



THE CITY OF LONDON GUILD OF  
PUBLIC RELATIONS PRACTITIONERS

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## **BUILDING A DYNAMIC GUILD FOR PUBLIC RELATIONS PRACTITIONERS**

### **A MANIFESTO ISSUED BY THE COURT OF THE GUILD, NOVEMBER 2002**

This Manifesto sets out how our Guild proposes to fulfil its role as one of the first City of London Guilds to be created in the 21<sup>st</sup> century, to lead our profession in the City, and act as an exemplar to other Guilds and Companies.

We intend to uphold the spirit and values that have sustained the City Livery Companies and Guilds over centuries while establishing our own distinctive presence for a membership drawn from a young and dynamic profession.

### **THE GUILD TRADITION**

For more than 800 years, associations of trades and professions have existed in the City of London. Before the Fire of London in 1666 these associations, known as Guilds, Companies or Mysteries, practiced their trade within the walls of the Square Mile.

These classic medieval guilds governed their trade, maintained the quality of their products, trained apprentices and cared for their members and for charity in general.

Today, there are 103 Worshipful Companies, some dating from medieval times and some only a few years old. Some Companies have not yet achieved Worshipful status and several Guilds, of which we are one, are building members and charitable assets in order to apply for Company status.

**Master:**  
Sir Rowland Whitehead, Bt

**Registered Office:**  
IPR, The Old Trading House  
15 Northburgh Street  
London EC1V 0PR

**Registered Charity:**  
The Public Relations Practitioners  
Charitable Trust No. 1082142

## **OUR HISTORY**

In 1998 Ric Gainsborough Foot CBE, a leading figure in the electronics world, a Fellow of the Institute of Public Relations and a Past Master of the Worshipful Company of Information Technologists, set about with others to assess the demand and the acceptability in the City of a new and dynamic Guild to represent the public relations profession.

It struck Ric and his colleagues, with their wide experience of the impact of effective public relations in the City and the wider business community and public sector, that the lack of representation of public relations within the Guild movement was bad for the profession and bad for the City. This was at a time when public relations, already accepted as a critical business function, was becoming daily more visible to the general public. The representation of the profession even within the City was not, however, always positive.

A submission to the Court of Aldermen, sponsored by Alderman Gavyn Arthur and drafted in consultation with the President and Director General of the institute of Public Relations and other senior representatives of the profession, was in due course accepted unanimously by the Lord Mayor and Aldermen. The submission was accompanied by documentation including a constitution meeting the requirements of the City.

Ric became the first Master with a 'Court', Wardens and a Clerk. In 2000, the Court of the City of London Guild of Public Relations Practitioners proudly took its place among the Livery companies, Companies and Guilds of the City of London.

## **OBJECTIVES OF THE GUILD**

The key objectives of the Guild, fully set out in its ordinances, are:

- To promote, support and encourage standards of excellence, integrity and honourable practice in the field of public relations.
- To support training and education in public relations and related activities.
- To promote charitable endeavour and raise money for charitable organisations.

## **WORK OF THE GUILD: OUR OBJECTIVES INTO PRACTICE**

In setting out an active programme to achieve those objectives, we can also help people who have made a successful career in public relations to put something back - into the profession, the community and the City of London.

Many of our colleagues already work within the professional bodies and provide support to a huge range of charities, both individually and through their businesses. We can provide an extra forum for that commitment, one that is particularly related to the profession in the City.

The Guild will do this through –

## ***Education and Training***

- The development of an apprenticeship scheme, in conjunction with the Institute of Public Relations and the Public Relations Consultants Association. The aim is to give young practitioners a structured and recognised route for acquiring best practice, knowledge and skills through training and mentoring while working full time – whether in consultancy or in-house in the private, public or voluntary sector.
- Scholarships: it is our intention to establish scholarships designed to assist with fees for full-time study of public relations at undergraduate, graduate and mature student levels. As funding permits, these will be extended to providing grants for research specifically in the field of public relations.

## ***Charitable giving***

- Our goal is to build sufficient charitable funds, under the stewardship of the Guild's Charitable Trust, to enable us to support charitable organisations, whether established in the City of London or elsewhere, or funds that assist deserving people.
- While it is open to us to support any charity deemed appropriate by the Trustees, we propose to favour causes of demonstrable relevance to the practice of public relations, such as those whose ability to communicate or enjoy the benefits of communication is severely impaired.
- As a new Guild, we must first build the necessary funds and it has therefore been agreed that, in addition to Members' quarterage that goes into the Charity Fund, a percentage of net revenue from every Guild event will also be paid into the Fund.
- In order to be able to fulfil our charitable goals even while our funds are limited, we intend to establish a scheme that will enable Members to make available their expertise on a voluntary basis to bona fide charities.
- A Charity and Events committee is being set up with the aim of devising at least two specific fund-raising events each year, which it is hoped will involve young practitioners as well as Guild Members.

