



# *Dare. Create. Succeed.*



## *A flipping good year!*

MASTER JUDY HADDEN - LEADING FROM THE FRONT



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## *Foreword by the Lord Mayor*



The Lord Mayor (©City of London)

*I am delighted to have been asked to follow in the keystrokes of my illustrious forebears and welcome readers to Dare, Create, Succeed. The passion that Freeman Entrepreneurs share for their craft is truly infectious, and this annual review of the Company's year always makes for engaging reading.*

Mine has been an interesting year – as the City returned to something like normal service after COVID it has been an honour and pleasure to welcome many friends, old and new, in person to Mansion House. One event here that stood out for me was the 250th anniversary celebration of the Samuel Wilson's Loan Trust back in the Spring. I must say a huge thank-you to your Master, Wardens, and all the Freeman Entrepreneurs that helped organise and then support the event on the day, alongside our friends from the Institute of Directors and Heart of the City. It was fantastic to have some of the loan beneficiaries in the room – young entrepreneurs showcasing all they have achieved, and talking about their plans for the future. I know that your Company has maintained contact with them, sharing your usual support and encouragement, for which I am very grateful. The event was such a success that we are now looking to run similar showcases more regularly and hope that you will continue to support the work of this venerable but impactful City charity.

It only remains for me to take this opportunity to thank you all for your unstinting support for all that the City does, and for playing such a vital part in the work of the City's Guilds and Livery Companies. Thank you too for supporting me in my year as Lord Mayor and I wish you all good luck and continued success in 2023 and beyond.

**Vincent Keaveny,**  
**The Right Honourable Lord Mayor of London**



# Welcome from the Master



**The Master Entrepreneur, Mrs Judy Hadden**  
The Company of Entrepreneurs  
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(©Jonathan Cherry)

It was an honour and privilege to be installed as the 8th Master of the Company of Entrepreneurs last November. My year has been full and particularly special, as it has coincided with events of great historic significance, giving rise to both celebration and sadness.

The Queen's Platinum Jubilee and the resultant celebrations provided an opportunity to joyfully mark her incredible and unprecedented 70-year reign. Sadly, just three months later, the death of Her Majesty The Queen was announced, and a period of mourning was observed, whilst we reflected and marked the passing of our longest reigning and greatest Monarch.

The Russian invasion of Ukraine is of constant concern and our thoughts, prayers and support are focussed on the Ukrainian people and their leaders at this most difficult of times.

In the run up to my Installation last year, it was impossible to predict the course of the next few months let alone a year. There was still a nervousness of 'in person events' and as it transpired, further restrictions were put in place shortly after my Installation until mid-January, causing some early events to be postponed and cancelled. Despite this shaky start, the rest of my year has been absolutely stellar and looking at my diary until the end of my year as Master, I am on course to attend 100+ events representing the Company of Entrepreneurs.

At my Installation, I set out my plans for the year around the general theme of 'support' and with the assistance of the Wardens, Past Masters, Court Assistants, our Freemen and Clerk, the Company of Entrepreneurs' have achieved a great deal this year, of which we can all be justly proud.

We have supported our charity and in September the Company of Entrepreneurs' Trust, reached an important and significant £1/4 m milestone to the generosity of our Freemen, and in particular our Patrons, Benefactors and Sponsors. A big thank you is also due to Stephen Wheatley, our Fundraising Chairman and his committee. Our livery target of £300,000 is now tantalisingly close, and with a concerted effort we will reach this ahead of schedule.

The Entrepreneurs' Award in Social Innovation 'EASI', an ambitious and impactful joint charitable initiative between The Company and The Trust was successfully developed and launched at the beginning of this year. We quickly received 200 quality applications, selected our 2022 EASI finalists and chose our winner, all of whom we will showcase on the 16th November. EASI would not be possible without and the incredible support and belief from our first EASI Champion and Supporters and I am extremely pleased to announce that the University of Leicester have made a generous funding commitment to become our 2023 EASI Partners, thus securing the future of EASI and enabling us to make an even greater impact.

It was an honour to be approached by The Lord Mayor to help organise the Samuel Wilson's Loan Trust 250th anniversary Celebration of Entrepreneurship, held at Mansion House and to be included in the organising team for the Livery Weekend in Sheffield.

We have engaged with and actively support specialist livery groups and Pan Livery initiatives such as Pollinating London Together, and I have represented the Company of Entrepreneurs at many City and Civic functions throughout the year.

The Junior Warden and our Sponsoring Alderman, Alastair King was elected, and subsequently installed as the Aldermanic Sheriff.

Accompanied by the Clerk, I attended Michaelmas Common Hall as an observer of this historic ceremony.

I am looking forward to attending the Silent Ceremony on the 11th November as a guest of Sheriff King, and watching Alderman Nicholas Lyons being installed as the 694th Lord Mayor of the City of London. The Senior Warden, Middle Warden and I will again be participating in the Lord Mayor's Show and later in the day I have the great privilege of participating in the Livery Guard of Honour and greeting the Lord Mayor and Sheriffs upon their return to Mansion House.

During my year, our friends, the Guild of HR Professionals, progressed to a Company without Livery and it was with great pleasure that the Company of Entrepreneurs were able to send their Master, Andrea Eccles, a letter of support.

I have been pleased to be involved in the formation, and to become a founding committee member of the 21-22 Masters' Group - The Platinums'. There is no doubt that this has helped to strengthen our relationships with other Masters and their Companies, and it has also made my year in office great fun!

Our Entrepreneur community continues to expand, with a further 15 freemen admitted since last November and lots of interest from prospective freemen wanting to join us, some of whom will be admitted in my last Freedom Ceremony on the 24th November.

We've had a full calendar of both formal and informal Entrepreneurs' events during the year. In addition to the more usual events and our traditional lunches and grand dinners in historic Livery Halls, there have been opportunities to attend unique and restricted access events. These have included the United Guilds' Service at St Paul's Cathedral and lunch with The Carpenters', Temple Bar tour and reception, Swan Upping, Ceremony of the Keys, Superbloom, the Sheep Drive, The Lord Mayor's Curry Lunch, and The Sheriffs' Ball at Guildhall. A big thank you to our Events Chair, Neil Fullbrook and our Clerk, Duncan Simms and for their hard work in putting together and running our events programme.

I am often asked, what my favourite events or experiences of being a Master are, with so many to choose from, that is impossible to answer but I have included some highlights and photos throughout this magazine.

The next two years will be busy and important ones as we work towards our progression to a Livery Company, when we can fully play our part in the City and Livery. During this time, we will continue to build our community and support our freemen, The Mayoralty and the aims of the Livery, encourage the growth of the City and help to bring the opportunities of Entrepreneurship to all.

I would like to thank everyone for their support for me this year as Master, and your continuing support for the Company of Entrepreneurs and the Company of Entrepreneurs' Trust, it is very much appreciated.

With best wishes to you and your families.

Dare, Create, Succeed.

**Judy Hadden**  
Master Entrepreneur 2021-22



An extract from the Master's busy diary

11/2021	Installation Service	St Laurence Jewry
	Installation Dinner	Drapers' Hall
	Broad Street Ward Club Annual Luncheon	The Crypt, Guildhall
12/2021	Birdies Crazy Golf	Birdies Battersea
	Monthly drinks	Blue Orchid
	Carol service	St Laurence Jewry
	Architects' festive reception	Temple Bar
	IoD International Trade Festive Dinner	Oriental Club
	Behind the curtains	Drapers' Hall
	Broad Street Ward Club Wardnight	Drapers' Hall
	COVID-19 Restrictions	
Dec 21 - Jan 22	WC of Management Consultants Charity Supper	Barber Surgeons' Hall
01/2022	Make an Impact 2022 - University of Westminster	Fyvie Hall
02/2022	City of London Beadles Guild Installation Dinner	Ironmongers' Hall
	Masters' Dinner	Drapers' Hall
	Company of Nurses Court Dinner	Cutlers' Hall
	Sheriffs Challenge	Heat Scale Space W12
	February Court Dinner	Watermen & Lightermans' Hall
	Entrepreneurs' Quiz	Boat & Flogger, Southwark
	WC of World Traders Tacitus Lecture	Guildhall
	Pancake Race & Guildhall Lunch	The Crypt, Guildhall
	IWD event + Interview with Erica Stary	Zoom
03/2022	Sheriff's Challenge Final	Old Bailey
	Spring Lunch & Freedom Ceremony	Drapers' Hall
	FSG Dinner	Members' Dining Room, Guildhall
	WCoIT Master & Clerks Dinner	Information Technologists' Hall
	Pollinating London exhibition	St Vedast-alias-Foster
	Lord Mayor's Masters' Dinner	Mansion House
04/2022	United Guilds' Service	St Pauls
	WC of Carpenters' UGS Lunch	Carpenters' Hall
	SWLT 250th Celebration of Entrepreneurship event	Mansion House
	Judges Lunch with Alderman Sheriff Alison Gowman	Old Bailey
	Lord Mayors Big Curry Lunch	Guildhall
	Business & Industry Dinner	Mansion House
	Author's Event	Home Grown
	Female Founders Investment event	PWEC Embankment
	Company of Watermen & Lighterman's Master Clerks Lunch	Watermens' Hall
	Court Dinner	Rucolella Italian restaurant
	Walk and Talk	City & Franco Manca
05/2022	2,000 years of the City of London with Murray Craig event	
	WC of Arbitrators' 10th Anniversary Charter Dinner	Mansion House
	EASI Pitching Event	Tower Suites
	The 367th Festival of Clergy Support Trust	St Paul's Cathedral
	The 367th Festival of Clergy Support Trust Dinner	Merchant Taylors' Hall
	WC of Insurers Livery Dinner	Mansion House
	The Mercers' Company Associated Companies Dinner	Mercers' Hall
	Lady Masters' Association City Slavery Walk & Tea	City & City of London Club
	WC of Basketmakers Lunch	Ironmongers' Hall
06/2022	Monthly Drinks	Tower Suites
	Aldridge Signature Art Prize Exhibition	The Bankside Hotel
	Livery Masters' Weekend	Sheffield
	Superbloom & reception	Tower of London
	Summer Banquet	Apothecaries' Hall

	TERN Test My Idea Entrepreneur Refugee Event	The Trampery Old Street
	Monthly Drinks	Tower Suites
	The Queen & The Commonwealth event	Guildhall
	WC of Accountants - Swan Upping	Henley on Thames
	Lord Mayor's Dinner	Carlton Club
	Livery Masters' Platinum Jubilee Garden Party	Hon. Inns of Court
08/2022	Escape Room	Leadenhall Building
	Inter Livery Petanque Tournament	Vauxhall Park
	Monthly drinks	Tower Suites
09/2022	Wine tasting event	Carlton Club
	ribe Golf Day event	The Avington Golf Club
	Livery Halls Walk	City of London
	Freedom of the City Ceremony - Talan Skeels Piggins	Guildhall
	Royal Proclamation	
	Shrieval Chain Presentation - Andrew Marsden	Royal Exchange
	Lunch & presentation - David Parrott	Stationers' Hall
	Allbright Female Founders' Dinner	
	WC of Masons Lunch	Allbright Club
	Broad St Ward Club Garden Party event	Cutlers' Hall
	Sheriffs' Ball	St Margaret's Lothbury
	Reflections	Guildhall
	Sheep Drive event	HQS Wellington
	PLT Equinox Supper Vintners	London Bridge
	WC of International Bankers Reception	
	Common Hall	Furniture Makers' Hall
	Lunch	Guildhall
	Foreign Com & Dev Office Tour	Founders' Hall
10/2022	WC of Bakers' Court Dinner	FCO
	Judges' Lunch with Alderman Sheriff Alastair King	Bakers' Hall
	St Ethelburga's Service	Old Bailey
	Monthly drinks	All Hallows
	Court Dinner	Tower Suites
	WC of Woolmen Dinner	Salters' Hall
	Rick & Tomas Halgas interview event	Mansion House
	Scientific Instrument Makers' Dinner	Home Grown
	Ceremony of the Keys & Supper	Glaziers' Hall
11/2022	Joint Iod/CoE early stage fundraising event	Tower of London & All Hallows Café
	WC of Clockmakers Dinner	Nat West
	Garden of Remembrance Service	Goldsmiths' Hall
	Remembrance Lunch	St Paul's Cathedral
	Service	
	Fish Island Opening - guest of The Trampery	St Stephen's
	Silent Ceremony	Fish Island
	Lord Mayor's Show	Guildhall
	WC of Farmers' Lunch	City of London
	Kindness Lecture - guest of Pinky Lilani	Farmers & Fletchers' Hall
	EASI 2022 Showcase event	Aviva Building, City
	"Smashing through the glass ceiling"	Old Bailey
	Special Luncheon + Sheriff Marsden & Judges	Old Bailey
	Lord Mayor's Briefing to Masters & Clerks	
	WC of Shipwrights' Dinner	Mansion House
	Freedom Ceremony	Sadlers' Hall
		Goldsmiths' Hall



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## Five steps to successfully manage your internationally remote working

**D**o you want to hire the best and the brightest anywhere  
in the world? Do you know where your employees are  
working? And is pressure mounting on your leadership  
team to adopt an agile and hybrid approach, globally, and  
permanently?

The changing landscape over the past two years has forced  
many employers and employees to seek new ways of engaging  
in their work. Internationally remote working is a way of working  
in which an employer empowers their employees to work  
globally where, when, and how they choose.

Pressure is mounting on entrepreneurial businesses to adopt  
an agile approach and we recommend every organisation (re)  
reviews its strategies to take advantage of these opportunities  
and manage the risks.

Here is our five-step approach to successfully manage your  
internationally remote working.

### 1 - Identify the benefits – make your goals clear

For the employer:

Embracing internationally remote working gives a competitive  
advantage and helps you grow more quickly.

Quickly source global talent – hire the best and the brightest,  
anywhere in the world, and win the war on talent.

Reduce costs. An employee living in a different country may  
actually have lower employer costs such as social security taxes.  
Take advantage of available tax planning.

Contribute to a sustainable estate by reducing the footprint that  
an organisation occupies; and reduce your employees carbon  
footprint too.

Develop greater diversity - expand experience and plug skills  
gaps between different regions and teams. Foster a collaborative  
approach and improve cross-divisional working.

For the employee:

No commuting - spend more time with family and friends. You  
can work from a lakeside villa, a hilltop mountain retreat, or your  
kitchen table. Working to live; not living to work.

Removes geographical limitations. No visas. No need to move  
the employee or their family. The spouse may have their own  
career or children are in local schools - so no disruption.

### 2. Build an 'Internationally Remote Working' policy and philosophy for your business

Be open and transparent. Let everyone know about the  
policy and communicate in a positive way. Include roles and  
responsibilities. This is a great way to manage expectations and

draw clear boundaries of what is acceptable and what is not.

### 3. Review and mitigate the risks from 'Internationally Remote Working'

Good governance is key. Understand what your compliance  
obligations are as it can be painful if you get them wrong. What  
are the tax and payroll reporting obligations you need to comply  
with? Do you know what your legal requirements are?

### 4. Identify best practice and understand what the competition is doing

Those who manage their global talent the best, will be the  
most successful. The war on talent is intense and you need to  
remain competitive when trying to attract and retain the best  
candidates.

### 5. Identify the cultural challenges for your organisation

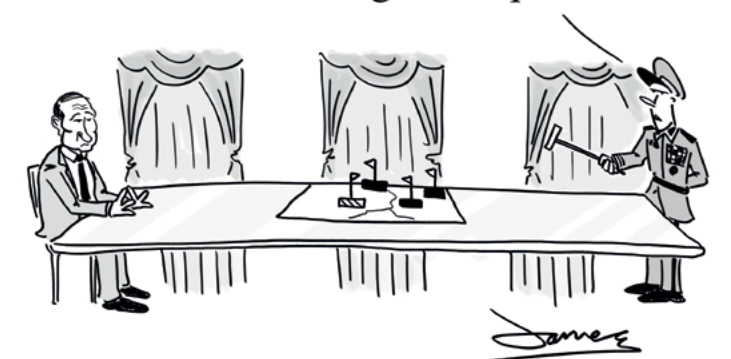
Isolation and increasingly blurred boundaries between home  
and work can feel unhealthy.

There are inherent challenges with managing virtual teams and  
building healthy corporate culture.

Technology can be used to build an ecosystem to make it easier  
for employees to communicate without being in the same place.  
And for HR and leadership, a big part of the challenge will be  
getting compliance right when it comes to meeting this agile  
working challenge.

If you would like to discuss any of the above, including how  
to mitigate your tax risks from your internationally remote  
workforce, please get in touch with your usual Blick Rothenberg  
contact or [mark.abbs@blickrothenberg.com](mailto:mark.abbs@blickrothenberg.com)

*I'll take you through the plan, Sir;  
But I'll need a longer croupier rake.*







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## *An update on our 2021 Trust beneficiary Billy Dennis*

**I**t was back in September that Billy Dennis joined us at our annual Election Banquet to be presented with our beneficiary cheque. Three months later and now settled into university life, Middle Warden Mark Huxley, sat down with Billy to see how he's been getting on.

MH - So how have your first weeks been?

BD - Well I didn't get off to the best start as I was quite ill when I first arrived. They call it Freshers Flu and I definitely had a proper dose of it. But I was soon over it and have settled into a nice rhythm. At the moment it's still a 50/50 mix of physical lectures and online. Living on campus means everything is on-hand and I can get to my lectures in two minutes and being a keen sportsman, I can get to training in the same time.

I've quickly made some great friends and looking ahead we will be moving out to a house next year. So all in all I feel like I have settled in well and am feeling really positive about it all.

MH - And is the course as you expected?

BD - If I'm honest I didn't expect it to be quite the amount of theory in the first year as it is; I thought it would be a lot more practical. But I presume that will come as we get further into the course this year and definitely in year two.

MH - What are some of the foundation modules you are doing at the moment?

BD - In terms of what I'm actually studying in terms of modules, I'm doing a compulsory accounting module in the first year, which I think is for the whole year. This comprises the three basic statements and then running through the theory and definitions for things like basic accounting, which I find really useful, because it's something I'll definitely be using in the future. And then there's a module on management and organisational perspectives and how organisations are arranged in terms of a hierarchy and management. I've

a marketing module, which I'm really enjoying. Again, I can see the application in that. And then there's a maths based database module.

MH - How long is the course?

BD - It's four years in total, including a year's placement. After this year's foundation I get to choose some optional modules and then in the final year that all comes together into my final's year and degree submissions.

MH - I know it's really early for you, but do you have any ideas where your focus may lay?

BD - As you say, it's really early days at the moment and with everything I'm learning things will inevitably change. But as you know with my own experiences I am drawn towards startups and entrepreneurship, rather than something more around business management. That said, with it being a business management and marketing degree, I will learn many valuable lessons and pick up a huge amount of skills from the course. Ultimately though I am a naturally creative person and hope that I get to explore the innovation side of my character during the course.

MH - And are there any areas where you see that we at the Entrepreneurs could help you?

BD - At the moment I am focusing upon the technical, foundation learning. So if there are any people who can help me understand some of the more technical aspects of what I need to understand then it would be great to speak to them. And moving forward it would definitely be brilliant to tap into the life experiences that entrepreneurs have had so that I can appreciate the real world needs and how what I am learning needs to be used. I do of course have my placement/enterprise year and it would be wonderful to see if any of your Freeman could help me.

MH - Finally, as a natural entrepreneur, have you any ideas about something you could launch while at university?



