

Communicating about the Livery

Talking Points

Research conducted with Livery members in 2018 showed that 98% of respondents thought that non-members have little or no knowledge of the Livery Companies. To help improve this it is suggested that the following 7 “talking points” or attributes, together with an “opening statement” can help Members structure their descriptions of who we are and what we do in discussions with non-members.

- **Opening Statement** – Livery Companies exist to help people fulfil their potential. That was true hundreds of years ago with support to people in specific trades and is still true today through enabling personal and professional development. However, philanthropic endeavour has always been at the heart of what each Livery Company does.

- **Attributes:**

1. **Our professional support** – through our charity, The Water Conservation Trust gives financial assistance to post-graduates who are studying subjects relevant to our industry sectors. We have a close association with 10 universities that offer relevant courses to develop the next generation of professional people in our sectors.

2. **Our personal support** – again through our charity, The Water Conservation Trust - gives physical and financial support to schools in inner city locations or who offer special needs support. We encourage the next generation of scientists & engineers in a deeper understanding of our environment and how individuals can positively influence it for the future. The Trust also manages a hardship fund to help individuals in their “hour of need”.

3. **Our future** – we want to be around for as long as people need our help. We manage our assets (albeit limited in scale) thoughtfully to enable us to use them to help people well into the future. Our Members are generous in funding the Trust and in supporting other good causes such as Treloars Special school in Hampshire and the Lord Mayors annual charity initiatives.

4. **Our history** – we are part of the City of London’s colourful pageantry. The earliest Livery Company recorded was the Weavers in 1155. The Water Conservators are part of the “Modern Livery” having received Livery Status in the year 2000. Like many other Livery Companies, we strive to maintain and enhance professional standards by encouraging debate and involvement across our key sectors.

5. **Our purpose** – whilst each Livery Company is unique and independent, we are all united in seeking to help individuals to achieve their potential and to support those who are vulnerable or struggling

6. **Our philanthropy** – philanthropy is, and always has been a central activity of the Livery. Many Water Conservators give freely of their time to support charitable works that benefit key organisations and individuals. Examples include acting as mentors for young professionals, and working with schools as a Governor.

7. **Our members** – professional engineers, scientists, lawyers, civil servants and educators form the backbone of our membership. All will have (or had) a career in, or linked to, our key industry sectors. This enables us to contribute to thought leadership in the Water and broader Environmental sectors through events such as the WET10 lecture.