## ***Communication***

- We aim to promote wider awareness of the Guild's charitable and educational initiatives and how it is contributing to the development of public relations practice in the City of London and elsewhere. Our website will be extended to help fulfil this purpose.
- We will develop strong communications with our Members and encourage them to sponsor new applicants. Publication of a newsletter will keep them well informed.

- Links will be developed with other City of London Companies and organisations representing City interests with a view to undertaking joint activities that encourage a positive view of the value of public relations.

As a young Guild that belongs to the City of London and is formed within its living traditions, we also intend that:

- The Guild will play a full part in the governance of the City and owe loyalty to the Lord Mayor and the Corporation.
- The Guild will act as a fellowship and will encourage new members of achievement in our profession and will be a model to other Guilds in its structures and corporate governance
- The Guild will have a programme that is outward looking and will promote itself and its activities to its publics.

### **INVOLVEMENT OF MEMBERS**

At present, the Guild has no full-time staff, and relies on the support of a part-time Clerk and the voluntary efforts of the Court and other members, together with the invaluable assistance of the Institute of Public Relations.

To fulfil the Guild's vision as set out in the manifesto, we need the active involvement of our members. This may take the form of attendance at events, the introduction of new applicants for membership, ideas for fund-raising, donations of money or expertise, and assistance with developing our education and training programme.

We welcome your feedback and involvement, so please contact the Master or any member of the Court with your comments and ideas.

# **THE GUILD OF PUBLIC RELATIONS PRACTITIONERS**

## **CORPORATE GOVERNANCE**

The affairs of the Guild are managed by the Court of Assistants under the direction of the Master of the Guild. The Court consists of the Master, Deputy Master, the Wardens, and no fewer than eight and no more than 24 Members of the Guild. Members of the Court are known as Court Assistants.

Election of the Master, Deputy Master and three Wardens – Senior, Middle and Junior – is by the Court. A Member of the Guild wishing to seek election to the Court must be sponsored by two Court Assistants. The names of those wishing to seek election should be received by the Clerk two weeks prior to the date of the June Election Court meeting. The responsibilities of the officers are set out at the end of this document.

The Court meets regularly and not less than three times a year. Decisions are taken by majority vote of the Court.

The Clerk attends all Court meetings and, though not a member of the Guild, his responsibilities are to further the activities of the Guild, including ensuring that the decisions of the Court are acted upon.

It is the custom to hold an Installation Ceremony in September at which the new Master and Wardens are elected to the Court. and declare their commitment to upholding the Guild's purpose and ordinances.

## **FINANCES**

The Guild is financed by the annual subscription or 'quarterage', which is paid into the administration account. These monies support the Clerk and his administrative expenses incurred in managing a City Guild. The Master and Wardens receive no payment or expenses for their work. At the end of each financial year, any residue would be transferred to the Charitable Trust.

Accounts will be prepared each year and presented to the Court for approval. It is intended to appoint an independent auditor. A copy of the accounts will be available for inspection by any Member of the Guild upon application in writing to the Clerk.

## **CHARITABLE TRUST**

The Guild has set up The Public Relations Practitioners Charitable Trust to ensure that funds raised for charity are wholly used for charitable purposes, except for reasonable administration costs. Stewardship of the Trust Fund lies with the Trustees, whose responsibility it is to hold, accumulate and disburse the charitable income of the Guild in accordance with the rules set out in the Deed of Trust. These include the power to make grants to charitable institutions, award scholarships and bursaries, provide advice, and commission or finance research.

The Original Trustees appointed were Alison Clarke, Philip Dewhurst, Colin Farrington, the late Ric Gainsborough Foot and Anthony Peck.

# **THE GUILD OF PUBLIC RELATIONS PRACTITIONERS**

## **MEMBERSHIP AND HOW TO JOIN**

The Guild is open to all people over the age of 21 but, in common with other companies and guilds, membership is primarily sought from those who are engaged in the practice of public relations or who have a strong interest in the Guild and can actively advance its purpose. City of London rules preclude corporate membership.

To achieve our objectives, we need a substantial body of members who are senior and influential public relations practitioners and will help us to raise the profile of the Guild and assist in our charitable aims. Equally we are keen to attract a diverse membership to the Guild and to benefit from a wide range of ideas and enthusiasms.

Applicants for membership must have two sponsors, a proposer and seconder, who are Members of the Guild. Applications are approved by the Court, which may seek an interview.

On election, a new Member will take the oath and be given a certificate. All Members of the Guild are eligible to become Freeman of the City of London.

