



Address to the Livery

Egyptian Hall

Wednesday 22nd November 2017

The Rt Hon The Lord Mayor of London

Alderman Charles Bowman

Chairman, Masters, Prime Wardens, Upper Bailiff, Sheriffs, Ladies and Gentlemen.

Welcome one and all to the Mansion House!

What an honour it is to host you, my electorate, in this foremost building of the City's Civic society!

As a part-qualified architect, it is only right that I should recognise the beauty of the built environment – of which there is plenty in this City!

Now, some of you may be questioning how an architect becomes an Ambassador for the City's financial and professional services sector.

Well, I am *also* a chartered Accountant for the world-renowned firm, PwC.

This career change has often been a subject of much humour for Samantha and my family, believing it derived from my inability to get beyond the letter A in the Ladybird Alphabet book of career choices.

Demonstrating, as she goes on to note, a distinct lack of imagination... a fatal characteristic for any Architect, but one positively encouraged in Accountancy!

Samantha and I have looked forward to this year with much excitement and, in the spirit of some honesty, some trepidation.

Excitement – for the unique and privileged opportunity to hold this 800 year old office.

But trepidation – for what lies ahead, as we play a public role in a society which has seen shock and anger ripple through it.

Over the past few years, we have watched the culmination of frustration and resentment flood to the forefront of our communities, in a wave of landmark events:

The triggering of Article 50.

The rise of populism.

The turbulence of the General Election.

All events which have exposed divisions in our society and fuelled feelings of distrust for our key institutions.

Government. NGOs. Media. Business.

The 2017 Edelman Trust Barometer reported the single largest fall in Trust within *each* of these sectors

Most worryingly are attitudes towards our financial and professional services sector – deemed untrustworthy by nearly *half* of all people surveyed.

This is a bleak image.

But – one that can be redrawn.

Evolving our City as the exemplar of innovation...social mobility...diversity...and most of all, trust.

And it is this image I want to cultivate throughout my mayoral year by tackling three key objectives:

1. Ensure the City secures the best possible Brexit deal –preserving and enhancing our economic prosperity.
2. Rebuild public trust – helping create a lasting legacy of better business, trusted by society.
3. Reshape the Lord Mayor’s Appeal to create a “Better City for All”.

With these objectives in mind, I will use this privileged position as Ambassador for UK financial-professional services to host Heads of State, engage with Government and ensure everyone, everywhere, understands the benefits of what we do.

How?

By international and national engagement.

Internationally – spending 100 days abroad, travelling extensively to 27 countries.

Nationally – visiting some 10 centres of Financial Services excellence across the UK.

And, most importantly, by increasing dialogue, cooperation and partnership within, amongst others:

- Business
- The Corporation – including Mansion House
- And you, the Livery

For Business, I want to help provide tangible solutions for reconnecting institutions with people.

Over the past months, the City Corporation and I have been in consultation with society and a variety of sector leaders learning how to rebuild public trust.

The fruit of our labour – one publication, ‘The Business of Trust’.

Launched at Mansion House last week– it marks a long-term programme of research, action and events that will, together – we hope – help provide a roadmap for greater public trust and, as a result, greater public prosperity.

Aligned with this Business of Trust programme, we have reshaped the Lord Mayor’s Appeal to focus on philanthropic issues related to business. Helping to create a City that is fairer, healthier, more inclusive and more skilled.

This will be delivered through the support and backing of my likely successors – *the Continuum*.

Together, we will deliver a *multi-year appeal* with **3** partners over **3** years – Samaritans, Place2Be and OnSide Youth Zone.

Investing in the public, for the public. With one aim: a better City for All.

But the public can only get the best of the City, if the City has its best to give.

For me, this involves bringing the whole Civic family under one, strategic umbrella, helped through the reorganisation of Mansion House and the Central Criminal Court.

Leading the way in this period of change is our new Executive Director, Vic Annells.

Former Consul General in Saudi Arabia, Vic brings with him a wealth of knowledge when it comes to exporting brand GB internationally – and he also has a wicked sense of humour.

Focussing on 4 keys Corporation goals, we want to be:

Responsible, reliable, relevant and radical.

Responsible – for the people we support. The Mayoral and Shrieval teams must act as the guiding star on City principals.

Ensuring we communicate those principals not only to the financial and professional services sector, but to all parts of City life: our security services, schools, transport providers and, of course, you, the Livery.

But we must also be reliable – offering consistently a first-class standard of service in which the Heads of the City – the Lord Mayor, Sheriffs and their Consorts – are fully supported.

Meeting the current needs of society, working to be...

Relevant.