Billy Dennis

BD - I'm definitely fast coming to realise that whatever course any one of us students is doing, we are all learning the same things and having many of the same experiences as we settle into uni life. This will only evolve as we go through the same course. Some people are dealing with it really well, but others are struggling. So it feels like there is something I could create that would help address this and help students better navigate their life here as well as try to address some of the mental health and wellbeing issues that get thrown up along the way.

MH - That sounds a really great idea and if you decide to do something I am sure there are many amongst the Entrepreneurs who could help you. Meantime we all wish you well and look forward to catching up with you again soon.

BD - That would be great and thank you. Thank you too for the support you are giving me, it really makes a big difference to me and I am truly grateful.



# Installation of the 8th Master Entrepreneur



Master Andersen (L) welcomes his successor  
(©Jonathan Cherry)

Readers of this magazine last year will recall fondly the videoconferencing and pre-recorded hijinks that accompanied the Installation Court and Dinner 2020. Indeed, the outgoing Master, Mr Lars Andersen, addressing Freeman Entrepreneurs and their guests for a final time in the church of St Lawrence Jewry, paid tribute to the good humour and fortitude of the Company of Entrepreneurs, in emerging from COVID restrictions, and returning to something approaching real life in 2021.

It was, he said, a pleasure to witness the rekindling and flourishing of friendships across the City of London, and he

was delighted that so many of those friends had braved a mizzling November evening to attend the real-life Installation of his successor, Mrs Judy Hadden. Summoned by the Clerk and assisted by the Beadle, Mrs Hadden donned the magisterial robes of bright blue and gold, and swore her oath to be installed as the 8th Master Entrepreneur. After investing her predecessor as a perpetual Past Master and Immediate Past Master for the year, Mrs Hadden congratulated Gary Dixon - Senior Warden, and Mark Huxley - Middle Warden, before hearing the oath of the Company's sponsoring Alderman, Alastair King, as he took up his new role as Junior Warden.

In an inspiring address, the Hon. Chaplain, the Reverend Canon David Parrott, drew together themes of change and charity to set the tone for the new Master's year of office. Evidence of change was all around – with scaffolding both inside and outside the building as part of the church's extensive (and eagerly-awaited) refurbishment – and it lent an urgency and a relevance to the ceremonial handing-over of responsibility. Charity – both financial and human – underpins the Livery ethos, and the examples from scripture could not have been more appropriate to a diverse 21st Century city.

Encouraged by the Chaplain's words, and only mildly moistened by the weather, Freeman, friends, and guests quickly repaired to Drapers' Hall for the Installation Dinner after the service.

Dinner was punctuated by a number of special presentations – to Rita W. Bologna, who swore her oath as Court Assistant, and to Jenifer Andersen, who (presented *honoris causa*) swore her Freeman's oath. Wine was taken in welcome to new Freeman Pablo Lloyd OBE, Antoun Massaad, Tony Shergill, and Julia Silver, before toasts were drunk to the Queen, the Royal Family, and the Lord Mayor. The Master then lifted the brightly polished Dan Doherty Memorial Bell, and rung it firmly as a toast to the enduring legacy and memory of the Entrepreneurs' Founder & Master.

By tradition, the welcome to the guests befalls the new Junior Warden, and Alderman King's mettle was tested by an impressive and lengthy list of the Company's official guests. Alderman & Sheriff Alison Gowman; the Masters of the Drapers, Farmers, and Marketors; the Commanding Officers of the Company's affiliated RAF units; and the Reverend Nick Mottershead (understudying for the Chaplain who was still packing boxes at St Lawrence's) were each in turn subjected to a gently teasing welcome, and the Junior Warden's efforts were rewarded with warm applause and bashful smiles.

There was, as always, much anticipation for the new Master's speech, for the Installation Dinner is the annual platform from which successive Masters have laid out their themes and challenges for their year ahead. After paying considerable tribute to her predecessors, Mrs Hadden purposefully expounded on her agenda. She was, she said, first drawn to the then Guild of Entrepreneurs by Dan Doherty, and was struck by his enthusiasm and vision of a new Livery Company for entrepreneurs: diverse, inclusive, collaborative, and forward-looking, whilst also respectful of, and embracing, its historic City roots and traditions. How proud Dan would surely have been to have seen the Company now flourishing – hundreds of Freeman Entrepreneurs with a shared desire to give back and improve enterprise and opportunities in business.

The focus of the year ahead was to be 'support' – to Freeman, and to nascent and future entrepreneurs. The Master spoke of each Freeman 'sending the lift back down' to enable others to benefit from their experience and advantages. She also announced a highly ambitious project – the Entrepreneurs' Award in Social Innovation (EASI) – which she had imagined as a major joint venture between the Company and the Trust. EASI would, she said, fund and support an early-stage business innovating to tackle social and environmental problems. This new charitable initiative was inspired by the collaborative response of innovators and entrepreneurs to COVID – with social purpose entrepreneurs quickly making an impact in public health.



The new Master and her principal guests at Drapers' Hall  
(©Jonathan Cherry)

These uplifting remarks were met with sustained applause as the Master toasted the Company's guests, and in particular, Ms Karen Dolva, her guest speaker. Ms Dolva is the co-founder of No Isolation – an incredible purpose-led company innovating to provide companionship and connectivity to enhance social interaction and participation amongst the isolated and marginalised. She is an award-winning and internationally-recognised supporter of female entrepreneurship, and strongly encourages girls to pursue careers in tech. Karen gave an inspirational speech on her entrepreneurial journey and early challenges, detailing the impact that No Isolation had already made. Although Ms Dolva acknowledged that No Isolation was by now too mature to qualify for EASI, she praised the concept of the award, and was sure that it would inspire and galvanise innovation and enterprise.

The final toast of the evening was given by Ms Dolva – to the Company of Entrepreneurs, coupled with the name of the new Master – and the excitement and anticipation for another successful year continued in animated style over drinks and coffee long into the evening.

"The Installation dinner of new Master Entrepreneur, Judy Hadden was a great celebration bringing together our Freeman Entrepreneurs and guests; it was great to be present and hear first-hand Judy's vision for the year ahead – summed up as an emphasis on 'Support'. "For me, Judy's central message underlined the important achievements and successes of the men and women who make up the Company of Entrepreneurs; she acknowledged the large number of businesses that fail in the first five years of operation; and highlighted the crucial role of the Company of Entrepreneurs within the City of London to help support, strengthen and make better entrepreneurial businesses, and to assist people who are in the early stages of their entrepreneurship journey – 'journeymen'. The clarity of her message is something we can all get behind." Freeman Veronica Heaven

NOTES : A new Master Entrepreneur is elected annually from the Company's governing body (the Court) in June/July, and is installed on or around 24th November to serve for one year. The Master Entrepreneur is an ambassador for the Company of Entrepreneurs – making dozens of speeches and attending scores of events throughout the year to promote enterprise in the City of London, support the Lord Mayor, and encouraging successful entrepreneurs to give time, skills, and money to the development of entrepreneurship. The Master Entrepreneur chairs the Court of The Company of Entrepreneurs and chairs the Trustee Board of The Company of Entrepreneurs Trust.



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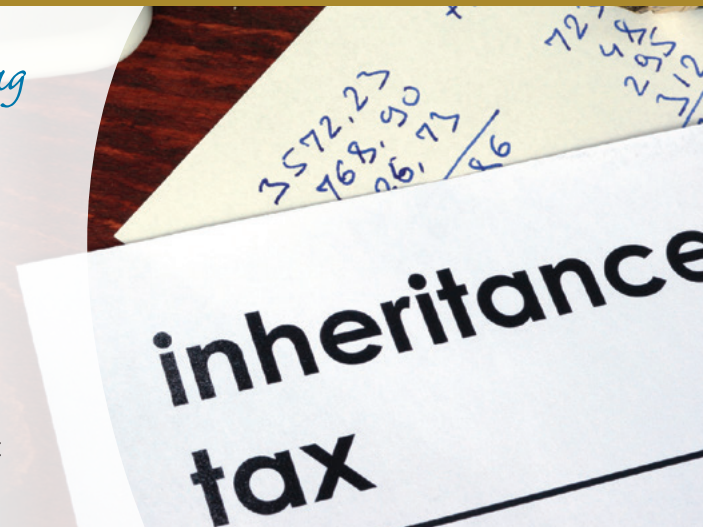
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# Legacy Gifting

*by Colin Hegner*

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Making a gift or legacy to a charity or organisation in a Will is also known as planned giving, deferred giving, or bequest fundraising, and refers to individuals leaving donations to a charity or organisation in their Wills. For an individual, such a gift is likely to be the largest donation they will ever give. If not included in the Will it may be arranged via a separate declaration so that the gift can pass to that organisation without taxation.

It is quite simple to produce and is normally arranged in conjunction with a Will to ensure that not only does the gift reach its intended beneficiary, but there is no tax charged on the gift, and in some cases depending upon the value of the gift it can reduce the tax that might be payable on the remainder of the deceased estate.

This can be a specific sum, or a percentage of the estate. And in certain circumstances it can also be a specific item or memento. Simply put, a legacy gift is usually a gift in a Will to a person or an organisation.

There can be several types of legacy gifts/bequests

- 1. Residuary legacy:** A gift of the residue (or a share of the residue) of the estate. The residue is the remainder after all debts, funeral expenses, certain other costs, and tax and any other legacies have been paid.
- 2. Pecuniary legacy:** A gift of a fixed sum of money. The value of a pecuniary gift will decrease over time due to inflation unless it is stated to be index linked.
- 3. Specific legacy:** A gift of a particular named item – e.g. jewellery, furniture, a painting, buildings, land, house contents, shares etc.
- 4. Contingent legacy:** A gift that is dependent upon the occurrence of an event that may or may not happen. For example, a gift to a charity which applies only if other

**beneficiaries named in the Will die before the individual dies.**

**5. Life interest / reversionary bequest:** A right to enjoy the property, or the proceeds of investment of property, until death or in the case of some reversionary interests, some other event. The beneficiary of a life interest is known as the 'life tenant'. The interest will cease on the death of the life tenant.

**6. The gift in remainder/or interest in:** An interest/gift in property that comes into effect after a prior interest in the property has ended e.g. in a property subject to a life interest. A beneficiary of a gift/interest in remainder is known as a 'remainderman'.

Legacy giving is also commonly referred to as 'planned giving' as donors often plan these gifts years before they are distributed to the designated parties.

In the UK for example, 60% of adults do not have Wills. A charity research says 35% of over-40s in the UK "would be happy to 'leave gifts to a charity', but only about 6% actually do so. It's easy to get started.

A commonly perceived hurdle is the myth of difficulties associated with setting up and running a planned giving program. Through the Company we can help and assist you with this process, by either adding your wishes to a Will or by arranging a stand alone document that will confirm your wishes and ensure that the gift you wish to make will happen. Contact Colin now for further information and help on how Legacy Gifting works.

Colin is Managing Director of CJH Consultancy Services Limited, and a Member of the Society of Will Writers, specialising in Wills, Trusts & Probate matters for over 40 years. He has also been a Freeman of the Company of Entrepreneurs for many years.



# Chatter from the Chair... Education

*Stories from the front line by Freeman David Mellor*



As the country gradually began to return to normal (whatever normal is!), the Education Committee progressively became involved in a range of activities - some familiar, and some new. I have highlighted just a few so that readers can gain an impression of this very active committee.

## **Drapers Den (Bola Lafe)**

Bola Lafe made a real impact this year supporting Thomas Adams School. He has been working with the Drapers and Thomas Adams as a mentor since 2019.

His team not only unanimously won the Drapers' Den heat (which comes with £5,000 for their school and a lovely trophy!), they also went on to be the overall winners of the Livery Academy Awards 2022. They were presented their award by The Lord Mayor of London at Mansion House on 1st February 2022.

## **Duke's Academy (Paddy Willis)**

Paddy Willis writes: This June the Company again supported the Year Ten students at Duke's Aldridge Academy with input to their work experience week. The academy is one of the Aldridge group, drawing students from a very multi-ethnic and economically deprived catchment area within Tottenham.

Using a mix of in person and on-line contributions from seven Freeman, the Company delivered over thirteen hours of input on a range of topics, including mock interviews, career stories and workshops where the students were working on a range of subjects including sustainability and healthy eating. Contributions were provided by Past Master Rick Lowe, David Mellor, James Mellor, Jenny Garrett, Carrie Whaley, Richard Stewart and Paddy Willis. Paddy followed Founder Freeman Sir Rod Aldridge in addressing the morning assembly, providing insights to his career journey, before supporting several of the workshops. He comments that "being able to make a contribution to the students' view of the career opportunities open to them is a real privilege and always rewarding."

Shona Nichols, CEO of the Aldridge Foundation who oversee the world of the multi-academy trust Aldridge Education, was also present for the morning assembly and later wrote to the Company to express gratitude on behalf of the school:

'Thank you for generously giving your time to support Duke's Aldridge Academy's work experience week. By sharing your stories, career journeys and experiences, you are helping to inspire the next generation of young people, opening their eyes to the range of careers available to them and giving them an insight into the world of work.

We've received positive feedback from staff and students, who found the sessions, including mock interviews, careers talks and workshops, incredibly valuable. Students finished the week inspired and with lots of practical advice to help inform their chosen pathways into further education and the world of work.

We and the young people we support are really appreciative and grateful and we look forward to continuing to work with you.'

## **Christ's Hospital (Hugo Middlemas – CH)**

Hugo Middlemas from the school commented: 2021/22 marked the sixth year of the partnership between the Company of Entrepreneurs and Christ's Hospital – the UK's leading charitable school that supports over 650 disadvantaged young people through substantial bursaries. The partnership introduces Christ's Hospital students to the world of entrepreneurship through engagement with Freeman and helps build and nurture their skills and networks.

Highlights of the partnership in the 2021/22 year included an online Careers Networking Evening on 9th February for Year 12 students with professionals from 10 different career areas, including a group for Entrepreneurship. The Company of Entrepreneurs was represented on the evening by David Mellor and Sarah Jewell, who lead the Company's relationship with Christ's Hospital. David and Sarah shared valuable insight from their many years as entrepreneurs and gave welcome advice to students interested in establishing their own businesses.

A second networking event, this time in person, was held at Christ's Hospital on 28th June for students in Year 11. Covering 12 career areas, the event saw Sarah Jewell sharing her fascinating journey as an entrepreneur with two large groups of students, many of whom were already building experience through their own enterprises and for whom Sarah gave added inspiration.

Christ's Hospital is extremely grateful for the continued support of the Company of Entrepreneurs, which is making such a difference for its pupils.

## **Guildhall Livery Showcase (Nick Stretton)**

Nick Stretton led our debut at this event and reported: On June 28th the Guildhall Livery Showcase took place with students from different schools visiting stands set up by the City of London Livery Companies.

The event took place in the Old Library at the Guildhall and over forty Livery Companies took part to excite students about careers in sectors related to their industry areas, reaching well over a thousand students from secondary schools.

The CoE was represented by James Mellor, Bola Lafe, Lee Tomas and Nick Stretton who gave their insights about entrepreneurship and their various companies. The stand covered running an entrepreneurial business as a creative cartoonist, distributing sustainable personal care and eco-living products, unmanned drone technology and commercial insurance. The students became very engaged throughout the various discussions and it was great to hear their ideas for new businesses. Clearly some budding entrepreneurs were amongst them!

## **The Future Leaders Programme (Adam Morallee)**

Adam has taken on relationship management responsibility for this Programme and reported: Following a meeting at the Raleigh Lecture, the Education Committee now has a burgeoning relationship with the Mayor of London's Future Leaders Programme run by Faheem Khan. The Programme is an award-winning leadership programme for Year 12 Students in East London, designed to build confidence and resilience by providing expert support for post-18 pathways. The Programme is almost always oversubscribed with thousands of applications for a limited number of places.

Adam Morallee, David Mellor and our esteemed clerk Duncan Simms spoke to the 2022 cohort earlier this year to give an insight into their careers; alongside us on the Panel were a High Court Judge and a designer from Burberry.

The Education Committee is building greater links with the Programme, with Adam Morallee leading. Further information is available at: [www.futureleaders.uk](http://www.futureleaders.uk). Please do contact Adam if you would like to get involved.

## **University of Westminster (Jenny Garrett)**

Jenny has undertaken herculean work managing the relationship with the University for some time now. Here is her latest report: In 2021, nearly a quarter of the student intake at the University of Westminster were previously eligible for free school meals, with one in four going on to well-paid jobs. This gives Westminster a social mobility rating of 5.6% which is the second highest among universities in England.

It's been a pleasure to coordinate the Company of Entrepreneurs relationship with the University of Westminster over the last 12 months, and support those who are most in need, who may not have the connections and role models to encourage them in business.

During the year we have supported the University's Entrepreneurship programmes by providing Mentoring on new business ideas, Consultancy, Business Presentations and even Tours.

Freeman have also provided inspirational and informative talks on:

- Entrepreneurship and how to get started
- Leadership traits and understanding the vital role of understanding business mission, vision, values, and purpose.
- Personal experience of entrepreneurship
- University projects and how to take them forward
- And their personal entrepreneurial journey, being a single mum from an ethnic background and diversity

Freeman described their experience supporting the students Rewarding and Engaging, indicating that they gained as much as the budding entrepreneurs did. Other words used were Insightful, Pride, Positive, Interesting, Helpful, Valuable, Energising, Stimulating, Hopeful, Passionate, Inspiring, Future leaders, Fulfilling and Uplifting, highlighting a thoroughly positive experience.

As entrepreneurs, we all have busy lives, so why give back? Our Freeman say it best:

"Because entrepreneurship drives innovation and innovation is key to the City of London meeting its overall strategic objectives." Bola Lafe, Opus Innovations Ltd

"It's not something I had when starting my businesses and seeing them understanding and evaluating different scenarios before committing is both fascinating and rewarding" Tony Harrison, Printercare Ltd

"Giving back. I enjoy listening to others and trying to help them develop their entrepreneurial ideas and sharing experience with them. If we can make the City of London a more entrepreneurial place, this will not only help these budding entrepreneurs, but all the rest of us too" Lars B. Andersen, My Nametags Ltd

"It's the ability to share a lived experience to help those beginning theirs to have a better start and hopefully make them better equipped to understand the challenges they will face. Ultimately this is about raising the reputational profile of the City and for me, having worked in it for nearly 50 years, the ability to feel I am repaying it for the life it has given me and advance the professional skills of entrepreneurship for those coming into it " Mark Huxley, Huxley Advisory

"It's a place of opportunity which I want to make available to those without privilege" Pablo Lloyd OBE, Visionnaires

"We owe it to the next generation of leaders and entrepreneurs." Sheyi N. Lisk-Carew, Oclas Group  
"Giving back creates new businesses, social change, national income and community development in the city" Rita Bologna

We look forward to continuing to support budding entrepreneurs at the University of Westminster, advancing Entrepreneurship in the City of London and social mobility.

If you would like to know more about what the Education Committee is all about, and what is coming up in the months ahead, please do contact David.



# My Entrepreneurial Journey

Rita W Bologna

Rita was born in Tanzania and arrived in the UK when she was two years old. Raised through humble beginnings in Leicestershire, she learnt the highs and lows of entrepreneurship from her late father, an insurance salesman, whose hard work and tenacity led him to achieve the Million Dollar Round Table and eventually create a highly successful business empire to provide for the family.