Membership entails a yearly subscription or quarterage plus an annual contribution to the Charitable Trust Fund, both of which are payable on election and annually thereafter.

Our target is to build on our current membership of over 100 and achieve 300 Members as soon as practicable. To help spread the word and encourage new applications:

- We urge existing Members to propose candidates whose application they would be prepared to sponsor or second.
- We invite recommendations of names of suitable people to whom the Clerk may send details of the Guild.
- We will progressively seek opportunities to explain the aims and activities of the Guild to other bodies with similar aims and constituencies.

### **For advice or help in processing applications, please contact:**

Mr. Phillip Willoughby JP FCA  
The Clerk  
Penlee  
28 Valley Road  
Rickmansworth  
Herts WD3 4DS

Telephone: 01923 447602  
Facsimile: 01923 469111

## THE GUILD OF PUBLIC RELATIONS PRACTITIONERS COURT

<b>MASTER</b>	<b>Sir Rowland Whitehead Bt</b>	Sutton House Chiswick Mall London W4 2PR Email: rowlandwhitehead@hotmail.com
<b>SENIOR WARDEN</b>	<b>Miss Rosemary Brook</b>	Director, Kaizo 66-68 Margaret Street London W1W 8SR Tel: 020 7580 8852 Email: rosemary.brook@kaizo.net
<b>MIDDLE WARDEN</b>	<b>John Gray</b>	11 Burford Gardens London N13 4LR Telephone: 020 7201 5005 Email: gray@stayahead.fsnet.co.uk
<b>JUNIOR WARDEN</b>	<b>Mike Granatt</b>	Head of Government Information Service Cabinet Office 70 Whitehall London SW1A 2AS Telephone: 020 7270 6631 Email: mgranatt@cabinet-office.x.gsi.gov.uk
<b>COURT ASSISTANTS</b>	<b>Alison Clarke</b>	5 Lyford Road London SW18 3LU Telephone: 020 8875 9380
	<b>Philip Dewhurst</b>	Group Director, Corporate Affairs British Nuclear Fuels plc 65 Buckingham Gate London SW1E 6AP Telephone: 020 7202 0903 Email: philip.a.dewhurst@bnfl.com
	<b>Colin Farrington</b>	Director General, Institute of Public Relations The Old Trading House 15 Northburgh Street London EC1V 0PR Telephone: 020 7253 5151 Email: colinf@ipr.org.uk
	<b>Stephen Jolly</b>	3000 Hillswood Drive Chertsey, Surrey KT16 0RS Telephone: 01932 895138 Email: sjolly@totalise.co.uk
	<b>Anthony Peck</b>	Meadowside Renfrew Road Kingston upon Thames Surrey KT2 7NT Telephone: 020 8942 5135
	<b>Adrian Wheeler</b>	Chief Executive, GCI Group New Bridge Street House 30-34 New Bridged Street London EC4V 6BJ Telephone: 020 7072 4000 Email: awheeler@gcigroup.co.uk
	<b>Dr. Jon White</b>	23A North Hill London N6 4BS Telephone: 020 8340 4422 Email: drjonwhite@compuserve.com
	<b>Carol Friend</b>	Pielle Public Relations Museum House 25 Museum Street London WC1A 1PL Telephone: 020 7323 1587 Email: carolpielle@compuserve.com
<b>CLERK</b>	<b>Philip Willoughby</b>	Penlee 28 Valley Road Rickmansworth Herts WD3 4DS Telephone: 01923 447602 Facsimile: 01923 469111

## **THE GUILD OF PUBLIC RELATIONS PRACTITIONERS**

### **RESPONSIBILITIES OF THE MASTER AND WARDENS – OCTOBER 2002**

<b>THE MASTER</b>	Chairman of Court Meetings Chairman of Finance & General Purposes Committee Chairman of Charitable Works Committee Ex officio member of all Committees
<b>SENIOR WARDEN</b>	Chairman of the Communications Committee Deputy Chairman of the Membership Committee Member of the Court Member of the Finance & General Purposes Committee
<b>MIDDLE WARDEN</b>	Chairman of the Special Events Committee Deputy Chairman of the Charitable Works Committee Member of the Court Member of the Finance & General Purposes Committee
<b>JUNIOR WARDEN</b>	Chairman of the Education and Apprenticeship Committee Member of the Court Member of the Finance & General Purposes Committee
<b>Mr. Colin Farrington</b>	Chairman of the Membership Committee Member of the Court
<b>Dr. Jon White</b>	Member of the Education and Apprenticeship Committee

It is intended that full committees will be established and operational by January 2003. Guild Members who are willing to make an active contribution as committee members should make themselves known to the Clerk, indicating their particular area of interest or expertise.