

Who should join?

To achieve our objectives we need a substantial body of like-minded members who are in tune with the Guild's aims and have a strong interest in advancing its purpose.

We are keen to attract a diverse membership that will bring a wide range of ideas and enthusiasm. As a new Guild, we particularly welcome senior practitioners with the experience and influence to help raise our profile and achieve our charitable and educational aims.

Public relations gives many of us an interesting and good living. If you feel ready to give something more back – to the profession and to charity – please consider making a 'wise payment' and apply to join the Guild.

Application for Membership

Applicants must be over the age of 18 and may be of any nationality. Applications will be favoured from people who practise or are closely involved in public relations, especially at a senior level.

Applicants must have two sponsors who are members of the Guild and be approved by the Guild Court, which may seek an interview.

On election, members take their oath and are appointed Freemen of the Guild. Guild Freemen pay a yearly subscription or 'quarterage', currently £195 per annum, or £175 by direct debit, plus an annual contribution to the Guild's Charitable Trust, currently £125.

Following a brief probationary period, Guild Freemen may be nominated for Freedom of the City of London, if they so wish.



Governance

The affairs of the Guild are managed by the Court of Assistants under the direction of the Master of the Guild. Officers of the Guild are:

Master	Carol Friend
Deputy Master	Mike Granatt CB
Senior Warden	Philip Dewhurst
Middle Warden	Una Riley
Junior Warden	Tricia Topping
Clerk	Tim Statham

The Guild depends on the efforts of voluntary committees. Members wishing to become involved should contact the relevant chairman.

Charitable Developments Committee

Chairman Philip Dewhurst
Email: philip.a.dewhurst@bnfl.com

Education Committee

Chairman Peter Rose
Email: petergrose@btinternet.com

Membership Committee

Chairman Mike Granatt CB
Email: mike.granatt@luther.co.uk

Further information can be found on the website www.prguild.com. Applications forms may be obtained from the Clerk:

Mr Tim Statham, MA
83 Avenue Road
Southgate
London N14 4DH

Tel: 020 8882 5971
Email: clerk@prguild.com



UNDERSTANDING THROUGH DIALOGUE

“Public Relations has a central role in helping organisations to meet their obligations to stakeholders and the wider community. The Guild follows the fine tradition of the Livery by providing a forum to encourage high standards of professionalism and public service through charitable works and education.

As its sponsoring Alderman, I urge all practitioners who value their profession and the contribution it can make to society to give the Guild their full and active support.”

Alderman Sir Gavyn Arthur
Lord Mayor of London 2002 – 2003

About the Guild

The City of London Guild of Public Relations Practitioners was founded in June 2000, following a long line of trade and craft associations that make up the City of London Companies, collectively known as the Livery.

Public Relations is a new and thriving profession involved in all aspects of public life. Its practitioners play a key role in helping businesses and institutions to shape their relationship and reputation with the communities they serve.

Many other modern trades and professions have already joined the Livery and are well on their way. They include the Educators, Information Technologists, International Bankers, Management Consultants, Marketors, Security Professionals, Tax Advisors and World Traders. Given their profession's role in modern business life, it was high time for us to join them by establishing a Guild of our own.

The Guild Tradition

Guilds are based on the 'frith guilds' of Saxon times which made 'wise payments' to foster their trade, uphold standards and provide support to their members and the community.

The first Livery Company received its charter in 1155 and by medieval times, Livery Companies held a strong position in the City. They governed trade, trained apprentices and supported their members in adversity. They have always played a major role in the governance of the City as well as in its pageantry, culture and charitable works.

The Modern Livery

The Companies are vigorous societies of professional and business people, bound together by these traditional customs and now actively promoting their relevance in the world today.

Our Objectives

The objectives of the Guild of Public Relations Practitioners, fully set out in its ordinances, are to:

- ◆ **Promote, support and encourage standards of excellence, integrity and honourable practice in public relations.**
- ◆ **Support training and education in Public Relations related activities.**
- ◆ **Promote charitable endeavour and raise money for charity.**
- ◆ **Foster good fellowship and discussion in the profession.**

Some of these goals are shared with the Chartered Institute of Public Relations and the Public Relations Consultants Association. The Guild aims to complement their activities, providing an additional forum for all practitioners to come together whatever their sector or discipline.

The Guild is committed to achieving the conditions necessary to become a Company and, thereafter, to petition for Livery status.

Charity

Our initial objective is to raise £150,000, the minimum funds necessary to be considered for Company status. We intend to achieve this by:

- ◆ **An annual donation levied on all Freemen.**
- ◆ **Organising specific fund-raising events.**
- ◆ **Donating a percentage of net-revenue from Guild events.**
- ◆ **Encouraging sponsorship and donations.**

The Guild has established a separate Charitable Trust to administer the funds. It intends to favour causes that support people whose ability to communicate or enjoy the benefits of communication is severely impaired and, to provide education bursaries.

Fund-raising quiz nights have already proved a popular way of involving young practitioners in the charitable work of the Guild. The Charitable Development Committee is working on plans for establishing a major fund-raising event.

Until we have reached our initial target, there is limited money for disbursement. We, therefore, intend in due course to establish a scheme whereby members' expertise can be made available pro bono to charitable organisations unable to afford commercial assistance.

Education

Our guiding principles are to:

- ◆ **Recognise and spread excellence in practice and ethics.**
- ◆ **Support learning.**
- ◆ **Promote career development.**
- ◆ **Highlight the educational role of the Guild.**

One key element of this plan is to develop a mentoring scheme through which Guild members can be called upon to give independent career guidance to individual practitioners. We are also looking at the need for bursaries and prizes for students.

Fellowship

Our business is about dialogue and networking and Guild events offer a variety of environments in which to share ideas and make new contacts – from dinner at the Mansion House, hosted by the Lord Mayor, to touring Young's brewery.

Guild events are an opportunity for entertaining clients and contacts in City Livery halls, which are some of the most splendid and historic buildings in the City. They create the ambiance for memorable occasions that help build and enhance relationships.