



Incorporated by Royal Charter 2005

The Worshipful Company of Water Conservators

Colin Drummond - Master

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Dear Water Conservator

As my year draws to its close I would like to update you personally on the work we have been doing over the past year on developing our Company Strategy. I do hope you find this is a useful initiative and would welcome any comments. Our strategy belongs to all of us.

Our Court of Assistants has taken a fundamental look at our Company and has concluded that its future is very bright. Our focus on water and related environmental matters puts us at the heart of some of the most important issues facing the world today. We could not be better positioned in my view to be an influence for the good (as well as having an enjoyable time).

At its April meeting the Court approved a Corporate Strategy and rolling Business Plan – just like any other organisation wishing to grow and be well managed. The aim is to have formal continuity of overall approach from Master to Master, something which can be a challenge for Livery Companies with their annual change in Masters.

Starting Point

As our starting point we feel our fundamental beliefs can be summarised as follows:

- Water Conservators share a passion for conserving water and the environment;
- we are crafts-people who practise the arts and sciences of stewardship and service in water and environmental conservation;
- the Company provides us with a home and space in our private lives to complement the expression of our passion already demonstrated in our professional and commercial lives, particularly in charitable works;
- the home of the Company is the City of London, in which we play a role, but we practise throughout the United Kingdom and overseas; we enjoy the traditions of the City but we contribute to modern environmental governance;
- we meet to share knowledge and experiences, to enrich our competence, to maintain contact with old friends and to make new friends who share our passion.

Summary of the Strategy

The full Strategy is available to you; I attach a summary of the main actions and objectives for the coming years approved by the Court. Each year these will be reviewed, taking full account of comments received, and performance against them will be monitored. We must focus now on 2008/09.

www.waterconservators.org

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The highlights are as follows:

- quarterage rises are held at inflation;
- we have listened to Members and there will be a number of initiatives to reduce costs, including a number of low cost, but high impact, events as well as our more traditional Livery events, and consideration of a Retired Members Rebate at the latter end of the Plan period;
- sponsorship will be focused on specific projects and will not be part of routine expenditure;
- we will recruit at least 10 new Members in 2008/09 and 15 per year thereafter, and we need your help;
- we will make Membership so attractive that resignations will only occur for unavoidable personal reasons;
- we will be conducting a number of reviews and implementing the results, and these will include communications, further recruitment initiatives and governance;
- we will work with the Charity Trustees to ensure that the linkages being forged with leading academic institutions strengthen the Company and provide a platform for recruitment and retention of Membership.

The essential point is the Company's strategy belongs to all of us. We cannot meet our targets without members' personal involvement. A particular priority is recruitment. At present we number a little over 200, a fairly typical (not to say comfortable) number for Livery Companies I have met. However our permitted maximum under our Royal Charter is 300. If we passionately believe in what we are doing and want to maximise our influence for the good, we should be banging up against our maximum. I would encourage us individually to put all our efforts into recruiting individuals known to us and who we think would benefit from, and add value to, the Company.

2007/08

I will report to you separately about the past year in more detail. However in summary, even though the above strategy was only formally adopted in April we believe we have already made substantial progress in the past year in line with the above priorities:

- based on the feedback from members in last year's charity survey, we have focussed our giving on education: we now provide ongoing bursary and other support to students at four leading Universities (Oxford, Sheffield, Brunel and Exeter) and at two special needs institutions (the Calvert Trust and Ysgol Y Gogarth); from the letters of thanks received this support has been of huge value to the recipients;
- our programme of high profile speakers has led to record attendances at recent lunches, a healthy projected operating profit for the year, a strong pick up in new members, and a number of major articles in the trade press.

I do hope you feel this initiative is positive. If you have any comments and/or would like to be more actively involved in meeting the objectives of the Plan or in further developing our Strategy, please do contact me or Master Elect, Professor Lorna Walker.

With kind regards,

Yours sincerely



Colin Drummond
Master
May 08