Rita is a Serial Entrepreneur with over 30 years of experience in initiating and building new businesses. Awarded Business Woman of the Year and Best New Company. Rita, a single mother from an ethnic background, faced many personal obstacles on her entrepreneurial journey, to include the challenges of diversity. Her tenacity and courage did not deter her but instead made her more driven to succeed as an entrepreneur.

Rita was the CEO and Founder of The Good Global Group Ltd, incorporating The Good Titles and The Good Events & PR Company. Her company was based in the heart of the City of London, with the primary businesses focusing on PR, Digital Marketing, publishing of The Good Property, Travel and Wedding Guides and high-status corporate events, which were typically held at 5-star hotels Nationwide. Some of her global clients included Savills, Emirates Airlines, Coldwell Bankers, and Sotheby's. She employed young talented employees with a view to nurturing them educationally and professionally which ultimately enabled her in creating the winning businesses. Always referred to as an inspirational leader with a strong entrepreneurial spirit, she used her special talent for transitioning strategy into action and achievement. Rita has built several successful million-pound businesses.

Her primary skills were in identifying benchmarks and maximizing revenue opportunities. She worked tirelessly to create some key assets within The Good Global Group of detailed databases of high-net-worth professionals to include celebrities and aristocrats. Her entrepreneurial goals were achieved a decade later, when she sold her businesses in 2017 and has since then been focused on 'giving back' to various communities. Throughout her career she has always found the time to volunteer, and in the past, she took on the role of a Police Special Constable for several years.

Rita now enjoys her philanthropic activities and gives her time to help influence the entrepreneurial cause. She is keen to continue to support The City of London. She became a Freeman of The Worshipful Company of Information Technologists in 2019 and President of the first ever all female Livery Rowing Squad. Her additional voluntary roles include Trustee of The Asian Women's Resource Centre, Metropolitan Police Ward Panel Chairman and Chairman of the Conservative Party in Queen's Gate Kensington, where she enjoys working closely with the Government. She also supports several other charities and takes

part in the 10K Race for Life and fundraising activities. In her current role as a not-for-profit Business Strategist, she makes a difference to young entrepreneurs worldwide in offering them guidance and mentoring. This has become her true passion.

Rita was determined to support the Trust and give lasting guidance to those who follow the path to entrepreneurship, since she became a Freeman of The Company of Entrepreneurs and Principal Benefactor in 2020. She was added to the governance of the Company, by being installed as a Court Assistant in November 2021.

Rita was formally announced as the fourth Patron of the Company in January 2022. She is part of the decision making for grants and distributions made from the Trust. An annual lunch is held in April each year, which is followed by the final meeting of the Trust's annual Grants Cycle. 'As a Patron our inquiry and reflections are invaluable to the Trustee Board in drawing its final conclusions'. Rita is keen to support the work of the Company and to encourage others to give back as much as they can to the brilliant Company of Entrepreneurs Trust.



Court Assistant Rita W. Bologna with education partners



© Rita W Bologna



# Chatter from the Chair... Outreach 2022

*James Talbot, Chair - Outreach Committee*

When the Guild was set up, all the mentoring, speaking and volunteering was organised by the Education & Outreach Committee. The founding Freeman brought great energy and motivation soon attracting lots of projects. It was not long before it all became unwieldy. So it was decided to split into school projects and others. These were working with early-stage companies and founders.

Some four years later, Outreach has worked with many leading business schools, universities and bodies in and around the Square Mile. Here is a selection of the things that our very generous Freeman and Freewomen have been up to over the hiatus of the last couple of years. We have supported a number of different ventures. These include working with artists and the Culture Mile. Freewoman Christine Nicholson led this very successful pilot project. This is now being reviewed by the Corporation to see how it can be rolled out across the country. Freeman Johnny Manning is running a project with Venture Studios. This is an incubator started by Crisis, the homeless charity based in Spitalfields. We are working with London Business School and the University of East London. Here we are supplying mentors to start-ups, potential or actual to help them with the early stages. UEL is also supported by The CoE Trust who help fund their BACK:ED programme. This is a course working with local first-time founders from minority backgrounds. For the last few years, the Committee has also organised the Make an Impact evenings. This is when representatives from the various projects tell us what they have been doing and what their plans are. These evenings have been sponsored by Trowers & Hamlin, NatWest and Freeman Stacey Body. Other events that we have been involved with include co-hosting with the Association of Business Mentors a conference for National Mentoring Day. Another event was Hollering for Hospitality held during the second lockdown. Freeman Simon Fordham wrote a Whitepaper that was distributed widely across the hospitality sector and to Parliament.

As Outreach and Education have developed it has become sensible to move The University of Westminster project there. Freewoman Jenny Garrett has done an impressive job supporting the University with their business courses. She has organised thirty Freeman volunteers over three years who have worked with hundreds of students. As we have seen on the WhatsApp group many of them have enjoyed and got a lot out of their volunteering, bringing their expertise and enthusiasm to hundreds of students at their Marylebone campus. The University has kept on coming back for more and giving very good feedback. The University kindly hosted our last Make an Impact event at their historic Fyvie Hall at the beginning of February this year. At the moment, LBS and UEL are both

staying with Outreach as they are mentoring projects and are undergoing some change.

Following the very successful launch of The Entrepreneurs Award for Social Innovation (EASI), Outreach has been busy supporting the finalists. The Master, Judy Hadden, has been a tremendous support in making this happen. Thank you all those that have rallied around to mentor and coach these four exciting and socially responsible companies.

It is with a little sadness that Freeman Barnaby Wynter has resigned. He has done sterling work for over four years. Many of you will remember him as a tremendous Master of Ceremonies. Not only did he do this for the Ask an Entrepreneur series of talks but also for the annual Make an Impact event. Indeed, he was a major force in designing the concept at LBS as well as presenting 10 speakers on a wide range of stage subjects. Barnaby also ran the relationship with UnLtd, the leading charity supporting social entrepreneurs where he his digital media expertise was much in demand. He has been a very dedicated member of the committee and it has been a pleasure working with him over all these years.

As we develop as an organisation, so Outreach changes and this will certainly continue for 2023. Historically, projects have tended to have a start-up or early stage theme, often with audiences from a disadvantaged background and are usually introduced by our Freeman. As a membership organisation we thrive because of the support and action of its volunteers. Moving forward we have some potential projects where your experience and time will be most appreciated. Two of which you will be hearing about over the next few months. The first is with GEN - UK, who run the Global Entrepreneur Week in November each year. They also have a project to support Ukrainian refugees who are looking to set up their businesses in the UK. The second, organised by Freewoman Rita W. Bologna, is the AWRC who support women who have suffered from domestic abuse. In both these cases we will be looking for speakers.

Please contact me, another member of the committee or the Clerk if you have an idea or a potential project that you want the CoE to get involved with. If this is an area that you want to volunteer as a mentor, speaker or by otherwise assisting, please let me or another member of the team know.

As the number of projects and volunteers grow and the need for the Committee to communicate all that is going on we are looking for Freeman to join its ranks. The new website will make this easier and hopefully make sure that you are fully aware of all the things that are going on. In addition to Barnaby and



Bristol Braille showcase the Canute 360 at the Old Bailey in 2022 (©I Lowe/Gerald Sharp Photography)

Jenny moving on, I will have less time available as I move into the Junior Warden position so please let me or the Clerk know if you want to support the Company in this very important area as we move closer to Livery status in 2024.

All the work that is done is enabled by the generous time and expertise of the members. The volunteers are too numerous

to name but it will be remiss of me not to mention by name the Committee. This is made up of Christine Nicholson, Johnny Manning, David Barker and Rita W. Bologna enthusiastically supported by The Master, Judy Hadden, and Middle Warden, Mark Huxley. Thank you all for your wise word, your actions and passion to support others.



# Almoner for the Entrepreneurs - what's it all about?

*Andrew Pullman, the newly appointed Almoner for the Company of Entrepreneurs explains...*

When I was approached to take on the role of Almoner for the Company my first question was “what and who is an almoner?” An initial scan of Google suggested that the role resembled being a chaplain or priest. Would this mean I'd have to re-train and take holy orders? Was I equipped for this?

Almoner means “a social-service worker in a hospital” in British English. It originally meant either “purse” or “one who distributes alms,” or one who gives money or food to the poor; the word has been in English since the 1300s, but the “hospital social worker” sense came into use in the 1890s. The character Isabel in Downton Abbey became Almoner for the local hospital, for instance.

Alms can mean “charity” or “money, clothes, food, and other things given to poor people.” It's a short word that comes from a long root: the Greek word for “pity” or “alms” is *eleēmosynē*, which became *eleemosyna* in Latin and was shortened over time in English to alms. In the 1600s, when fancy Latinate words were sometimes brought into English because they seemed more elegant and serious and technical, people went back to the Classical roots and coined *eleemosynary*, meaning “of, relating to, or supported by charity.” Two different words from the same root.

On further examination I discovered two further definitions which started to make things clearer:

- An almoner is a chaplain or church officer who originally was in charge of distributing money to the deserving poor. The title almoner has to some extent fallen out of use in English, but its equivalents in other languages are often used for many pastoral functions exercised by chaplains or pastors.

This definition was beginning to clarify the role. Then I discovered a more relevant explanation.

- The almoner remains an active and important office in the livery companies of the City of London. They are the contact for charity and looks after the welfare of the members, including visits to the sick, aged and infirm.

Now I realised why I had been “selected”. As a long-term human resources specialist who runs an HR consultancy, and a startup related RegTech firm, this new almoner role was very much akin to being an HR Director, or Chief People Officer as often called today. As I am dealing with people issues on a daily basis, it all began to make sense.

So, I tentatively agreed to take on the role, with my first task to draw up a job description. I immediately turned to one of my colleagues within the Company of HR Professionals for some guidance, Annette Andrews (recently appointed a Freeman of the Entrepreneurs). To my surprise Annette confirmed that she was the Almoner for the HR professionals and was going through a similar voyage of discovery.

Bingo! There is nothing like linking up with a kindred spirit in these moments of exploration. I had already started to draft some terms of reference from my online searches, and so shared this. Amazingly, Annette liked what I had started and even asked if she could use elements for her role.

Several iterations later we ended up with an agreed role description which is as follows:

The duties of the Company Almoner are to:

1. Identify the need of any Freeman, Widow, Child or other individual associated with the Company and ensure that assistance is provided where required;

2. Ensure that the Court and Freeman of the Company provide the necessary continuing support to those in need;

3. Liaise with the Court and Freeman as required;

4. Apprise all the Freeman of the Company of their duty to keep the Almoner informed where need or distress occurs;

5. Maintain, for their personal reference, an up-to-date Company Membership list giving names, addresses, telephone numbers, and email address;

6. Procure, for their personal reference, a list of names, addresses and telephone numbers of Widows, distressed Freeman of the Company, children of deceased and distressed Freeman and make contact, provided these contacts are welcome. The Almoner should make available their own contact details;

7. Act with discretion, compassion and confidentiality at all times;

8. Be aware of the type and scope of support that the Company may be able to offer Freeman and their families.

So what does this mean day to day?

The role of Almoner exists to help support Freeman in times of difficulty and provide some pastoral care. As a minimum an Almoner is available to discuss any significant issues that may, or may not, affect their membership of the Company.

Practically we do not currently have a fund of money that we can distribute in times of hardship. However we do have access to a cornucopia of people with a wide range of skills and connections across the Company and beyond.

Some recent examples have included situations when individuals are having a difficult time emotionally, and just want someone to listen but not necessarily provide advice. Others have asked for advice about employment issues. More practically, where paying the Company fines is proving a hardship, arrangements can be reached in consultation with the Clerk and the Court if required.

Confidentiality is a very important aspect of the role. No information will ever be disclosed to others without prior approval unless there is a risk of harm to self or others.

So, if you are struggling and would like someone to talk to, then please do make contact – direct messaging via WhatsApp is a good way, but emails and messages via phone also will get through.



# Junior Warden Elect - James Talbot



I've never been much of an employee and I never really knew what I wanted to do. My father suggested that I could not go wrong by training as an accountant whilst I decided. With the best will in the world, neither auditing nor tax were for me. However, the firm was based in Wardrobe Court in the City and that was fun! I quickly moved on to stockbroking training with Panmure Gordon before becoming a member of the Stock Exchange in the days before Big Bang. It was whilst I was stockbroking that I set up my first proper company importing art prints for the corporate market. Although we got quite a lot of exposure, we did not any traction in the market so we wound it up. Learnt lots of course and grabbed the chance to get involved with a low risk onshore oil project. Thankfully this was a success! One of my more interesting start-up situations was during the fall of the Iron Curtain where I set up a company in Hungary for ICI, the chemical multinational. My next project brought me back to the UK where I turned around a packaging business in Wales.

After a few more adventures, I learnt of the Guild of Entrepreneurs. Freeman Colin Spiller brought me along to a reception at Sir Paul Judge's (our first Master) splendid flat in Pimlico and it was there where my background and Livery came together. Immediately, I got involved going to lots of events really enjoying the company of other like minded souls. Not long after, I became a freeman on 15th September, 2016. In those early days, there were not many of us about so I quickly got involved with the Education and Outreach Committee which soon split as it got more successful.

It is an exciting time to become Junior Warden as we move to Worshipful Company status. I look forward to supporting the final push to get over the line. I am also very pleased to be involved with the new Entrepreneurs' Award in Social Innovation (EASI), inspired and launched with great success by the current Master, Judy Hadden.

Planning ahead - James Talbot looking forward to a busy year.  
© James Talbot

# What a year - musings from the Middle Warden

Perhaps as age dictates, another year seems to have moved at the speed of light and I'm writing another piece for the magazine, this time as Middle Warden, with the prospect of my year as Senior Warden fast approaching

It has been an honour to support Judy Hadden in her Master's year. Like a Duracell Bunny, she has been relentless and tireless in her efforts this year. Scheduling a full year of event attendance and getting us involved in Livery things that we've never done before, like the Livery Halls Walk, the Entrepreneurs name has been on even more lips and the inter-livery fellowship we have built has been significant. I have been delighted to attend many of these with her and witness her networking skills first hand! More specifically I think we all need to reflect upon just what a magnificent job Judy did in conceiving the Entrepreneurs Award for Social Innovation aka EASI and then driving its delivery. We received circa 200 applications in the first year from a standing start and the quality was outstanding. The judging event was brilliant to be at and having selected our winner, I know the follow up support has been hugely appreciated. I know our Master Elect wants to keep the momentum going, as do I if elected to follow him.

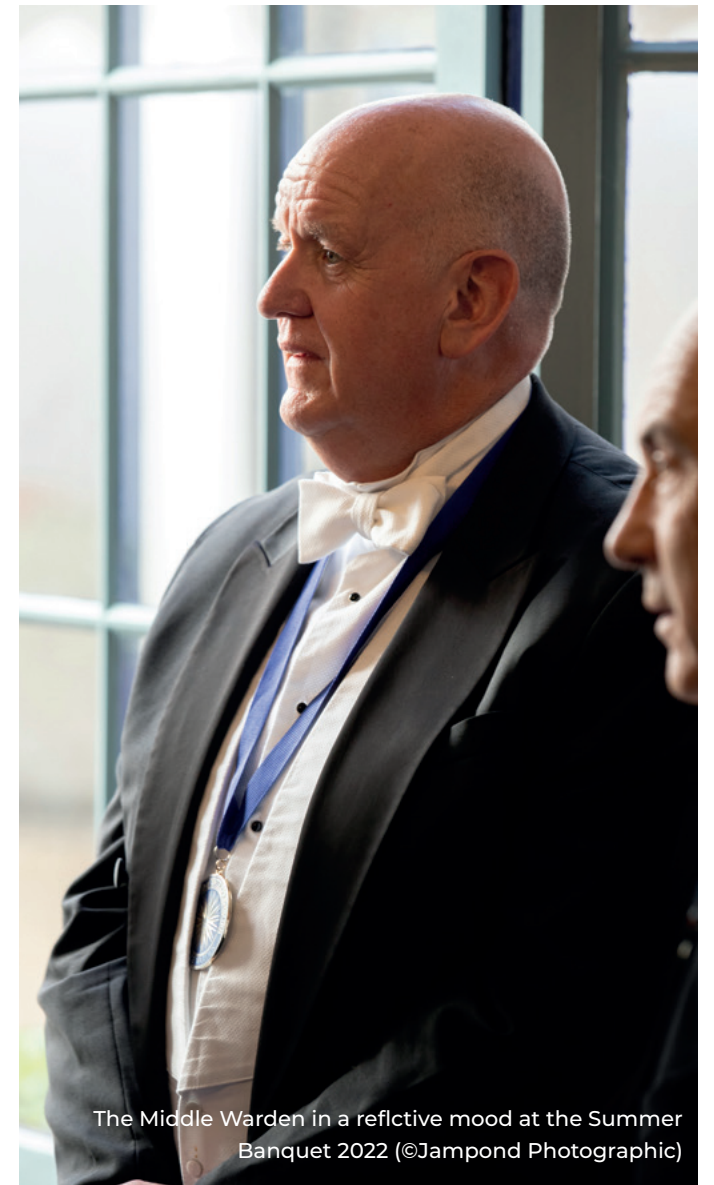
If this wasn't enough, Judy worked directly with the Lord Mayor's office, Aldermen and IOD to see us be front and centre as part of the delivery group for the 250th celebrations of the Samuel Wilson Loan Trust. I'm sure all those like me who were there on the night will agree it was a fantastic event that showcased the Trust fantastically and for our part saw us in the spotlight at the highest levels of the City. The Trust offers great support for start ups and I for one, hope we can build on this year's celebration to raise its profile even more.

## Reflections on my own year

It really does feel like this year has been a blur. Perhaps this being due to it being the first we have enjoyed since 2019 being fully unlocked from the ravages of Covid and the City quickly reawakening. When being asked to write this, it's suggested that I reflect upon some standout memories. There are too many to do justice here, but I have included some highlights and photos of some of my favourites throughout this magazine.

## Looking ahead to 2023

Congratulations to Gary Dixon for his election as our 9th Master. I am very much looking forward to supporting him, in what, having spoken to him, should be another year of fellowship and using our skills to help drive and maintain better standards of entrepreneurship in an environment that is as inclusive as we can make it. Congratulations too, to Alderman Alastair King as he too progresses to be our Middle Warden. Although I am sure his commission to become a Deputy Lieutenant of Greater London earlier this year and his more recent election as one of the City Sheriffs next year, will be taking much of his time.



The Middle Warden in a reflective mood at the Summer Banquet 2022 (©Jampond Photographic)

Congratulations too, to Andrew Marsden, a close friend of the Company for his own election, ably supported by Lars Andersen as his agent. Finally, and by no means least to James Talbot on his election as Junior Warden, starting his own journey to Mastership.

With thanks to the hard work and sagely efforts of our Past Masters and the nominations committee we have been blessed with a fine team of Masters and Wardens. The incoming crop of which will hopefully see us complete our progression to full Livery in 2024, then playing our full role in the City's affairs as Liverymen.

Thank you to the Court for electing me and I look forward to another year serving the Company and our family of Freeman.





# Senior Warden - Gary Dixon

As I look forward to my year as Master, beginning on November 24th at my Installation at the magnificent Goldsmiths' Hall, I have naturally given some thought to my plans and priorities to build upon the excellent work of Master Judy Hadden, plus that of the Past Masters, Wardens, the Court and the many active Freeman. All have played a fantastic part in growing the Company into the force within the City of London, which it has become.

