fund put to such effective use. I am delighted to have received this award for them, as they are ones who have inspired my efforts."

Those wishing to know more or to make a donation should visit:

<https://www.gsttcharity.org.uk/fundraising/gregor-mackay-memorialfund.html>

More pictures from the dinner inside.



Charles Lewington Heralded For His "Tireless Work" For The Gregor Mackay Fund

## Guild supports Rock Challenge drug anti-crime initiative

The Master was invited to present an award at the Hackney Empire on behalf of the 'Rock Challenge' which is an international anti-drug and crime prevention initiative that takes the form of a performing arts competition for secondary schools. The Rock Challenge delivers anti-drug and crime prevention messages to the heart of teenage

culture by communicating, via music, dance, fashion and media, images that are familiar and attractive to large numbers of young people. The event captures the imagination of young people, providing them with an exciting and unique opportunity to

experience the 'drugfree high' of performing in a supportive and professional environment with over 100 of their fellow school students, rehearsing in the company of from 500 to over 1,000 of their

contemporaries, before going on to perform their piece in an evening show that increasingly is played to sell-out audiences.

The BYBF and its directors are convinced The Rock Challenge ® is an ideal communication method of addressing the issues of drug and substance misuse with young people, allowing them the opportunity



to see that by hard work, commitment and team work they can obtain a drugfree 'high'. Feedback from participating schools indicates that the use of tobacco products, alcohol and other drugs is reduced or stops entirely among participating

students, and Australian research shows that schools participating in Rock Challenge ® have significantly lower proportions of students who have ever tried drugs or been drunk.

# Thanks from the firing line in Iraq and Afghanistan

The Guild has received thanks via its link with MOG(V) from officers deployed in Iraq and Afghanistan. Here are a number of comments from senior officers in the field:

**Lt Col Sean Tully**  
23 May 2009

I am writing to say thank you to the Guild for the fantastic box of goodies that welcomed me to Iraq when I arrived over a week ago. My arrival date was delayed for reasons I will not bore you with; however, my team thought that there might be some form of 'munchies' inside so put the box next to our aircon unit. Despite the 43-45° average temperatures here in the day the chocolate was in perfect shape! The magazines were a great hit not only with me but with others as they are now in the foyer of our Headquarters building. The tea bags knock the socks off the army brew.

Contact with home and knowing others appreciate what one is doing out here, not just for me personally but for all the men and women who are a long way from home, friends and family is vital.

**Major Paul Smyth, RIFLES**  
12 June 2009

I am writing to you as Clerk of the Guild of Public Relations Practitioners to thank the members for the support they showed while I was deployed to Iraq as part of the Media Team dealing with the withdrawal of British troops.

To receive a parcel was a very pleasant surprise, but to receive two was fantastic. I was not the only one to benefit either as the magazines and books provided the entire team with a little extra reading when the hectic schedule allowed it.

Having been out to Iraq a number of times throughout the course of the last six years I have experienced a number of hair-raising moments but you can really see the difference that the British have made. We have trained the Iraqi army, helped establish democracy and delivered reconstruction and development.



Received with thanks - Captain James Mayhew ( left) and Major Dale Clarke (right).

Media operations staff have played an invaluable role in communicating the military effort, not just for the international community but for the Iraqi people themselves. Without our ability to communicate and present the long-term aims and objectives, public opinion would be focused on the short-term effects and costs of the campaign that the media tend to be focused on.

To have the parcels arrive in theatre was wonderful but to have them come from the Guild demonstrates recognition for the work we undertake and the contribution that MOG(V)

provides to UK defence.

**Captain James Mayhew and Major Dale Clarke,**  
May 2009

Please can you thank the Guild for both Dale and I. We are delighted with the gifts, good chocolate and Toblerone Bars are always a treat, fine tea is greatly needed, good reading a must, toothpaste makes life on operations much more bearable, Dale was particularly pleased with his Lionel Richie CD and I'm delighted with the wet wipes (perfect for de-griming out in the field). A big thank you from MOG(V) Camp Bastion.

## Online survey of members highlights issues and concerns of Guild membership

In April the Court decided to survey members to see how they viewed their membership of the Guild. Around a third of members responded with most identifying themselves to the Clerk.

The following gives a flavour of the findings of the survey.

Generally members joined the Guild for one or more of four main reasons: to enhance the standing of the PR profession; to give to charity, to put back something into the profession and to improve their network of contacts.

However, four fifths of members felt that their expectations had only partly been met, with most others saying that their expectations had been met.

The value of membership of the Guild was said to reflect the four reasons for joining in the first instance. It was also felt that the Guild provided access to the traditions of the City Livery and offered unique hospitality to clients.

Members also offered some criticism and voiced what they like least about the Guild. The bigger issues ranged around those who felt that the Guild was perhaps too anachronistic with little modernity - with tradition "for tradition's sake". Among the other bigger issues featured the cost of membership and events, and whether or not the Guild had the influence it deserved.

When it came to finding out what members would like from their membership many of the ideas reflected the reasons for joining as well as what it had not delivered. More opportunities to meet people (particularly younger, successful PR professionals) through a wide variety of informal events - particularly if held at lunchtime rather than evenings. They wanted insightful new ideas about the world of PR through "best practice forums" and more opportunities for informal information-sharing within and across specific industry sectors. Expert speakers were also mentioned. Mentoring and training initiatives were also thought to be worth developing.

While most predicted that they would take part in Guild events, the survey starkly highlighted the degree to which Guild members were passively disposed towards the Guild and didn't want to undertake any tasks on its behalf. Only three out of 25 said they would work on organizing informal events, nine said "no" and 13 said "perhaps". Only three members were prepared to help with recruitment to the Guild with just eight saying "possibly" and 12 saying "no". Members were just as unenthusiastic about fundraising with only three saying they would be interested and seven saying "possibly"; the rest - 13 - said "no". The pattern was repeated in offering pro bono support with 11 saying "no", nine saying "maybe" and just six saying "yes".