To facilitate this – alongside our Programme Office, now headed by our City Swordbearer, Tim Rolph, and that of the Operations team headed by Adam Rout – we have created an equivalent new sub-team.

This new team will come under the title of relationships and networks, and – like the other two – will incorporate all mayoral and shrieval activities, from diary to speech and events.

But such an important team needs a trusted leader.

And who better than former covering Head of Corporate Affairs – Jeremy Blackburn.

A serving member of the Royal Naval Reserves and with connections across Whitehall and the military, Jeremy will no doubt use his excellent expertise to better engage with City stakeholders.

But these changes cannot be fully realised if we are not, in some ways, radical.

Radical in the way we think about communications.

Radical in the way we organise the Lord Mayor's time

And radical in the way we conduct ourselves.

Continuing the best of our traditions but leaving space for new ones.

Now turning to the Livery, a tradition I hope to help promote during my mayoral year is that of the Pan Livery initiative.

Although a relative new comer to the Livery movement – being a Liveryman of only six years – I have been utterly bowled over by the incredible command of this great institution.

The near 1000 years of history, its stability, its adaptability and its central core of charitable endeavour is – as I often say – one of the strongest weapons in the City's trust armoury.

But equally I have been shocked.

1. By how little I knew of it before joining – and how only a slim slither of the City's population knows of it now.
2. By its reputation - at best unknown, and at worst, unfair.

Working to change such a reputation is at the heart of the new Pan Livery initiative facilitated by the Mercers – its second breakfast, I attended this morning.

This initiative is, as highlighted in the primer, and I quote...

“response to concerns, from across the Livery profile, that both individually and collectively the Livery Companies need to be aware of, and better prepared for an evolving landscape of needs, risks and opportunities”

I could not agree more.

There certainly are, as Richard Regan rightly addressed earlier, needs and risks.

In the technological age of Twitter and Ted talks, it has never been easier to share stories, state opinions and form narratives.

Narratives which may be devised to harm and hurt us.

But the same weapons which may be used to defeat us can equally be used to defend us – if we decide to deploy them correctly.

Indeed, if addressed correctly, our needs and risk can quickly transform into fields of opportunity.

The task of instigating these opportunities have fallen to 5 workstreams – all of whom presented at today's Pan Livery breakfast.

From these workstreams, 4 key aims have been distilled and are outlined in the Executive Summary.

Thanks to all who have contributed to it, I look forward to reading it to you now:

- 1- The 5 work streams will be split into two pathways: an internal project, focussed on communications, and a philanthropic endeavour.
- 2- That the theme of this philanthropic endeavour should be employability.
- 3- That, going forward, efforts must be made across the workstreams to realise the cost and structure of these two pathways.
- 4- That, by the end of the mayoral year, there should be a collective, precise and tangible project to which all Companies are committed.

Four clear promises.

One clear goal: to ensure the survival and wellbeing of the Livery far into the future.

As I said this morning, this is an initiative to which the entire Continuum – Peter, William, Sheriff Hailes and I, are all totally committed. And I will do whatever I can to support it and would be delighted to, as suggested today, act as that collective mouthpiece for the Livery.

And to further demonstrate my commitment to this Initiative, I have, post-Breakfast, set aside an afternoon at Mansion House dedicated to consolidating our Pan Livery efforts.

The date –Thursday 14th June 2018.

Conscious that this is before the end of my mayoralty – but I thought it sensible to put in place a line in the sand – as a sense of encouragement – and see what we can achieve by that date.

I look forward to seeing you all there and fortifying the foundations of our future, together.

This is my overarching Livery aim, underpinning trust, diversity and purpose, and I will do whatever I can to foster individual support, Livery Company to Livery Company, at every luncheon, dinner and Livery function that I attend.

Once again – to be abundantly clear – you and the Initiative, have my full support.

But before I leave, may I touch on three other projects for which I hope to harness your support:

- RAF 100 – as my mayoral year coincides with the RAF centenary, I want to raise RAF affiliations across the Livery, currently languishing at 50 to 100.
- The Pikemen and Musketeers – the Lord Mayor’s original and loyal bodyguards – they are in desperate need of investment for new uniform.
- Increasing support for Consorts: as Samantha addressed, earlier this afternoon, at the Consorts’ tea: as the role of the Master increases, so does that of the Consorts – I fully support the desire to improve the mechanisms to facilitate this growing Consort agenda.

And as a quick aside – on White tie vs Black tie – if more young people are able to engage in the Livery by saving costs with Black tie as opposed to White tie – then I am fully supportive of this evolution in my endeavour to promote youth involvement in the Livery.

Thank you for attending today.

Now, in the spirit of collaboration and dialogue, I want to hear from you.

Let me open the floor to your questions.

Thank you.