One of the amazing successes of 2021/22 has been the introduction of EASI – our Entrepreneurs Award for Social Innovation. Almost 200 vibrant, new entrepreneurs with a passion for social change and improvement, applied to be our first successful champions. The quality of the field was of a very high standard and the judges had a very difficult decision in selecting just one winner from the finalists. I was delighted to see that EASI formed a great focus for our ability to foster and incubate entrepreneurs who are at the start of their journey to change the world for good. While we may not yet have the level of funds within our Trust to change the world the way we may wish to, we can nevertheless make meaningful cash grants which are substantially leveraged by the further support, education, incubation and mentoring that the Company and our Freeman can also provide. I am delighted to continue the support of EASI, which I and my fellow Wardens are fully committed to.

As I start my year in office, I will very much be concentrating upon consolidating the excellent work done in recent years in strengthening the financial foundations of our Company. We have made great in-roads into our financial targets to reach full Livery status and I am confident that we will continue our progress to demonstrate our financial stability. In order to assist with this, we shall continue to search for high quality partners to work alongside who are willing to support our vision and its delivery.

Our Outreach activities have continued to have great impact on the world within which we interact. Our Freeman have given huge amounts of their time to mentor and help large numbers of budding entrepreneurs who are early in their business journey. During 2023 we shall continue this and focus our efforts upon fewer, but more impactful, relationships.

I am grateful to all Freeman who contribute to our Charitable Trust. Without these contributions we would not be able to support early-stage entrepreneurs and we would be delayed on our journey to full Livery Company status. Over the course of the next year, we shall be strengthening and updating the Trust's governance. We plan on ensuring that the Directors of our Trustee Company are comprised both of members who know our Company, and its Livery objectives, extremely well as well as others who have strong knowledge of governance and Trustee responsibility. As our funds grow, we shall introduce more ambitious investment objectives, suitable for a larger investment fund with a longer-term time horizon. For the next couple of years, our approach to the Trust and the disposition of its assets, shall continue to be one of prudence to ensure we build a solid foundation for the future.

One of the things that I enjoy most about the Livery world, is the fellowship both within our Company and also more widely within the Livery community. I am proud to already be a Liveryman and I very much look forward to the Company of Entrepreneurs obtaining full Livery status within the next couple of years. During my year as Master, I intend to reach out to as many other Livery Companies as possible to share the news of the good things we are doing. Having the support of other Companies, as well as the confidence of the Corporation of the City of London, is crucial to our progression and this shall be my main priority for my year.

Another element of our fellowship within the Company of Entrepreneurs, is our ability to collaborate and to help each other. While each of us may be in business, we are unlikely to be in competition with each other. Many Livery Companies, especially the older or closed ones, have a trade or profession which everyone is working within. Here at the Entrepreneurs, we are far less likely to be in competition with each other and we have the added advantage or often being able to offer help and assistance from our own different experience and perspective. I'd really like to utilise that as a force for good. Throughout my year, I would welcome the opportunity get to know as many of our Freeman as possible. I want to hear about your businesses, what you are doing and how we may be able to help along the way. Those of you that know me, will know that my Entrepreneurial journey took place a while ago and I now mainly concentrate my time and effort as a Non-Executive Director, guiding commercial and not for profit organisations towards their goals. I shall consider my year a success if I can help even just a handful of Freeman towards theirs.

The year of 2022 has been a strange and often difficult one. Our Freeman know only too well the stresses and strains that were imposed by the Covid 19 pandemic during 2020 and into 2021. I am not the only one who expected 2022 to provide some relief and a blessed return to normality. Sadly, the Russian invasion of Ukraine and the ensuing humanitarian crisis brought home just how difficult some unexpected events can prove to be. Add to this the huge surge in energy prices, and the knock on effect to inflation, and it is clear to see economic shocks are always potentially lurking around the corner and all businesses can suffer. It is my hope that all of our Freeman are proving resilient and their businesses are holding firm, even if not growing. I have my fingers crossed that many of you are thriving, in the way that all Entrepreneurs aim to do.

Since the Company started, way back as a Guild in 2014, we have tried to grow our membership in a slow and controlled way. We have never gone for growth at the expense of quality and that will always be the case. As we enter 2023, my hope is that each of you as Freeman will look at your networks and see if you can identify just one other person who embodies our ethos, would enhance our future and make a positive contribution to our Company. If we can find another 30 quality Freeman during my tenure as Master, I shall be absolutely delighted. Not only would this contribute to our ever increasing network of supporters, it would also consolidate the financial performance of the Company which itself is important.

As soon as I enter my year as Master Entrepreneur, I shall endeavour to record all of my activities during the year in the form of a diary on our website. I hope that by recording things for posterity, it shall serve as a record of our activity as a Company and demonstrate our commitment to the City of London. I hope that it shall also inspire our Freeman to get further involved in our events and take the opportunity of meeting Liverymen from other Companies. We may be able to learn from some of them, and we can broadcast to all who will listen, and explain about all of the great things we have done and plan to do going forward. I am most grateful to Past Master Judy Hadden, the Wardens, Court and all of our Freeman for their contributions to date. I very much look forward to my year and shall do my utmost to promote this wonderful Company to continued great achievements.



# Tales of a Cheap Chaplain - my 12 years in the City of London

by Rev'd Canon David Parrott



It was many years ago that I read an advertisement for a post in London. The details made no sense whatsoever, and so I applied, just to find out more. The rest is history. I was appointed as the Guild Vicar of St Lawrence Jewry. A job for which in many ways I was neither qualified nor suitable, but one in which I thrived. I had been working as a trainer of younger clergy in the Barking Area of the Chelmsford Diocese. St Lawrence Jewry is in the city ward of Cheap, so I used to joke in my early years that having left my job to avoid being called the Barking trainer I became the Cheap Chaplain.

On my arrival I quickly discovered two things which had not been clear. The roof was leaking and the general finances of the church did not stack up at all. Long term research and planning were required. And so, in the background throughout my time the building restoration project evolved. But day to day ministry was more important.

Living in the flat at Guildhall inside the church was a challenge and a privilege. From our lounge windows we saw the world come and go, and yet after they had gone the noise continued every night into the early hours and sleep was not always easy. But we got on with the job and loved it.

Perhaps the best story of the noise occurred in the first year. On the nights before the LM Show, known as the world's greatest unrehearsed show, the rehearsals happened outside the bedroom windows. The horses which pull the LM's carriage had to practise and that first year we had no idea what was going on at 4am! The Yard was covered in sand by road sander which took about two hours. The horses did their rehearsal and then the sand was all swept up again by 5 road sweepers. In later years we could just turn over in bed and say - its just the horses rehearsing, but the first time it was all a bit of a shock.

Chaplaincy to the Livery was a key part of the job. Some companies have centuries of links with the church at St Lawrence Jewry. Others are collected by each incumbent. At one point I had 13 Chaplaincies, and I loved all that went with that.

The role of Livery Chaplain looks like madness to the public face. Turn up at dinners and saying grace; but grace became an important role. In that 15 seconds I make my entrepreneurial pitch. If people smiled and I had set the tone for the dinner I would be someone who could be approached afterwards by those in need. The secret life of conversations with Liverymen was the real work – unreported, confidential, and often profound.

I was privileged in my time to help LM's chaplains as they came and went, but I was also Chaplain myself in one year. Dame Fiona Woolf asked me to support her in her year. Her daughter is a Vicar, so we acted as joint Chaplains. Lizzie Woolf came to London when her parish commitments allowed and I stood in when she could not be there. This caused some odd looks at dinners, when Dame Fiona talked about being proud that her daughter was the first female LM Chaplain, but I had said grace, so people looked at me wondering what strange operations I had undergone.

The job at St Lawrence Jewry involved many 'parishes'. Each Livery Company or organisation was different and I sought to serve each in its distinctiveness and difference. This came into focus when Covid hit. My new set of parishioners was a small team who ran the Covid testing station on the Guildhall Yard. I made them cakes, and chatted to them as they were doing such an important job.

This in turn reminds me of another kind of parish. The homeless in the City would come to the church regularly. Some were newcomers who needed redirection to support. Some were scammers – my grandma died in Glasgow, they cry. I always wanted to reply: Again? But some were the long-term guys who just loved being on the street. I will always remember Gordon (name changed) who used to sleep in a variety of places in the City including the benches on the Yard. I used to say hello and feed him from time to time. If we had chips, I'd take him a plate down to his favourite bench outside the flat. He knew I smoked a pipe so he would come in and ask if I had any baccy. I shall never forget one day. He arrived at my door and told me that he had received his giro. He had bought me a bag of crisps to say thanks. What a powerful moment that was.

Talking of the pipe, a huge amount of my pastoral work was done standing outside the church smoking my pipe. People talk to a man with a pipe. They would never come into the church to find me, but they would chat outside. A lesson about how to be available to people. It's called lurking with intent.

Another group of people I ministered to were the many and various tourists. The main attractions were the Wren and the Thomas More window. I used to love to tell them that Wren was not God, but Jesus is! And there were more 'congregations'. We have a great tradition of music, and I was privileged to work with one of the country's greatest organists. I am no musician by background, but against all the odds we had a wonderful time working together and setting the services at St Lawrence Jewry to music befitting of the Lord Mayor and other dignitaries. The music was piano on Mondays and the organ and Tuesday's. They were a vital part of all that we did at St Lawrence.

Behind the scenes for 10 years, I was working on the restoration project. The City of London Corporation owns the freehold of the church and after much negotiation the project to restore the church to its former glory was funded by the Corporation. We lived inside the church building, so when the repairs began, we had little choice to move out. I took early retirement, and we moved down to Lydd in south Kent.

Sue's health deteriorated, and I am now Sue's full-time carer. I love the fact that after all the years I was working in parishes, Kent County Council decided to designate me a carer. No-one accused me of that before!

So, what have I learnt I all this time in the City?

First: Never believe an offer till you get the cheque! That is not to be ungracious, but people will say they can pull off some finances and then one hears nothing else. A bit of a reality check.

Next: be yourself. I am not the typical City Vicar. The boy from Hastings Secondary Modern is not quite the Oxbridge and ex City chap that people expected. But the reality is that people respect the simple fact that one is real to oneself. It's no good pretending to be someone you are not.

The Livery is often seen by others as some sort of cash cow. It is not. However, when the right approach is made the livery can be generous beyond most people's wildest imagination, and I have been a beneficiary of this kindness.

So, there we are. A brief reflection on 12 years working in the City of London including your Company. I am grateful for all that I have been able to offer and for the support I have received.







# *My Entrepreneurial Journey*

*Avi Lasarow*

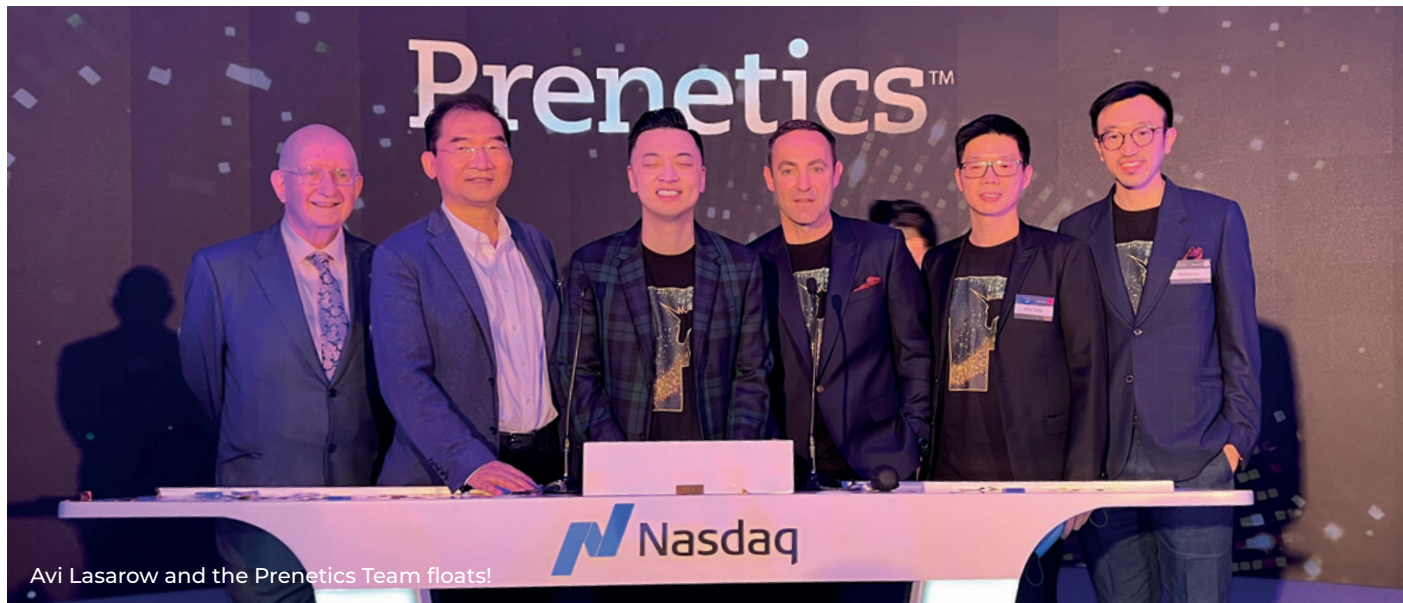
I don't see myself as a conventional entrepreneur, if there is such a thing - I'd describe myself more as an opportunity seeker who often places more value on business instinct than conventional learned methodology. For me, that's always where it's begun; my life circumstances land me in a position where a market opportunity becomes obvious, and I act on it with speed and conviction. In my earlier days, that conviction was usually borne from a "sink or swim" scenario, knowing that I was at risk of losing any/all material belongings if I failed. What I quickly learned, however, is that this way of thinking is the seed of success in any startup venture, regardless of what is on the line. I tell budding entrepreneurs who are experiencing this for the first time to bottle it up, it's a mentality which can be recalled later when you need to create an environment which is dynamic, fast paced and results driven.

My last business, DNAfit, was sold to the Prenetics Group for \$10m in 2018. The deal which we concluded saw a large portion of my payout retained in Prenetics shares. In 2018, pre-sale, the co-founder of Prenetics had engaged with me in an email conversation which I've since archived and saved - we discussed the opportunity in front of us and spoke of creating a Unicorn (billion dollar startup) which scales to great heights by positively impacting the health of millions of customers. Three years later we stood alongside each other as the NASDAQ's famous bell welcomed Prenetics to this celebrated market, wearing unicorn t-shirts and self-satisfied smiles. In the year which preceded the listing, Prenetics EMEA alone had generated revenue in excess of £100m (from £4m in 2019) through work delivered for the likes of The English Premier League, Disney Productions, The Ministry of Defense, Carnival Cruises and many others, while growing from 40 employees to nearly 700. If anyone ever tells you that your vision isn't possible, feel free to adopt my four step escape guide: smile, nod, turn and laugh.

My journey to this point hasn't been easy. The exponential growth which we delivered came in response to a global pandemic and left me behind my laptop for 130 hours a week, at a time when my friends and family needed me most. Successful entrepreneurs generally struggle with finding balance in their life and I'm no different - if someone smarter than me discovers a way to build a great business using only 8 hours a day then I hope they share their secret.

There is no doubt that a founding entrepreneur's journey, which is almost always courted by risk, gets more complicated as the years go by. Risk and responsibility never see eye to eye and time brings with it more of the latter. In my case this is represented by my amazing wife and pack of adorable young boys - while they serve as a daily reminder of why I work so hard to succeed, in equal measure, their security and comforts show me how much more there is now to lose.

To be honest, I didn't become the EASI Champion with many expectations beyond furthering opportunities for others in the process. I've always believed in karma and so giving back to an organization which is rooted in helping others like me to build their story was a natural thing to do. I've spent years now working in the area of genomics and the debate as to whether great entrepreneurs are born or raised rages on. My personal feeling is that, like almost all human traits, it's a combination of both. The ability and desire to dive into the unknown and attempt to create something where most others would look away certainly requires a particular set of DNA, while the hundreds of snares and pitfalls that then await mean that learning lessons and finding mentors is an absolute necessity. That's why I'm part of this fantastic organization.



Avi Lasarow and the Prenetics Team floats!



# The Master's Weekend in Oxford

By Judy Hadden, Master Entrepreneur



Master Judy Hadden and Peter Drobac and the famous Harry Potter tree at New College Oxford

After much plotting and planning with our events supremo, Neil Fullbrook, in August we headed to Oxford for my Master's Weekend.

The City of Oxford is a special place melding history & beautiful, grand old buildings, with world leading learning and cutting-edge innovation. We had tons of fun and the weather was simply glorious!

New College (founded in 1379) was our base for the weekend. Waking to views of The Chapel, with its medieval stained glass, followed by breakfast in The Dining Hall (the oldest & tallest in Oxford & Cambridge), was not a bad way to start off the day!

We punted (obviously) walked along the river path at dusk to (and from) The Perch (one of Inspector Morse's old haunts), had Champagne in The Cloisters followed by a fabulous dinner in The Undercroft at New College (very Brideshead), picnicked at the Botanical Gardens and lunched at the Ashmolean Museum's fine rooftop restaurant overlooking Oxford's spires.

We learnt from specially arranged & expertly curated tours of the Ashmolean Museum, the Botanical Gardens, New College (by Nigel, ex NC Butler). We also took an Uncomfortable Tour (founded & run by Oxford Postgraduates) & heard about the darker parts of Oxford's history, which was most interesting, thought provoking & at times.... uncomfortable.

And we made new friends. Our visit to the Said Business School, Skoll Centre for Social Entrepreneurship hosted by Dr Peter Drobac & his speech at our New College Dinner was both fascinating & inspiring. We were all most grateful for Peter's time,

and his interest in the Entrepreneurs Award in Social Innovation (EASI) and look forward to developing the relationship between our two organisations. But most of all we had fun, talked a lot, cemented friendships, and made some great memories.

Here are some words from those that came along:

*Many stand-out recollections. Perhaps the main two are 1/. Camaraderie & opportunity to spend time with people we've 'known' for several years but not really shared experiences 2/. The sheer variety of inputs: from the Skoll Centre @ Said Business School, to being 'historically challenged' about figures from the past, to being serenaded on a punt in the backwaters of beautiful Oxford Colleges. And Robin's birthday celebration as well! It's the breadth of experience & friendship which stand out.*

**Ian Taylor**

*The Masters weekend was made a truly memorable occasion by two things, the stunning beauty of Oxford, especially New College, and the freemen who attended. The relaxed atmosphere at all the events culminating in our dinner in the college, were made successful by everybody throwing themselves into the weekend. My birthday was enjoyed by all at midnight on the sat/sun followed by what can only be described as a very heavy head in the morning!! Thanks to the Master and the organisers who did a wonderful job putting on a fabulous weekend!!*

**Robin Baker**



The Master's Weekend - a family affair

My standouts from the Master's weekend (I was only there for the Friday) was the new connection with the Skoll centre and the engagement we got from their Principal who was clearly impressed by our interest and inquisitive diverse questioning on how they scale. Plus, the dinner and the walk - great chance to engage with fellow freeman and share challenges and opportunities amongst us.

**Rick Lowe**

For us it was how accessible and special the weekend was for a family with Sebi and Sofia

**David Barker**

For me it was the great backdrop and fabulous surroundings with an opportunity to meet fellow members formally and informally. Pleasantly surprised by the number of whiskey drinkers! The Master and organisers must be congratulated for keeping the weather dry so that we could all enjoy punting.