'Company status' and 'Livery Company status' mean different things to different people. The membership seems to divide between those who understand the desire for advancement of the Guild within the wider Livery while for others advancement seems not to matter.

One particularly bright spot was support for the Guild's Clerk, Virginia Rounding. When asked, "Do you receive too little, too much, or the right amount of, information by e-mail from the Clerk?" all but two said too little or "I don't know".

# More Guild News.....

## NEWS FROM THE COURT

July's Court meeting was officially the 'Election Court', at which the Master and Wardens 'for the year ensuing' are elected. Usually - though not always or as a matter of course - the existing Wardens all move up a place, Junior becoming Middle, Middle becoming Senior and Senior Warden becoming Master. That is exactly what happened this time, so that our Master-Elect is Mrs Kelly Freeman, Senior Warden-Elect is Sir Gavyn Arthur and Middle Warden-Elect is Mr Colin Farrington. The Deputy Master-Elect is the current Master, Ms Una Riley. The new Junior Warden is elected from among the other Court members, and the Clerk is delighted to report that the Junior Warden-Elect is none other than the editor of this newsletter - Mr John Morgan. It is hoped that as many of you as possible will be present to see the Master and Wardens make their declarations at the Installation Ceremony on 6<sup>th</sup> October. Two Freemen of the Guild were also elected to join the Court, both having expressed interest in doing so and having been proposed and seconded: these are Mr Jonathan Chandler and Mr Kevin Moore. Jonathan and Kevin will officially join the Court on 6<sup>th</sup> October.

The meeting was followed by a Freedom Ceremony at which two new members, Sara-Louise Boyes and Jill Percy, were formally welcomed into the Guild. The Court and the new members then adjourned for drinks in the sunken courtyard next to St Bartholomew the Great followed by a very convivial supper in Founders' Hall.

## CHARITABLE DEVELOPMENT

Earlier this year one of the sub committees set up to take forward the Guild was the Charitable Development committee under Junior Warden-elect, John Morgan.

Working with Guild member Kevin Moore, the two have begun to discuss how the Guild might increase the flow of funds into the Charitable Trust.

It quickly became apparent to them that success in taking forward the Guild's charitable activities will continue to depend on those few members prepared to put time and effort into fundraising.

John Morgan told Impressions, "Our first meeting was held back in June and we quickly came to the conclusion that additional fundraising would only come from those members who were keen enough to organise events on behalf of the Guild. Sure, the Guild had done well in raising funds



The Lord Mayor, Sheriffs, Masters, Wardens, Clerks and Chaplain of the IT Company and the PR Guild

## LINKEDIN

We have recently formed a group at LinkedIn for Guild members, called - unsurprisingly - the Guild of Public Relations Practitioners. Do make a point of joining it if you have not already done so, and feel free to post news items or initiate, and contribute to, discussions.

directly from the membership and from the set-piece dinners, but each member needed to decide whether they could do more in order to meet our charitable objectives. Subject to talking to the Court, my view is that we should write to members asking them what events they would be prepared to organise. Only by getting that level of individual commitment, will we be successful in increasing the flow of funds," said John.

The sub committee also explored interest in undertaking pro bono work. To this end Kevin Moore is working on a paper to highlight how the Guild's members could offer their experience and skills to those who might need them but could not, in normal circumstances, afford them.

If any member of the Guild has any observations for the sub committee please pass them on via the Clerk.



## LORD MAYOR'S SHOW - SATURDAY 14<sup>TH</sup> NOVEMBER

The Lord Mayor's Show is a great, free day out, a visual feast of floats from local and City businesses, ward clubs, livery companies, schools and community groups. They are joined by more than 2,000 soldiers, sailors, airmen and cadets, the mounted branch of the City of London Police Force and much more. The procession starts off from Mansion House at 11.00am, with crowds lining the route, and the whole day concludes at 5.00pm with a stunning fireworks display on the Thames. This year members of the Guild, their friends and families, are invited to join the Guild of Freemen of the City of London for a warming lunch at the City Pipe, once the end of the procession has disappeared down Ludgate Hill at about 12.30pm. The cost will be £39 per person (to include a couple of glasses of wine, three-course meal and coffee), and there will also be a children's menu available (cost about £10, but to be confirmed). The Clerk will circulate booking details shortly, but do put the date in your diary.

## RAISING A GLASS FOR CHARITY



August saw the Guild raising its charitable funds as well as a glass at its first wine tasting event at Spanish wine importers Bacchanalia.

On a fine evening in the City on the riverside at Broken House Wharf around 20 members of the Guild tasted some of Spain's best wines as well as some of that country's best ibérico hams, cheese and olive oil. Members were treated to an interesting evening of tasting wines and food from Bacchanalia manager Dave Green, who discussed the various wines of north central Spain - from Rioja westward through the Ribero Duero.

Organised by Junior Warden-elect John Morgan the event raised around £15 per head making a grand total of just over £300 for the Guild's Charitable Trust.

"It was a pretty successful evening as everyone seemed to enjoy the event. The wine was fantastic and it was good to see some members topping up their cellars by buying a few more bottles - all at the discounted price we were generously offered! As a fundraising event I felt it went very well and it was great to meet new members and old friends in such convivial surroundings," said John.

## DATES FOR YOUR DIARY

Tuesday 6<sup>th</sup> October: Installation Ceremony and Dinner  
Saturday 14<sup>th</sup> November: Lord Mayor's Show  
Thursday 17<sup>th</sup> December: Carol Service and Supper