**Jat Wasu**

The Master's Weekend is truly one of the highlights every year. On this occasion, sharing the Master's passion for Oxford and the parts of it that define it for her was very special. You're never

quite sure what you'll experience or who you'll meet. In which regard, staying at New College, my wife, Jo and I were surprised that when we went to the "Stairs" where we staying to see a board of names. Assuming them to be the current residents, we were surprised to see a J Huxley on the board. After a suitable amount of comedy at the expense of my J, Jo, I decided to Google it, and how lovely to see that this J Huxley was in fact a relation on a cousin side, being the biologist Sir Julian Huxley; as it transpired, an alumnus of New College!

A personal thank you from me to the Master, for such a fascinating weekend. And to any Freemen that have not attended one, then do join them. They are always full of fun, fellowship, education, and appreciation of many things not normally seen. Having said that, I guess I best make sure I deliver on mine come 2024 and no pressure for Master Elect Gary Dixon for his next year!

**Mark Huxley**



A spot of punting.



Some great times and friendships were made by all at the Master's Weekend 2022



# Five years and still going strong

## An update on The Dan Doherty Memorial School, Nepal

### Summary of the Project

Thanks to the support of the friends and family of our greatly missed friend and Trustee of Learning for Life, Past Master and Founder of the Company of Entrepreneurs, the late Dan Doherty, Learning for Life established the Dan Doherty Memorial School in rural Nepal in 2017. Together we have been providing education for vulnerable children from marginalised communities in Dan's memory.

The Dan Doherty Memorial School is situated in the remote, mountainous region of Makwanpur, Nepal. Makwanpur is one of the poorest regions in the country; infrastructure is inadequate, there is very limited access to education and healthcare services, and opportunities for sustainable employment are scarce. The majority of the population are from marginalised communities or ethnic minorities, who suffer disproportionately from the impacts of climate change, the Covid-19 pandemic and economic and social exclusion.

The Dan Doherty Memorial School seeks to address these inequalities by providing education for children, who have either dropped out of school, or have never had access to schooling, enabling them catch up on the education they have missed and become re-integrated into the mainstream education system.

The project covers the cost of a teacher's salary, education materials for the children, school maintenance and running costs. This year 32 students (20 girls and 12 boys) have been enrolled in the school and are now receiving a quality education. In addition, the project is providing a space for Community Action Groups and women's groups to come together and support the management of the school and other local initiatives.

The Covid-19 pandemic caused substantial disruption to schools across the world, and unfortunately the Dan Doherty Memorial School was no exception. Nepal suffered several waves of Covid-19 and national lockdowns meant that all educational establishments were forced to close. However, the teacher in the Dan Doherty Memorial School was able to continue to teach small groups in outside spaces. This meant that children continued to benefit from some formal teaching and that their families could maintain contact with project staff and seek support, which was a vital line of communication during the difficult times.

The pandemic also meant that LfL were not able to visit the project to conduct monitoring and evaluations activities. LfL, therefore commissioned an external evaluator to visit the project on our behalf and assess project activities, outcomes



The Dan Doherty Memorial School, Nepal

and propose next steps. The evaluator found that the school was well supported by the local community and that children's grades and access to mainstream school had improved as a result of the SEC classes. However, the evaluator also found that challenges associated with the pandemic have meant that the School Management Committees need more support and training from project staff to enable them to take over the effective management and implementation of the schools. We have therefore updated our implementation plan to ensure more support for the SMCs and community engagement activities. The evaluator also identified that further teacher training is now required as the original teacher has moved on. LfL will therefore be providing additional funds for teacher training and community mobilisation activities as well as our ongoing support for the teacher's salary, educational materials and running costs. To support us with this initiative please donate by clicking this link and go to the Donate Here button <https://www.learningforlifeuk.org/dandohertymemorialschool>

### Key Achievements

- Children have now returned to a normal schedule following the Covid-19 lockdowns. Project staff stayed in contact with beneficiaries throughout the lockdowns to provide support and ensure that children re-enrolled in the school once the lockdown was lifted.
- This year we have enrolled 32 children, who had either dropped out of school or were vulnerable to dropping out, all of whom are now receiving quality education, with an improvement in attendance and progress. Of the 32 children, 20 (63%) are girls. 70% are from marginalized indigenous communities (Prajā) and around and the remaining 30% are from dalit families.
- During the classes, children are learning grammar, handwriting, drawing, maths and science. Children are also enjoying the extra curricular activities on offer and the educational toys available in the SEC.
- Uniforms, backpacks and learning resources have been distributed to every child.
- In a survey of parents, 90% expressed that they were happy with their child's progress in school and that their attainment had increased since joining the SEC.
- The community have been at the centre of the project development right from the project's conception, throughout the construction process and they continue to be involved in the day-to-day management of the school and are assisting with the management and maintenance of the school and school buildings.
- A library room and facilities are being utilised by the wider community.
- We have run disaster awareness sessions to ensure our students are aware about and well prepared for potential disasters.





# I give you joy!

## The City of London welcomes “Citizens & Entrepreneurs”

Through the Chamberlain’s Court, the Company of Entrepreneurs has the privilege of presenting its Freemen to the Court of Aldermen for consideration for the Freedom of the City of London. Long-delayed due to COVID-19 (and very nearly impeded further by an unexpected cancellation of a meeting of the Court of Aldermen), on 22nd March 2022, the Clerk to the Chamberlain’s Court, Mr Murray Craig, was received by the Master Entrepreneur, Mrs Judy Hadden, at Drapers’ Hall for a special sitting to admit 16 new Freemen of the City of London:

- **Freeman Paul Denley**
- **Freeman Howard Freeman**
- **Freeman Rishi Gohill**
- **Freeman Matthew Hayes**
- **Court Assistant Elizabeth Hunt**
- **Freeman Simon Krystman**
- **Freeman Bola Lafe**
- **Freeman Johnny Manning**
- **Freeman Ben Martin**
- **Freeman Mark O’Neil**
- **Court Assistant Andrew Pullman**
- **Freeman Tony Shergill**
- **Court Assistant Colin Spiller**
- **Court Assistant James Talbot**
- **Court Assistant Stephen Wheatley**
- **Court Assistant Barnaby Wynter**

Following a call to order by the Beadle, Mr Craig spoke warmly and at some length to contextualise the Freedom of the City and to regale the City’s “youngest Freemen” with tales of fame and infamy from the annals of the Chamberlain’s Court, which stretch back to the 13th Century (shortly before, Mr Craig quipped, his tenure as Clerk began). Freemen Entrepreneurs and their guests were delighted to learn that they might once have been allowed to roam the City streets with a drawn sword, or have had the right to be hanged with silken rope if convicted of treason or murder, or to have been able to drive livestock across London Bridge toll free. Of most interest, however, was the knowledge that if they were ever discovered to be drunk and disorderly within the City of London, they could rely on the City Watch to get them safely home!

Regrettably, the Clerk to the Chamberlain’s Court had to add a disclaimer that not all of these privileges were observed in the 21st Century, but that the Freedom did still confer obligations for both personal and professional conduct. Handily, most of these obligations were contained in a small red book “Rules for the Conduct of Life”, presented to each new Freeman.

The Clerk to the Chamberlain’s Court, having ensured that everyone was equipped with sanitizing hand-gel, offered the new Freemen his right hand and bade each of them welcome with “joy”. They were, he said, joining a vast and notable cadre of men and women throughout history and across the world, including (amongst a long list of very worthy recipients) the appropriately-named actor Morgan Freeman, of whom Mr Craig did a brief and very credible impersonation.

All too soon, Mr Craig’s turn was done, and the new Freemen of the City of London were granted permission to withdraw, and, to the popping of corks, made their way to a drinks reception and the Spring Lunch.

NOTES: Freemen Entrepreneurs in good standing may ask the Clerk to the Company of Entrepreneurs to authorise their application for the Freedom of the City of London. There is an administration fee of £125 (payable to the City of London). More details and an application form are available from the Entrepreneurs’ Clerk’s Office. “Good standing” behoves generous support for both the Company and the Trust.

Owing to the cancellation of the 8th March meeting of the Court of Aldermen, in accordance with Standing Order no.46, on 1st March 2022 the Lord Mayor (on behalf of the Court of Aldermen) was consulted by the Town Clerk about the list of applications for Freedom of the City (in the companies named). Thereafter, on 2nd March 2022 approval was granted by the Town Clerk a list of applications for Freedom of the City (in the companies named) and for the Clerk to the Chamberlain’s Court to be instructed accordingly. The Court of Aldermen was advised formally of this at its meeting on 30th March 2022. More details about that meeting can be found [HERE](#)

The full list of the first 22 Freemen presented by the Company is: Founder Freeman Chiles Cartwright, Court Assistant Sarah Davis, Freeman Paul Denley, Freeman Howard Freeman, Freeman Jenny Garrett OBE, Freeman Rishi Gohill, Freeman Tomas Halgas, Freeman Matthew Hayes, Freeman Veronica Heaven, Court Assistant Elizabeth Hunt, Freeman Simon Krystman, Freeman Bola Lafe, Freeman Johnny Manning, Freeman Ben Martin, Freeman Mark O’Neil, Court Assistant Andrew Pullman, Freeman Tony Shergill, Freeman Talan Skeels-Piggins, Court Assistant Colin Spiller, Court Assistant James Talbot, Court Assistant Stephen Wheatley, and Court Assistant Barnaby Wynter



Freeman Talan Skeels-Piggins receives his Freedom of the City of London from Mlle Tiphaine le Bian, Deputy Clerk of the Chamberlain’s Court



Our historic Citizens and Entrepreneurs! Drapers’ Hall, March 2022  
(©BritAsia.tv )



# Retirement of David Parrott as Honorary Chaplain



Chaplain Emeritus Rev'd Canon David Parrott (@Jampond Photography)

The Freemen of those Medieval Craft Guilds that would become Livery Companies lived, worked, and supped around the city's ancient churches. Whilst the 21st Century Company of Entrepreneurs warmly welcomes Freemen of any faith and none, the Company has never shirked from its historical responsibility to support one of the City of London's ancient parishes.

On St Ethelburga's Day 2018, the Reverend David Parrott was formally sworn in as the then Guild's Honorary Chaplain, which heralded the Entrepreneurs' new affiliation with the church of St Lawrence Jewry next Guildhall. It was the beginning of the very happy affiliation that the Company still enjoys today. David has been a huge part of the life of the Entrepreneurs - and

has frequently gone far above and beyond - especially during lockdown, when he was a familiar face at the Company's online social gatherings. He gave successive Masters and Wardens such treasurers through his wit and wisdom over the last four years, and the Master, Mrs Judy Hadden, was, she said, very sorry to mark his retirement as the Company's Honorary Chaplain on 7th July, 2022.

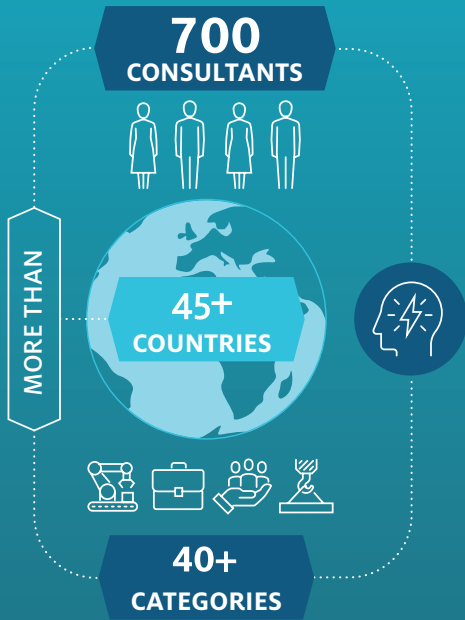
In presenting David with a commemorative certificate to mark his years in office, the Master spoke warmly of his many talents, and formally recorded his place in perpetuity as Chaplain Emeritus to the Company of Entrepreneurs.

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- We optimise costs and create opportunities, without any financial risk for you.



“““

Having a dedicated specialist auditing our expenditure following the tender process has ensured the real value of supplier consolidation has been achieved and that it is a sustainable and workable solution.

ALAN HUTCHINSON, FACILITIES DIRECTOR, HOWARD KENNEDY



“““

I am really impressed with not only the profits achieved, but also the depth of analysis work carried out by the team.

ASHLEY LONG, FINANCIAL DIRECTOR PAUL SMITH

Paul Smith



**Harvinder Rattan**  
Partner and Project Specialist: Working Capital  
[hrattan@expensereduction.com](mailto:hrattan@expensereduction.com)  
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# *The Company of Entrepreneurs welcomes its fifth Patron!*



The Company of Entrepreneurs Trust is delighted to announce that Freeman Entrepreneur Jat Wasu has become its fifth Patron. He is already a 2020 Principal Benefactor.

Having qualified as a chartered accountant, Jatinder Singh Wasu went on to found numerous businesses across a wide variety of areas - including business consultancy, residential property, an award-winning nursing home, a retail pharmacy, developing a master franchise in pizzas, and ticketing for events. Professionally he served as a member of the Council of the Institute of Chartered Accountants - the governing body of Chartered Accountants. Jat served this honorary role as Non-Exec/Trustee for over 15 years and served on numerous national committees.

Jat has a strong belief in giving back to society, and, through the Wasu Foundation, supports many charities, particularly in health. He was for a decade the Chairman of Operation Eye Sight, a leading Canadian Eye Charity. He is an active Liveryman Chartered Accountant and a key member of the Company of Entrepreneurs' finance committee. He is a benefactor and supporter of the RAF Benevolent Fund, and he is currently proactively working to distribute over four million free meals to Londoners over the next year.

His patronage of the Trust is further proof of his lively support

for the City of London and his determination to bring the opportunities of entrepreneurship to all. By supporting the Trust's permanent endowment, he has created a living legacy to improve enterprise skills and business education.

The Company of Entrepreneurs has a target of increasing the value of the Trust by September 2024 as part of its qualification to become a Livery Company. It's well on the way - especially with the generous help of the Patrons and Benefactors. The sooner this target is reached, the sooner the Trust can start making more impactful awards and supporting bigger projects. And make an even bigger difference.

Patrons are invited to take on additional responsibilities. The final meeting of the Trust's annual Grants Cycle is held in April each year. Patrons meet and are invited to ask questions of the shortlisted applicants for grants this year. Their inquiry and reflections are invaluable to the Trustee Board in drawing its final conclusions. The beneficiaries are presented formally at the Election Court Banquet in the Summer, and the Patrons are encouraged to attend and be recognised for their support. Jat is keen to support the Trust, the work of the Company and to encourage others to give back as much as possible.

Jat joins the Trust's existing four Patrons, Judith Donovan CBE, The Drapers' Company, Adèle Thorpe, and Rita W. Bologna





# Six new Freeman Entrepreneurs admitted in fine style!

New Freeman (L-R) Simon Brocklebank-Fowler, Brian Marcel, Yoge Patel, Ed Goodchild, Will Polston, Paul Knights (@Jampond Photographic)

*On Thursday 7th July, 2022, the Master Entrepreneur, Mrs Judy Hadden was pleased to convene a ceremonial Court to admit six candidates to the Freedom of the Company of Entrepreneurs. The Master, together with her Wardens and Court, listened earnestly to the citations of six successful entrepreneurs, before they recorded formally their pledge and declarations as Freeman.*

In the beautiful surroundings of Apothecaries' Hall, each then duly signed the Freedom Register as a pledge of their fidelity, and were then presented with certificates of Freedom by the Master. Each has undertaken to support the objects of the Company, and to support the work of one or more of the Company's busy Committees, in Awards, Communications & Events, Education, Finance, Fundraising, Membership, or Outreach. Crucially, each has pledged their time, wealth, and talents in service of the Company and the Trust.

The Master welcomed them warmly as full members of the Company of Entrepreneurs. The Company's newest Freeman are:

- **Simon Brocklebank-Fowler** – a former diplomat and investment banker, and founder of crisis communications and reputation management firm Firehouse Communications. He holds fellowships at a number of leading business schools. Simon has a passion for philanthropy and public service - most recently on the ground in Kyiv. He has already pledged his support for the Company's Fundraising activities.
- **Edward Goodchild** – a serial entrepreneur and founder of a current portfolio of six inter-connected businesses in his Zendht Venture Studio. He served in The Life Guards for six years, including service in Airborne Forces. He is a Chartered Wealth Manager, a Chartered Fellow of the CISI, a Fellow of the Chartered Institute of Marketing and a Fellow of the RSA. He currently serves as a Trustee of the Household Cavalry Foundation and a Governor of Royal Star & Garter. He is a Liveryman Skinner.
- **Paul Knights** – after leading a buyout of Produce Plus some 15 years ago, Paul scaled the business to supply UK produce globally. He founded Golden Islands in Cyprus, and has expanded the business to include UK fruits and groceries into the Middle East. Paul has undertaken extensive charitable activities,

especially those that support and mentor young offenders. He is particularly interested in working with the Company's education and communications committees.

- **Brian Marcel** – the founder of a barcoding business in 1982, Brian expanded into Eastern Europe in the late 1980s. Following the fall of the Berlin Wall he engage entrepreneurs from state-run companies and set them up in business. Now IBCS Group is the leading strategic service provider in Middle Europe, facilitating enterprise mobility solutions across the region. Brian mentors many young people in business and Chairs the charity Box Up Crime with a mission to steer vulnerable young people away from the influence of criminal gangs.
- **Yoge Patel** - with a PhD in Digital Flight Systems, Yoge set up Blue Bear Systems Research to engage with Governments, multinational Defence Contractors, SMEs, and academia in the field of Unmanned Systems and Autonomous Vehicles. With over 70 staff - many home grown from apprentices – Blue Bear's work at the bleeding edge of aviation research is focussed on getting to field testing and use rapidly at unprecedented pace. Her many successes and awards are a testament to her work and vision for future technologies.
- **Will Polston** - after a short career in financial services, Will started up a variety of successful businesses. Theses have

included a marketing business in the energy sector, a PE firm in the construction sector, and his current venture "Make it Happen" through which he and his team run motivational workshops around the UK. Will is now one of the UK's leading and busiest business strategists and performance coaches. He's a sought-after keynote speaker, Huffington Post author, and TEDx speaker.

NOTES: the Freedom of the Company of Entrepreneurs is offered to successful entrepreneurs following completion of an application and interview, and the payment of a joining fee (Fine) and membership subscription (Quarterage).

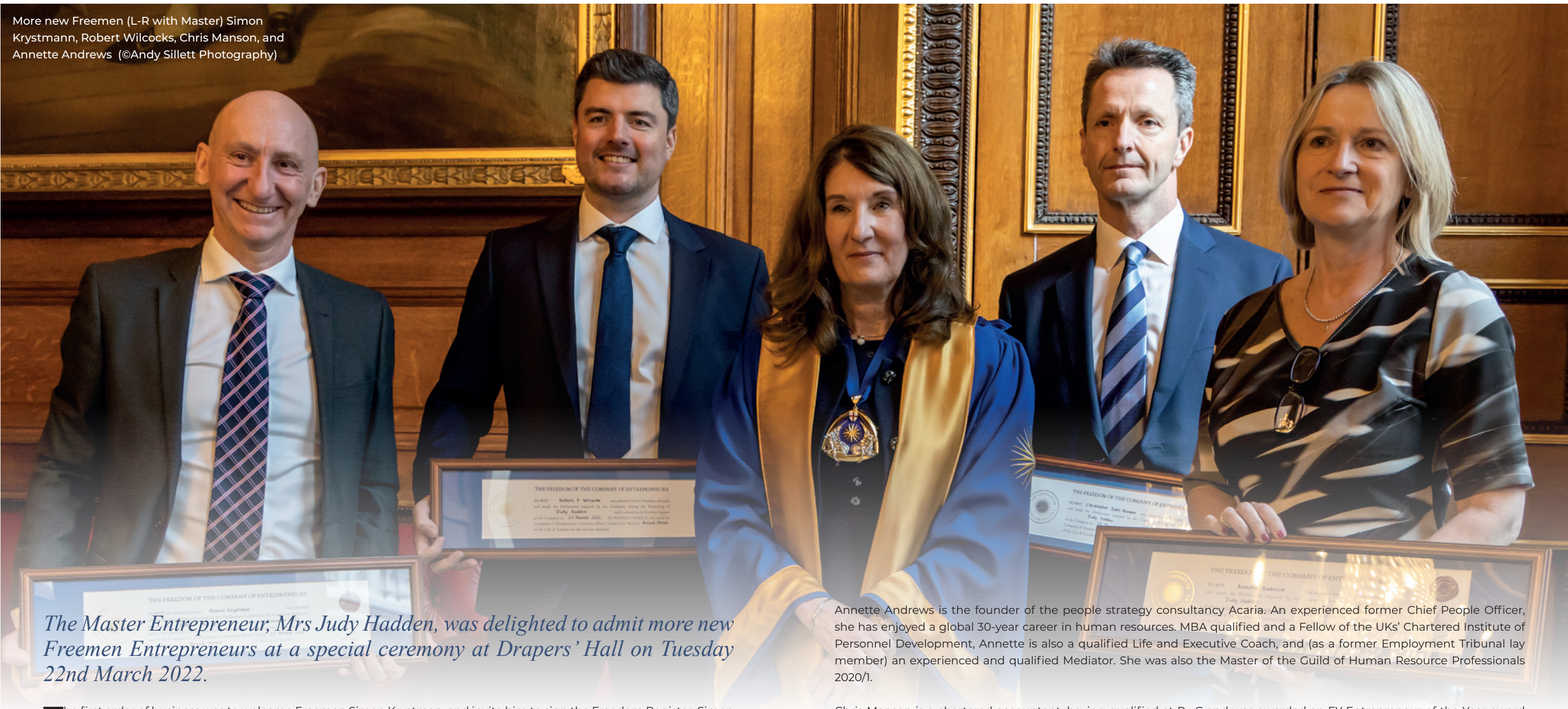
If you are the founder of one or more successful businesses, then please get in touch with the Membership Committee who will be able to guide you through the application process. If you do not already know a Freeman Entrepreneur, there are regular informal events at which you can meet Freeman, and find supporters for your application.

There are no upper or lower age limits, and applications are encouraged from a wide range of backgrounds and experiences attended in their droves.



# New Freeman Entrepreneurs admitted at Drapers' Hall

More new Freeman (L-R with Master) Simon Krystmann, Robert Wilcocks, Chris Manson, and Annette Andrews (©Andy Sillett Photography)



*The Master Entrepreneur, Mrs Judy Hadden, was delighted to admit more new Freeman Entrepreneurs at a special ceremony at Drapers' Hall on Tuesday 22nd March 2022.*

The first order of business was to welcome Freeman Simon Krystman, and invite him to sign the Freedom Register. Simon was one of the many Freeman Entrepreneurs admitted "by virtual presence" during lockdown, and the Master warmly welcomed him and presented him with his certificate of Freedom.

The phrase 'Serial Entrepreneur' could have been coined especially for Simon Krystman. Apart for a six-month stint as a salesman after he left university, Simon has always set up and run his own companies. In 1995, he started Chaotix, a business offering CRM solutions in an era before dedicated CRM systems. He successfully exited this and started Salesout – managing data for wholesalers – which he took global before exiting. In 2013, Simon decided to focus on start-ups with a purpose and formed CrowdPatch CIC to find finance for small community-based projects. He has started and grown numerous other companies in support of enterprise - the latest of which is Twelve Ronnies Ltd, an advisory service for founders. As with all of those Freeman admitted at a virtual ceremony, Simon's certificate records both the date of his Freedom (24th November, 2020) and the date of presentation, and is signed by the 6th Master Entrepreneur, Mr Rick Lowe.

It was then the Mrs Hadden's pleasure to admit three brand new Freeman to the Company. The Clerk summoned Annette Andrews, Chris Manson, and Rob Wilcocks, and declaimed their many professional and charitable achievements to the assembled Freeman and guests. Annette, Chris, and Rob each signed the Freedom Register and were presented with their Freedom.

Annette Andrews is the founder of the people strategy consultancy Acaria. An experienced former Chief People Officer, she has enjoyed a global 30-year career in human resources. MBA qualified and a Fellow of the UK's Chartered Institute of Personnel Development, Annette is also a qualified Life and Executive Coach, and (as a former Employment Tribunal lay member) an experienced and qualified Mediator. She was also the Master of the Guild of Human Resource Professionals 2020/1.

Chris Manson is a chartered accountant, having qualified at PwC and was awarded an EY Entrepreneur of the Year award for London in 2005. Chris has started, scaled, and successfully exited a number of businesses. As well as car washing while at school, and organising raves while at university, his first real business was a dry-cleaning company which he successfully built and exited. His most profitable venture was the interactive shopping channel company 'sit-up Ltd', sold to Virgin Media for nearly £200m. His previous roles also include directing commercial operations for Chelsea Football Club and working for Sir Andrew Lloyd Webber's The Really Useful Group. He is currently the CEO of Newable, leading the executive team to set and deliver Newable's support for SMEs throughout the UK

After university, Rob Wilcocks moved into financial services as an adviser. Rob is the co-founder of Wilcocks Family Office – an independent financial planning and advisory business. The award-winning Wilcocks team mixes in-house expertise with an in-sourced, world-class network of other professionals built up over forty years of combined industry experience. Rob's business is a corporate partner of Save the Children, and Rob is very keen to engage with the Entrepreneurs' Company's education partners to encourage and develop financial literacy.

NOTES: over 200 successful entrepreneurs have become Freeman of the Company of Entrepreneurs – to share their talents, time, and money to support business education and enterprise skills. If you are interested in learning more about becoming a Freeman Entrepreneur, please visit; [www.entrepreneurscompany.org](http://www.entrepreneurscompany.org)



# Results of the Election Court 2022



The Master and her Wardens for 2021-22 (©Jonathan Cherry)

On 30th June, 2022, the Court met to elect a Master and Wardens to serve from 24th November 2022.

**As Master - Gary Dixon**

**As Senior Warden - Mark Norman Huxley**

**As Middle Warden - Alderman Alastair John Naisbitt King DL**

**As Junior Warden - James John Sherrington Talbot**

The Master, Mrs Judy Hadden, offered her sincere congratulations to all those elected to serve, and looked forward to announcing the names formally to Freeman and guests at the Summer Banquet on 7th July.

NOTES: An Election Court sits in June/July each year. Amongst the regular business of the Company's governance, the Court

elects its officers for the following year, which begins with the Installation Court on or around 24th November.

Any voting member of the Court may be elected to any office, though, by convention, the sitting Wardens each progress to the next highest office, and it is only a new Junior Warden that is elected from amongst the Assistants. A Nominations Committee interviews candidates in the weeks before the meeting, and presents its recommendations to the Court via the Clerk.

The Nominations Committee encourages all voting members of Court to consider whether they could serve as an officer. Please contact the Clerk to find out more about the roles of the officers of the Company, and the process by which candidates are recommended.



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Our team has a wealth of experience supporting owner managed businesses like yours, from start-up to exit and everything in between.

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Most importantly, we speak your language. We don't hide behind technical jargon and we pride ourselves on providing high-quality, practical advice in an approachable way.

So why not get in touch for a chat to see how we can help your business adapt to the changing world and grow in the future?

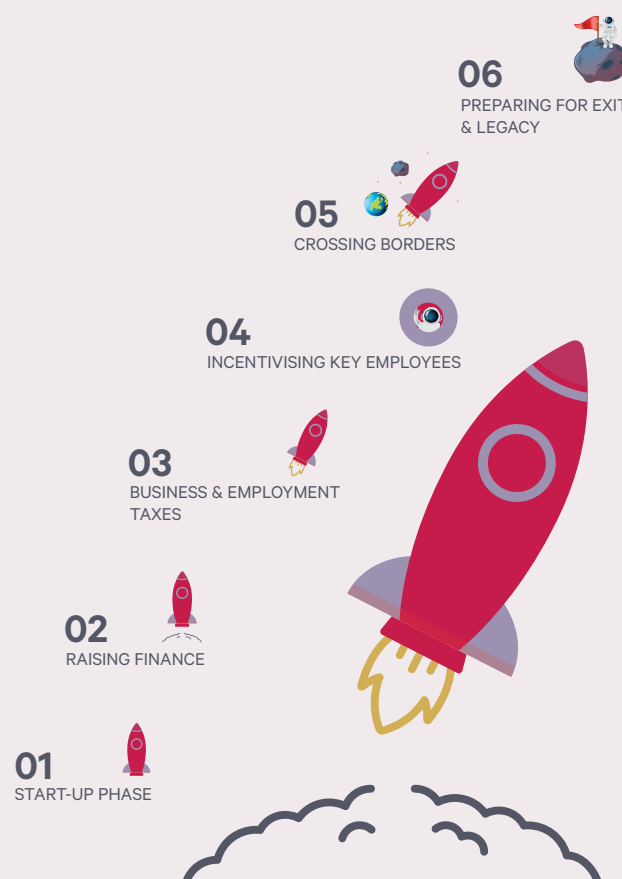


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# The Spring Lunch



Master Judy Hadden hosts Murray Craig and guest speaker Andrew Marsden  
(©BritAsia.tv)

The Company of Entrepreneurs has long been blessed with fine Spring days for its annual luncheon, and the skies were clear and bright as Freeman Entrepreneurs and their guests arrived at Drapers' Hall on 22nd March 2022. Smartly attired in morning dress and admiring the finery of the Hall and gardens, Freeman were privileged to witness new Freeman Entrepreneurs admitted to the Company by the Master, Mrs Judy Hadden, and 16 of their fellow Freeman admitted as Freeman of the City of London by the Clerk to the Chamberlain's Court, Mr Murray Craig.

The generous hospitality and fellowship of the Spring Lunch has ensured its continued success, and, following reception drinks in the bright and sunny Court Room, Freeman and guests made their way to the Court Dining Room, overlooking the magnificent magnolia trees of the gardens. Fr Nick Mottershead, deputising once again for the Entrepreneurs' Chaplain, declaimed in sonorous Cymric tones a brief and reflective Lenten homily. Thankful and introspective, the assembly was treated to a smart luncheon of blushing sirloin followed by unctuous praline, and Seville ice-cream. Invigorating wines (grenaches noir and blanc) accompanied the food and conversation into the afternoon before the Master rose to deliver a toast. She spoke to welcome to the Company's guests – principally, Mr Andrew Marsden, who was to be the afternoon's speaker – and Mr Marsden replied.

The Company of Entrepreneurs © Sillett Photography  
Andrew Marsden wears a great number of hats - not least as the Chairman of the Financial Services Group of Livery Companies (of which the Company of Entrepreneurs is an observer). He is also a Past Master of the Marketors' Company, to which for its continued support, the Entrepreneurs Company owes a deep sense of corporate gratitude. The friendship of the Marketors'

Company has endured, and Andrew Marsden's support in particular has strengthened the Entrepreneurs' ambition to become a Livery Company.

Friend of the Entrepreneurs and friend of the City of London, Andrew has had a long association with the civic life of the City of London, and has allowed himself to be put forward as a candidate for Non-Aldermanic Sheriff for 2022-23.

He was well-placed, therefore, to speak "On Freedom". Conscious of the dreadful events unfolding in Ukraine, Mr Marsden reflected on the relevance of the ancient Freedom of the City, and the concept of rights and obligations – both of and for Freedom in the 21st Century. It was at times sobering to consider that Freedom is never more than one generation away from extinction, and that the enduring privileges of Freedom – whether personal or professional – must occasionally be courageously defended.

He ended in praise of enterprise and innovation, and of the Entrepreneurs' Award in Social Innovation, and exhorted all to drink a toast to the the Company of Entrepreneurs, and to the Master.

The Master replied in thanks, and, in particular, to congratulate the City of London's "youngest" Freeman on their new status. It was an afternoon of celebration and reflection, and a fitting addition to the catalogue of one of the Entrepreneurs' most enduring traditions.

NOTES: The Spring Lunch (sometimes a breakfast) is held annually on the Tuesday before Mothering Sunday, where Freeman, their business guests, and guests of the Company are nourished both physically and intellectually. Good food is served, and a notable speaker addresses a contemporary topic in business and entrepreneurship.

• ***In 2016 it was held aboard HQS Wellington, and, coinciding (as it did that year) with International Women's Day, Claire Cockerton took as her theme Promoting Gender Parity in Modern Entrepreneurship.***

• ***In 2017, it took place at the London Capital Club. The speaker, Anthony Belchambers, talked about Brexit, Trump, and the New Landscape for Entrepreneurs.***

• ***In 2018, at Armourers' Hall, where insurance veteran Robert Hiscox spoke upon Risk, Belief – and the Entrepreneur.***

• ***In 2019, at HomeGrown, the Belgian Ambassador, His Excellency Rudolf Huygelen, addressed Belgium, Britain, and the other B-word...***

• ***In 2021, Sheriff Chris Hayward spoke at a virtual event on Enterprise – Opportunities and Challenges in the City of London.***

## “Citizens of London and of the world”

### Speaker notes from the Spring Lunch

On Tuesday 22nd March, 2022, Mr Andrew Marsden, now Sheriff of the City of London 2022-23 addressed the Company of Entrepreneurs of the City of London “On Freedom”.

He congratulated the Company on an historic first, since, for the very first time, it had exercised its right to nominate members for election to the Freedom of the City of London in preparation - he hoped - for them to become Liverymen in just a couple of years.

As a Past Master Marketor, Mr Marsden was thrilled to be present in celebration of the friendship of the Marketors' Company and the Company of Entrepreneurs. Indeed, seven years ago as Master Marketor, Mr Marsden had attended Dan Doherty's installation as Master Entrepreneur and honoured a promise the Marketors' had made to the Entrepreneurs when they were established.

Mr Marsden's present to the Entrepreneurs was a gavel and block – still in use at every Court. It was, he said, the tradition to recognise the freedom of a group by presenting them with a gavel: to govern themselves and to preserve order. Critically, the passing of the gavel also signalled the orderly succession of one Master to another – Mr Marsden recalled presenting the gavel to Sir Paul Judge, who then passed it to Dan. “Sadly,” he said, “we lost both those remarkable people within two years.”

He went on, “Master, the concept of Freedom which we celebrate today is complex.

Many of you were admitted to the Freedom of the Company today. Your contract requires you to be obedient to the Master, Wardens, and Clerk. To be loyal to your country and the rule of law, to give back to your profession and society, to uphold the good name and fame of the Company.

Critically, many of you had the high honour of being admitted to the Freedom of the City of London by the mellifluous Murray Craig, Clerk to the Chamberlain's Court - and thus you became ‘Citizens and Entrepreneurs of the City of London’.

In return for keeping the Queen's Peace & reporting infringements to the Lord Mayor you are no doubt reflecting on the right to drive sheep and cattle over London Bridge; to a silken rope, if hanged; to carry a naked sword in public; or that if drunk that the City of London Police will bundle you into a taxi and send you home rather than throw you into a cell.

25 years ago, Murray Craig administered that same oath to a certain Andrew Marsden – Citizen and Marketor. This last quarter of a century has been a joy.”

He continued,

“That word “Citizen” is important. As Citizens of London and of the world it would be wrong of me in the present company, not to mention that, at the other side of Europe, there is war about Freedom.

The Ukrainians are no strangers to indescribable horror. I visited the Ukraine in the late 80s when it was part of Russia. One of my abiding memories was a visit to the Kalinovka Mine near Donetsk. The German occupation of Ukraine between October 1941 and September 1943 saw mass executions of the resistance, POWs and Jews. Between 75,000 & 100,000 people were indeed thrown down the Kalinovka mine...many whilst still alive.

Here also ‘The Holocaust by bullets’ saw 1.5m Jews, a quarter of all Jews murdered in the war, shot. Between 5-7m Ukrainians perished in the war.

Almost 50 years later, Ukraine declared independence from Russia. In subsequent years it has grown to be a world leader in agricultural exports - exporting almost 20% of the world's sunflower seeds and 12% of all corn, barley and wheat exports.

But, 30 years after that independence, the Russians are back. Putin's blanket shelling of citizens, a despicable war crime, has resulted in countless deaths and 4m people - a quarter of her population - homeless. President Zelenski would no doubt echo the words of another actor President – Ronald Regan:

“Freedom is never more than one generation away from extinction. We didn't pass it on to our children in the bloodstream. It must be fought for, protected, and handed on for them to do the same”

Or as Pericles more succinctly put it:

“Freedom is the sure possession of those alone who have the courage to defend it”

He concluded,

“Master, your Company's motto is Dare, Create, Succeed.

Innovation is born out of frustration, & I would argue that there has never been a greater need for entrepreneurship and innovative solutions to the great frustrations and their intertwined complexities that face our world – long Covid, long Brexit and the climate crisis - to which we must now add the weaning of Europe off our 60% reliance on Russian gas, 20% crude oil and 80% of nitrogenous fertilisers - a existential threat to our energy and food security. This is a generational task for all entrepreneurs.”

To you, Master, I wish you well in your Company's continued route to the Livery status, and on your very prescient Entrepreneurs' Award in Social Innovation.

To your new Freeman, wherever the next 25 years take you, I know that you will all prove to be an inspiration to the society of which today you have become a member, and I, too, wish you “Joy!”



# The Sheriffs' Challenge



Master Judy Hadden with Freeman Bola Lafe attending the Sheriff's Challenge 2022

I was delighted to attend the Sheriffs' Challenge 2022 at the Old Bailey yesterday, with freeman & Education Committee Member, Bola Lafe.

The Sheriffs Challenge is a public speaking competition for teams of Sixth Form pupils and was initially introduced by Alderman Sir Peter Estlin as an initiative for Schools associated with the Financial Services Group (FSG) of Livery Companies. As a result of its success and positive impact on those taking part, it is my understanding that more Livery Companies will be invited to sponsor schools for the competition in 2023.

Three very talented teams from Newham Collegiate Sixth Form Centre (The NCS), St Saviour's and St Olave's Church of England School & Mulberry School for Girls competed for the cup in Court No. 1 in front of two Old Bailey judges HHJ Sarah Munro, QC and HHJ Anuja Dhir QC and Alderman Sheriffs Alison Gowman and Nicholas Lyons, on the topic - 'Should the purpose of the City of London go beyond creating wealth & jobs?'

All the teams were most impressive and the competition close, in front of a full house with St Saviour's and St Olave's justly winning the cup on the night. All the students that competed earned huge respect from the audience for their preparation and ability, and everyone in the room will have gained much from the experience.

Earlier in the year, I had (once again) been one of the Heat Judges and would congratulate all those involved in making the competition such a well-run and successful initiative, with particular mention to Dr Anne Punter & Pam Taylor - Worshipful Company of Educators (event organisers) & Andrew Marsden - Financial Services Group of Livery Companies (originators & sponsors).

# Future Leaders Programme

The Company of Entrepreneurs is very proud of its work with secondary schools, and the Education Committee was delighted to have been asked to support the award-winning Future Leaders Programme at an event in East London on 3rd March, 2022.

Court Assistant David Mellor (Chair of Education) and Freeman Adam Morallee, accompanied by the Clerk, were panellists at an evening session held at Woodbridge High School to talk about their experiences of higher education and entrepreneurship, and the work of the Company of Entrepreneurs.

Chaired energetically by Future Leaders Founder Faheem Khan, the panel addressed issues such as barriers in education and in professions, and challenges around self-belief and imposter syndrome. The audience of over a hundred year 12 students was particularly keen to hear about the challenges and opportunities of entrepreneurship – learning much from Adam and David's own experiences of starting and growing successful businesses.

The Clerk spoke about the role of the Company of Entrepreneurs, and the Company of Entrepreneurs Trust – drawing particular attention to the support for business education and enterprise skills through grants both to individuals and institutions.

'Enterprise education is so important for young people. It teaches them the skills they need to be successful in a range of careers and in so many aspects of their lives. This is particularly important for disadvantaged young people who may not have had a chance to develop these skills. This is why we are so grateful to the Company of Entrepreneurs who delivered an engaging and informative talk on the opportunities of entrepreneurship to our disadvantaged young people from 60 schools across East London.' (Faheem Khan, Founding Director)

The students were equally as enthusiastic about the event with their comments !

***"You were very inspirational as you emphasised that it isn't necessary to know what you want to do so early on and that people shouldn't feel pressured to want to pick a path so early on in their life. This was very inspiring and eye-opening and made me feel more at ease."***

***"I really enjoyed listening to the different aspects of entrepreneurship and what it takes to do the jobs you do. It was very insightful to hear about your stories and the different skills you developed over the time from being in university to being a key leader in a company. Thank you."***

Future Leaders runs programmes that develop young people's skills, confidence and aspirations, and the valuable work that it does was very apparent from the high quality of engagement and questions. Finishing late in the evening, there could be no doubt about the determination of the students to maximise the experience, and the panellists agreed that they had had an excellent time as guests of Future Leaders.

NOTES: Future Leaders Programme is an accredited and award-winning extra-curricular enhancement for year 12 students in

Redbridge, Newnham, Waltham Forest, Tower Hamlets, and Barking & Dagenham. It is supported by the Drapers' Company, Queen Mary University of London, and the Mayor of London. It aims to support young people by giving them access to opportunities they may not otherwise have, increasing their long-term prosperity, and improving their life chances.

The Education Committee of the Company of Entrepreneurs is actively looking for volunteers to support the Company's education partners and programmes. Co-ordinated by the Committee, Freeman Entrepreneurs can give their time, talents, and experience to opportunities in secondary schools across London and the South East. For more information, please contact the Clerk.



Every year, the Company of Entrepreneurs Trust makes thousands of pounds' worth of grants to individuals, organisations and charities to advance academic and practical skills in business and entrepreneurship. The annual deadline for applications is 30th September, with grants being awarded the following April.. This is particularly relevant to Y12 students considering enrolling on business-related courses at university in September 2023, and undergraduates looking to move on to postgraduate programmes.

If you are

- a school, college or university looking to provide bursaries/ scholarships in business studies, or to provide extra-curricular entrepreneurship or business simulation classes; or
- a charity or other organisation that supports/promotes young enterprise, social enterprise, or other forms of early-stage businesses; or
- a promising student considering business studies at undergraduate or postgraduate level (e.g. MBA), but anxious about course fees or living costs then please visit <https://guildofentrepreneurstrust.org/beneficiary-applications/> for more information about grants and a straightforward online application form. Applications need not be very detailed at this stage – a simple outline of your position and circumstances is all that is required to begin the process.



# My Entrepreneurial Journey

Duane Bridger

*The ability to see every obstacle as an opportunity has stood Duane Bridger, founder of Bridger's Law, in Kent, in good stead throughout his entrepreneurial journey. Being unafraid to try ventures outside of his experience has been key to learning, growth, and the success of the law practice he runs today.*

Having qualified as a solicitor in his home country of South Africa in 1996, Duane excelled, becoming a partner in 1997 aged just 30. He soon took the leap to start his own firm, specialising in white collar crime and helping businesses in crisis to restructure. It was at this time that the opportunity arose to be involved in a takeaway business alongside running his law firm. A completely new field for Duane, but he was unperturbed and jumped in with both feet: a decision that although ultimately proved unsuccessful, was hugely beneficial.

"Running a restaurant is difficult," he explains, "There is so much to consider: covering wages, ordering the right level of supplies, managing staff – but I learnt so much about areas like stock control, pricing and crisis management." This lasted a year; the location wasn't right, it was more expensive than the chain restaurants and providing great food was not cost effective for a takeaway.

Unruffled by the experience, in 2001, his eagerness to build on what he had learnt saw him embark on another completely new challenge. A helicopter pilot friend suggested starting an air ambulance service. The numbers, Duane admits, were "insane" but he applied important lessons about working out costings per items that he'd learnt from his own father, a sweet factory worker. The pair worked on breaking down costs into a daily figure. With help from another friend they secured sponsorship from a mobile phone company; the business was ready to launch. Then tragedy struck. On a flight to a meeting, Duane's pilot friend and business partner, plus two other directors were killed when the helicopter crashed. A huge personal loss to Duane, it also signalled the end of the business before it had even started.

Duane decided to make a fresh start; he closed his law firm and emigrated with his young family to the UK. Arriving in 2004, he began working in law again, but the plan was always to start up on his own. Although experienced in running businesses in South Africa, the thought of starting up a business in Kent was daunting, but he knew he had something new to offer.

In May 2019, Bridger's Law opened its doors with a team of five staff. Turning over £240k that year, the practice was off to a flying start. Then along came Covid and the whole market changed. The stamp duty holiday followed and proved such a stressful time, that many left the industry. Rather than panicking, Duane once again looked for the positives, as he explains:

"In chaos is always an opportunity. We had to work from home, people were being furloughed – but I knew there was a way around it. I went into the office on my own, so clients could talk to me in person, whilst still adhering to social distancing rules. That personal contact really drove our early and immediate growth. When others were leaving conveyancing, we seized the opportunity to recruit and train more staff."

How do you stand out in a saturated service industry? Their differentiators are simple: An insistence on providing a personal service and putting clients at ease. Duane shuns the 'fashionable' approach of solely focusing on digital communication and impersonal contact, in favour of tailoring his offering. Older clients who are less keen on modern technology have the option to communicate by post or in person. Younger clients often prefer an in-person meeting too; they have less life experience and are reassured by talking to someone face-to-face.

"If you do the opposite to everyone else, there's an opportunity. "Lawyers are like doctors and dentists; we provide a service that everyone needs but no one enjoys, so I wanted to make it as pleasant as possible.

"I find solicitors quite stuffy; the jargon rolls off our tongues but it's difficult for clients to understand. I wanted to try to demystify the whole process."

An important part of entrepreneurship for Duane is giving back; the practice offers a discount to the armed forces as a thank you. Military personnel are often stationed in far-flung countries or, as with one client, somewhere as remote as a submarine, providing its own difficulties with basic requirements such as producing ID in person. Duane has invested in a sophisticated system which allows ID to be securely produced and verified digitally from anywhere in the world. The days of bringing your paper copy to the office are gone for Bridger's Law clients, it is now just one of the choices.

As Duane says, it's about providing not just a service but an experience for the client; he believes it's not just about knowledge, "people care how much you care." And it's an approach that has paid off; the business has opened a second office in Faversham, and is on target to turn over £1.8m this year. It's not just personal success he strives for; a passionate belief in developing and rewarding the people around him is a fierce driver for Duane.

**"I love seeing people grow," he explains, "We pay for staff training and if they pass their qualifications, they don't have to pay their training fees back. We ensure they have time to study properly; we don't want them to be so overworked that they can't fit it in. We also work on profitability; staff working at over 70% get a bonus."**

Today, the practice has 26 staff including three training for their qualifying solicitor exams, two becoming licensed conveyancers, and one doing his AATs to become an accountant.

The success of Bridger's Law also allows Duane to give something back to the community - sponsoring local events, sports clubs and individual up-and-coming sportspeople.

What would his advice be to other entrepreneurs?

"After the Guild Installation dinner, the words 'dare, create, succeed' really stuck with me. Yes, starting up alone is risky, but don't be afraid. I started Bridger's Law just before I turned 52, when most people would be focused on having a steady job and a good pension. If you do what everybody else does, you'll only get what everybody else has got.

"Do as much research as you can and know your market. If you're creating a brand new product, you have an element of being unique, but if you're providing the same services as others, really think about how you can be different. What annoys you about other businesses? How you can improve that? Your customers will want that difference too.

**"Above all, constantly invest in people; that's the one legacy you can leave."**





# The Company of Entrepreneurs Trust Celebrates a New Patron

The Company of Entrepreneurs is delighted to announce Freeman Entrepreneur Rita W. Bologna became the fourth Patron of the Company of Entrepreneurs Trust after a qualifying donation to the Trust's Perpetual Fund in January 2022. She is already a 2021 Principal Benefactor.

Rita has been quite determined to support the Trust and give lasting support to those who follow the path to entrepreneurship since she became a Freeman in November 2020. Rita has already been actively involved in Outreach work. Rita was a welcome addition to the governance of the Company, being installed as Court Assistant in November 2021. She is a seasoned philanthropist and the Company of Entrepreneurs is excited to have Rita's continued and generous support.

Rita has been a successful entrepreneur who built her businesses from scratch as a single mother and then went on to sell her companies in 2017. She takes the opportunity that she has now by giving time, donations and influence on the entrepreneurial cause and making a big difference to even just one person really matters to her. Her business success was built on recruiting young people into her businesses and developing their skills. She's seen them blossom into the future of this country's economic strength. This is a passion she wishes to support even though she is no longer running her own business.

"I feel privileged to be part of the journey to full Livery status and able to influence how the Trust benefits others" she said, when congratulated on her donation. "If I can be instrumental in developing the next generation of business owners, it's a great legacy".

As a patron she will be part of the decision making for grants and distributions made from the Trust. She's already made a big impact with her "Ask an Entrepreneur" session which was

extremely well received. It inspired one student to set up her first business – that's what you call a result. Needless to say, Rita has been invited back to provide more inspiration and get people to think "I can do this", which is her own personal mantra in business.

The Company of Entrepreneurs has a target of increasing the value of the Trust by September 2024 as part of its qualification to become a Livery Company. It's well on the way towards its target – especially with the generous help of the Patrons and Benefactors. The sooner this target is reached, the sooner the Trust can start giving out larger awards and supporting bigger projects. And make a bigger difference.

Patrons are invited to take on additional responsibilities. An annual lunch is held in April each year, which is followed by the final meeting of the Trust's annual Grants Cycle. Patrons meet and are invited to ask questions of the shortlisted applicants for grants this year. Their inquiry and reflections are invaluable to the Trustee Board in drawing its final conclusions. The beneficiaries are presented formally at the Election Court Banquet in the Summer, and the Patrons are encouraged to attend and be recognised for their support. Rita is keen to support the Trust, the work of the Company and to encourage others to give back as much as possible.

The Company of Entrepreneurs Trust is a charity registered in England & Wales, number 1166513.

For more information about the role of Patrons, please contact the Trust Administrator's office.

t: 020 3126 4924.

e: administrator@entrepreneurscompanytrust.org



Court Assistant Rita W. Bologna with education partners

# You may have been asked for your expectations... The purpose of this article is to explain why.

by Freeman, Rowan Jackson

Background - All organisations have stakeholders, (customers, employees, suppliers, the community and owners). So that they can survive these organisations, must meet the needs of these stakeholders. But to thrive and grow they need to do much more. Meeting needs is necessary but not sufficient. Fast growing high performing organisations meet the expectations of their stakeholders as well as the needs.

## Why is this?

Because growth requires those stakeholders to trust the organisation, to stay loyal to it and to become advocates of it to others. We all know that referrals and retaining customers are the best way to grow our businesses. So it is the same with NGOs, charities, public sector organisations and trade associations. The ancient livery companies of the City of London were the original trade associations. Trust, advocacy and loyalty are OUTCOMES of meeting expectations.

## How does this affect us?

The Company of Entrepreneurs wants to grow so that we become a livery company. That means we on the membership committee are pretty busy. Our goal is twofold:

1. To grow the numbers of Freeman.
2. To retain those that we have admitted into the company.

The more Freeman we have, the more our trust fund grows and the sooner we become a livery company.

To grow, we set the standard for those who apply and face the selection process. Looking from the candidate Freeman's perspective, the more we can understand what their expectations are, the more likely we will attract candidates who are a good fit. They will be subsequently admitted and will stay as Freeman. So, we are asking Freeman for their expectations of an ideal Livery company, not the Company of Entrepreneurs. We focus on the ideal because the ideal is aspirational. Asking Freeman to tell us the experience they want to have allows us to build the ideal Company against which Freeman will measure our performance. We can see where gaps exist between what Freeman want and what they believe they are getting. Often, what the Company needs to do to close the gaps is apparent. We want to eliminate gaps thereby improving the loyalty, trust, advocacy of Freeman. Understanding Freeman's ideal expectations is a critical step on the road to success. The challenge here is understanding expectations with precision. Imagine your world without expectations. You can't. Expectations are a fundamental aspect of human transactions. Suppose you enter a shop to purchase something. You will have expectations about the item you intend to buy, and expectations about the sales experience you are about to have.



You may think we already know our Freeman's expectations. But unless we have asked them in a detailed and systematic way, chances are we know some of the story, but probably not the whole story. Moreover, if we don't know which expectations matter most, meeting and exceeding expectations is a hit or miss affair. The secret to knowing expectations is simple. You ask the Freeman. That is what we are doing.

If you have not been asked yet for your expectations, please email me at Rowan@promisingoutcomes.com. I will send you a form to complete and send back to me. At this stage we are only asking for your expectations. They will be treated as anonymous. No data will be attributed to any individual.

## What next?

Once we have enough responses, the data will be analysed and from it an expectations map will be produced. This is a one page blueprint of the ideal experience of a livery company and will be hugely useful to the Court.

Having got that, we will then be able to survey all Freeman to find out how we are doing against the expectations and ask for suggestions for improvement. This is not a satisfaction survey as satisfaction is not a reliable predictor of trust advocacy and loyalty.

The summary from this survey will be presented to the Court for action. The Court will, as normal, publish its planned actions and will communicate them to all Freeman.



# Lord Mayor's Show

Every year in November, a new Lord Mayor is installed in the City of London at the Silent Ceremony at Guildhall. The day after is the Lord Mayor's Show. For the last two years, the Master and Wardens have walked in the Show representing the Company of Entrepreneurs. Thank you to all Entrepreneurs who have lined the route and waved us on.

This year our Master, Judy Hadden had the great privilege of watching the Silent Ceremony and participating in the Livery Guard of Honour to greet the 694th Lord Mayor of the City of London, Alderman Nicholas Lyons, and Sheriff King and Sheriff Marsden upon their return to Mansion House, followed by 'lunch' at the conclusion of proceedings.

The Lord Mayor's Banquet is held at Guildhall on the following Monday. At this dinner, the Prime Minister, Archbishop of Canterbury, the Lord Speaker of the House of Lords, and the Speaker of the House of Commons are presented to the new Lord Mayor. It is also an opportunity for the participants to thank the late Lord Mayor. Last year, our Master Lars Anderson was part of the Lord Mayor's and Sheriffs' Committee and acted as an honour guard for the Lord Mayor and his guests throughout the weekend.

'At the Silent Ceremony, we walked into Guildhall ahead of the outgoing and incoming Lord Mayor and we congratulated the newly installed Lord Mayor after his installation. At the Banquet, we entertained some of the important guests before leading them in to be introduced to the new Lord Mayor. I introduced myself to the Prime Minister, making sure to spread awareness of the Company of Entrepreneurs. It was an excellent weekend, and interesting to witness first hand some aspects of the City and its traditions. As always, my suggestion to you all is: Get involved!'



The Master and friends!





# Swan Upping

On a fine Summer's day, I was delighted to join The Worshipful Company of Accountants, together with Freeman Entrepreneurs Sarah Jewell and Robin Baker, aboard The Waterman for a fabulous lunch & an afternoon on the river observing the Swan Upping, hosted by Master Accountant Sir Peter Estlin.

We had an afternoon of fun, fellowship & food (& Pimm's) with special commentary on the tradition of Swan Upping by Vintner Swan Upper Bobby Prentice, what a winning combination!

In years gone by, cygnets were highly valued as a delicacy & often served at royal banquets & feasts. Swans are, of course, no longer eaten, but Swan Upping (an annual census of the swan population) still takes place once a year on a particular stretch of the River Thames & has been an annual ceremony for hundreds of years.

Only four bodies have maintained their rights to own swans, including The Crown & two Livery Companies, The Vintners & The Dyers.

Each year a flotilla of traditional Thames rowing skiffs, manned by Swan Uppers in scarlet rowing shirts and headed by The Queen's Swan Marker, wearing a hat with a white swan's feather, row their way steadily up the Thames. 'All up!' they cry when a family of swans and cygnets is spotted, and the Swan Uppers carefully position their boats around the swans, lift them from the water and check their health.

The young cygnets belonging to the Vintners, or the Dyers livery companies are ringed with individual identification numbers that denote their ownership, but all Crown birds are left unmarked. The Queen retains the right to claim ownership of any unmarked mute swan swimming in open waters.



Swan Uppers manoeuvre into position

# Inter Livery Pétanque Tournament



The Master, Freeman, and friends

Accompanied by the Senior Warden Gary Dixon and the Middle Warden Mark Huxley, I had great fun representing the Company of Entrepreneurs at The Worshipful Company of Distillers' Inter Livery Pétanque Tournament, held at the London Pétanque Club last Thursday evening.

What the Entrepreneurs lacked in skill they made up in enthusiasm & fellowship... and a 5-star picnic.... which could have been a distraction!

Pictured here with The Furniture Makers' Company Team, headed up by their Master, Anthony Attard.

Many thanks to the Master Distiller - Chris Porter for inviting us and to their Clerk, Kim Lyons & everyone at The Distillers' for arranging such a well-run & fun event!

# The Mayor's Big Curry Lunch '22



Back in April we made our inaugural appearance at The Lord Mayor's Big Curry Lunch. Like many other such events, it returned after two years of Covid cancellation, and the atmosphere was therefore terrific. The Guildhall seemed packed to the rafters with around 1500 people attending. There was a real case of sensory overload with an atmosphere full of noise, people moving in all directions to and from the lunchroom, accompanied by the glorious sounds of the Royal Marines Band. The aroma of fine curries filled the Great Room as we joined the snake like queue to be fed. It really was like nothing else I've experienced in the City, and I hope we're there again next year when it returns on 30th March 2023.

Mark Huxley



The Master shows her appreciation for the British Army with (L-R) Patrons of the Trust Judith Donovan and Rita W. Bologna, and Court Assistant Christine Nicholson



# A Cartoon Year

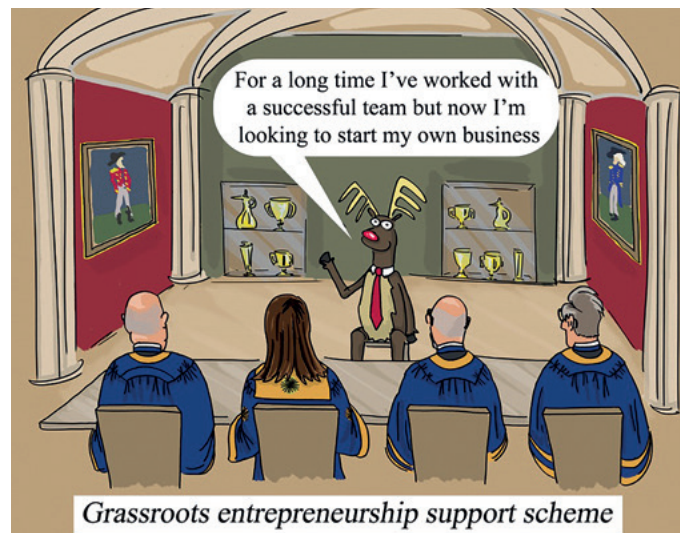
Our new joiners may not be aware that we have an extremely talented cartoonist in our midst, James Mellor. James is our Hon. Historian and the son of Court Assistant (and shortly to step down, Education Committee Chair) David Mellor.

To quote James:

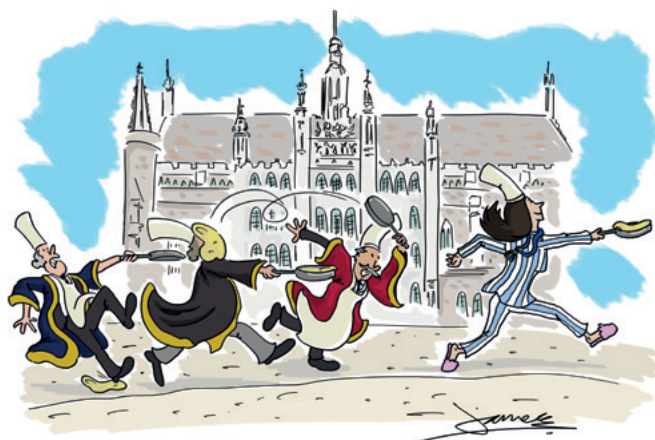
*"I'm proud of what I do, and it is important work- funny pictures are a serious business. Cartoons are the bastion of democracy and a hall mark of a free society. Even my more whimsical, non-political serve a very important purpose. Cartoons are vital for an open society and humour has provided its value in the last few years. It helps us deal with adversity, builds resilience, and helps us cope"*

During my year, James has been there, pen poised and has very kindly captured some of the important moments along the way.

Last December, EASI had just been announced and James cleverly captured the essence of EASI in a festive way for our Company Christmas card ...



When I suffered a moment of madness and volunteered to run in the Masters' Annual Pancake Race wearing pyjamas and badge, rather than the ordained Masters' Robes and badge, to raise funds for our Charitable Trust/EASI. The cartoon obviously did the trick as over £3,000 was raised....



Earlier in the year, the Company of Entrepreneurs had a stand at the Livery Schools Link Showcase at Guildhall and James was there to keep the school children with some quick drawing and spreading the entrepreneurial word (image!)



To celebrate our return to The Tower for the Ceremony of the Keys James, captured the moment for prosperity with an entrepreneurial spin on the ceremony...

## The other Ceremony of The Keys



Thank you James.

James has penned a number of books, which you can view and order via his website. He is also available for corporate commissions: <https://www.jamesmellorcreative.com>

# The Worshipful Company of Basketmakers' Jubilee Summer Lunch



The Master with the Prime Warden Basketmaker

I was delighted to attend the The Worshipful Company of Basketmakers' Jubilee Summer Lunch at Ironmongers' Hall as the guest of their Prime Warden, Roger Harper MBE.

It was a joyous occasion set in splendid surroundings, with generous hospitality, interesting speeches, and even a letter of best wishes sent from Her Majesty The Queen; what a fitting occasion to reflect and celebrate the long and incredible service that she has given to us all.

Dress code: Smart Casual/Jubilee - we nailed it!

Judy Hadden

# Ceremony of the Keys Event

On a mild & dry late October evening, following a hearty supper at Byward Kitchen, The Company of Entrepreneurs & friends from The Worshipful Company of Marketors, the Company of HR Professionals & the Company of Communicators, headed off to the Tower of London. Founder Freeman Neil Fullbrook, had arranged a special tour of the Tower, refreshments in the Yeoman Warders' club followed by a viewing of the ancient Ceremony of the Keys ritual, said to be the oldest extant military ceremony in the world

At exactly 9.53PM each night, The Chief Yeoman Warder dressed in Tudor Watchcoat & bonnet and carrying a candle lantern leaves the Byward Tower & is joined by the Escort to the Keys, a military escort of armed members of the Tower of London Guard.

Footsteps echo in the darkness. The sentry cries out, 'Halt, who comes there?' The Yeoman Warder replies, 'The keys.' 'Whose keys?' 'King Charles III's keys.' 'Pass then, all's well.'

Aside from the monarch's name, this is the exact exchange that has been spoken for centuries and forms part of the traditional 'locking up' of the Tower of London.

An excellent evening of fellowship & fun, thanks to Neil for arranging and Yeoman Warder Mark Anderson for his interesting tour. - Judy Hadden



© Cadence Innovation Marketing



# Common Hall

One of the duties and privileges of a Liveryman is to vote each year to elect the Lord Mayor and the Sheriffs.

These election ceremonies are known as Common Hall and are held at Guildhall twice each year, once on Midsummer Day to elect the Sheriffs and the other on Michaelmas Day to elect the Lord Mayor.

The Company of Entrepreneurs is a Company without Livery and therefore has no Liverymen members and are unable to participate in the voting process, but this will change when we progress to a Livery Company. This year was particularly special as Junior Warden, Alastair King was up for election as the next Aldermanic Sheriff. Our role in the proceedings was restricted to that of observer but it was lovely to be able to watch the 'pomp and ceremony' and join in at the specially arranged lunches afterwards.

Many congratulations to the two new elected Sheriffs, Alderman Alastair King and Andrew Marsden and the Lord Mayor Elect, Alderman Nicholas Lyons.



Admission of Alderman Alastair King and Mr Andrew Marsden as Sheriffs (©Andy Sillett Photography)

us in it. If anything, it was a tad cold in there! Like much else, it was lovely to "be in the room" and for me, it helped remind me of the journey we are on and that come 2025, we may well be in the Great Hall, casting our own votes.

Good luck to Alastair and Andrew in their year. We will play our full role in supporting them both.



The Master and Clerk with Alderman & Sheriff Alastair King (©Andy Sillett Photography)

Our Middle Warden, Mark Huxley shares his thoughts on his first Common Hall experience:

With our very own Alderman Alastair King standing for election as the Aldermanic Sheriff, I broke my own particular duck and joined the Clerk on Midsummer's Day, 24th June 2022, to witness the Livery elect Alastair, and also our Marketor friend Andrew Marsden as the non-Aldermanic Sheriffs, in a ceremony that has taken place in its current form since the 1700s. As a non-Livery Company, we were not allowed to be in the Great Room so had to watch the event remotely. Given this was during the period of extreme hot weather, we definitely had the best deal. The Great Hall was packed full of heavily robed Livery Masters, none of whom looked at all comfortable, while the Clerk and I were in a fully air-conditioned room, set up for about 50, with about 4 of



Alderman Nicholas Lyons with Felicity Lyons (©Andy Sillett Photography)

# EASI 2022

One ambition for my Master's year was to establish a new major charitable initiative, the Entrepreneurs' Award in Social Innovation – EASI. EASI was successfully launched earlier this year and is dedicated to rewarding entrepreneurs utilising innovation to tackle big social or environmental issues. In its first year EASI has exceeded our wildest expectations, attracting almost 200 quality applications and in addition, valuable funds to our trust.

I would like to thank everyone who has been involved in bringing EASI to life and those that have supported EASI, with a special mention to Freeman Avi Lasarow, our first EASI Champion and an early adopter who saw and bought in to the vision.

At the EASI Pitching Event in May, Pastoral were announced our first EASI Winners and at the Summer Banquet were presented with a generous award package comprising a grant of £10,000, a 12-month support and fellowship package including Freeman

introductions to hard won connections, as well as access to many other opportunities and pro bono professional services.

It has been wonderful to see the relationships develop between our freemen and our first EASI cohort and I am aware of some incredible support being provided by our freemen, with a particular mention to Past Master Kate Jolly. We were so pleased that Pastoral founder Josh Thomas could join us at the Woolmen's 10th annual Sheep Drive, where I modelled one of Pastoral's cattle tracking devices! Iosh met representatives from other Livery Companies, and I very much hope this will be the start of a wider Livery involvement in EASI.

At our EASI Showcase Event at the Old Bailey, on 16th November we will showcase EASI, Pastoral, and some of our finalists to the City, Livery and beyond, detailing the progress thus far and announcing our 2023 EASI Partners. **Judy Hadden**



Alderman & Sheriff Alastair King with the Master and Court Assistant Avi Lasarow (C) and EASI winners and finalists (©I Lowe/Gerald Sharp Photography)



EASI winners (L) Josh Thomas and Shea McManigal with Patrons of the Trust Rita W. Bologna and Jat Wasu (©Jampond Photography)



# The Masters' Pancake Race 2022



The Master wins the toss. (©DP Simms)

The annual Inter Livery Pancake Race held on Shrove Tuesday, is hosted by The Worshipful Company of Poulterers in Guildhall yard. The Master & Clerks of all the City Livery Companies join in 'friendly competition' and a luncheon is held afterwards for the competitors and supporters. Funds raised from the race fees are donated to the Lord Mayors Appeal

My application to participate in the Masters' section of the 18th Inter Livery Pancake Race was accepted. The Masters' Race is traditionally run in robes and badge, but seeing the opportunity to raise funds for EASI, I threw down the gauntlet to our freemen and pledged to race in my pyjamas if £2,000 or more was raised. I drew the line at fluffy pink slippers, I wanted to win after all!

Sadly, the event was cancelled at the last minute due to atrocious weather... but the Clerk and I decided to press on and went anyway. As luck would have it, we spotted a group of Masters huddled outside Guildhall & persuaded them to participate in a slightly staged unofficial pancake race, which I of course entrepreneurially won, thus bagging £3,000 for EASI/The Company of Entrepreneurs' Trust.

# Tribe Annual Charity Golf Day 2022

It was a pleasure to attend the highly successful Tribe Charity Golf Day at The Addington Golf Club and support our golf team, resplendent in their smart matching Company of Entrepreneurs' polo shirts.

Tribe advisory founders, Nick Stretton and Patrick Smith, both Freeman Entrepreneurs, most kindly nominated our Trust and specifically the Entrepreneurs' Award in Social Innovation - EASI, as the recipient of the funds raised.

It was a super day followed by a fundraising supper. Everyone enjoyed themselves and valuable funds were raised for an important cause assisted greatly by freeman David Selves, who generously gifted his time & demonstrated his finesse as an auctioneer, raising over £6,000 from gifts donated by our freemen & Nick & Patrick's friends.

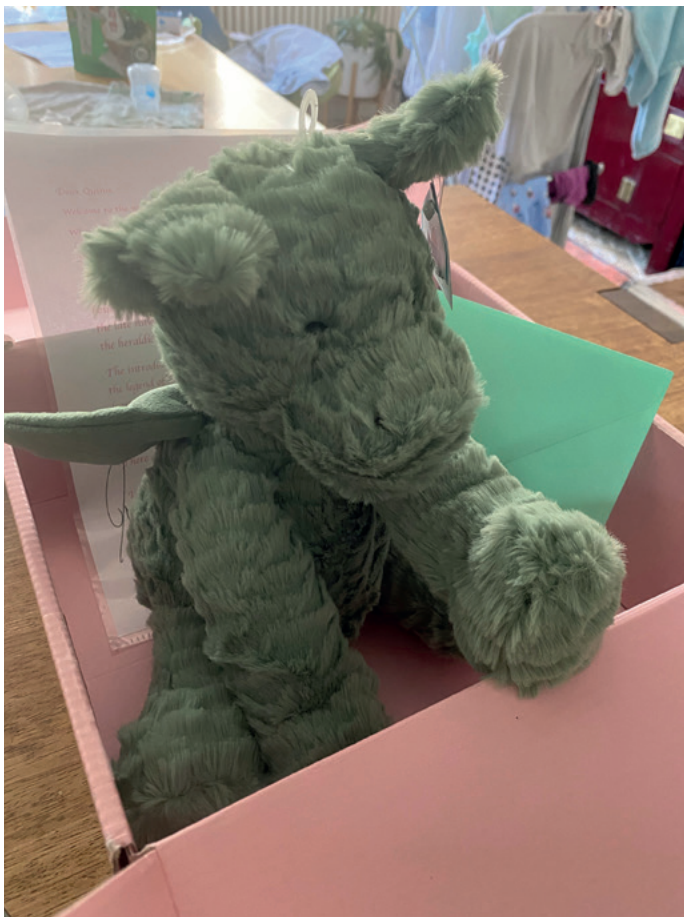
The total amount raised was an incredible £9,500! A big thank you to Nick and Patrick, everyone that came along, supported, helped & generously gave. - **Judy Hadden**





# Babypreneurs

It was an absolute pleasure to celebrate the birth of not one but four baby entrepreneurs during my Master's year: Riva Rae Lowe, Rafael Lasarow, Elizabeth Halgas and Quin Thomas. Each baby entrepreneur received their very own baby City dragon and welcome letter!



# Escape Room

The message from freeman Barnaby Wynter started with ....'A once-in-a-lifetime experience' & ended with ' Go on....you know you want to!'

The challenge was set, and I along with my fellow freemen team-mates, Tomas Halgas & James Talbot, headed up to the 38th floor of the Leadenhall Building AKA The Cheesegrater, to test out our critical thinking... & ability to get out of a tight spot. Essential skills for any entrepreneur!

Challenger Escapes had been running the highest Escape Room in the City for their clients Savills, and had kindly offered the Company of Entrepreneurs an opportunity for freemen to try it out before the installation was taken down.

I am very pleased to report that our team of three did in fact make it out ...unfortunately we didn't top the leader board on this occasion, but took comfort that we had succeeded in the challenge quicker than some teams with the more standard team of six.

Well done all, & thanks to Barnaby, Sam Pollard-Jones & Jamie Pollard-Jones for the opportunity!



(L-R) Court Assistant James Talbot, the Master, Freeman Tomas Halgas

# Reflections

Following a most generous invitation, I was very pleased to join the Master and Mistress Mariner, Sheriff Nicholas and Consort Felicity Lyons, and other Masters and guests aboard HQS Wellington to watch the Reflections flotilla. Taking place at dusk on Saturday 24 September 2022, the Reflections flotilla was a tribute by the river community marking the passing of Her Majesty the Queen and the accession of King Charles III.

It was a perfect vantage point to watch the illuminated flotilla, comprising of a hundred and fifty or so vessels decorated in white lights. The flotilla passed under seven illuminated River bridges culminating in the raising of Tower Bridge bathed in purple light. Her late Majesty The Queen's Row Barge, Gloriana was the flotilla's centrepiece and as it passed us the illuminated oars were lifted in salute. It was a very moving and historic occasion, added to by the presence of the Sea Cadets and young Royal Marine Cadets, standing guard on HQS Wellington and saluting as Gloriana sailed past.





# The Company of Nurses' Court Dinner



(L-R) the Master Nurse, the Master Mariner, and the Master Entrepreneur (©DP Simms)

The Company of Nurses' Court Dinner in February was particularly special, as it brought back memories of my own Freedom Ceremony, also held in Cutlers' Hall.

It was poignant to dine with a Company whose members had sacrificed so much to protect and care for us all during the Pandemic. The Nurses' have a tradition of passing a lit lamp rather than a loving cup, which is dedicated to Florence Nightingale.

The Master of The Honourable Company of Master Mariners' Mariner was also in attendance with his most impressive Travelling Master's Badge.

Judy Hadden

# Royal Accession Proclamation



The Lord Mayor and Officers of the College of Arms

In the midst of the sadness at the death of Queen Elizabeth II, flags were briefly raised in acknowledgement of the accession of the new King; and the Master, Middle Warden, and Clerk were summoned to the Royal Exchange to hear His Majesty's accession formally proclaimed.

Charles III swore his oath before the Privy Council at St James's Palace on the morning of Saturday 10th September. At midday, the Courts of Aldermen and Common Council, the Masters of the City's Livery Companies and Guilds, together with thousands of well-wishers, gathered in the very heart of the City of London to hear Clarenceux King of Arms read aloud the Proclamation. The links between the City and the Crown are ancient and strong, and the Lord Mayor led three cheers in earnest support for the new monarch.

It was particularly poignant to be invited by the Lord Mayor to witness this historic event, and to lend our voices to those early shouts of 'God save The King'.



(L-R) the Middle Warden, Master and Clerk assemble at Cutlers' Hall (©RW Meacher)

# Summer Banquet 2022

We were delighted to welcome our principal guests Alderman & Sheriff Nicholas Lyons and his wife Mrs Felicity Lyons, Alderwoman Sue Langley, the Master Nurse, Julia Mingay & Major Mark Polglase from the Defence Academy, and our freemen & guests to our Champagne Reception & Summer Banquet at the ancient & glamorous setting of Apothecaries Hall in July.

It was a beautiful setting on a fine Summer evening to celebrate our fellowship, & present grants from our Trust to David's Sling - a charity that values & supports the teams & aspirations of young people starting a business, or that are at an early stage in their business, St Thomas The Apostle College and our first EASI (Entrepreneurs' Award in Social Innovation) winner, Pastoral.



The Master with her guests (©Jampond Photographic)



The Middle Warden (L) and Clerk confiscating mobile phones! (©Jampond Photographic)





## Sheep Drive 2022

A benefit of the Freedom of the City is the ancient and apocryphal right to drive one's sheep over London Bridge. Now an annual event hosted by the Worshipful Company of Woolmen, this year saw us have our first large group of Entrepreneurs exercising our right together.

It was a particularly special occasion this year as Josh Thomas, a co-founder of 2022 EASI winners' Pastoral-ai came along to watch. Pastoral are in negotiation to enable adoption of their innovative technology in the UK & were delighted to meet representatives from other Livery Companies, and make other important connections.

Sadly on this occasion Pastoral were not able to demonstrate their technology on the sheep, but our Master Judy Hadden was pleased to volunteer as an early adopter of Pastoral's technology by wearing one of their trackers whilst walking her sheep across the bridge.

In addition to being great fun and a colourful City spectacle, the annual Sheep drive raises many thousands of pounds for charity.

Collectively, the Livery movement is a generous supporter of many individual charitable initiatives & in 2021 gave £75m+ and over 143,000 hours of pro bono time to good causes. You can find out more in the recently published Pan Livery Impact Report 2022, a copy of which is being distributed to all our freemen with this magazine. - **Mark Huxley**



Freeman Jenny Garrett looking sheepish



# Annual Carol Service and Temple Bar Gate Reception



Another lovely event every year is the annual Carol Service at Christmas. Following last year’s gathering we were invited by our friends at The Worshipful Company of Architects’ to visit their new Livery Hall. And what a Hall it is, with a fascinating story. Sir Christopher Wren’s Temple Bar marked the gateway to the City of London. Wren’s Temple Bar stood in Fleet Street for just over 200 years until a variety of factors dictated its removal. Firstly, and most importantly, the roadway needed widening to relieve the heavy traffic and the building of the Royal Courts of Justice resulted in the decision to remove the somewhat costly and outdated Temple Bar. After it’s demolition, albeit stone by stone, it was eventually rebuilt at Theobalds Park, Cheshunt to form a grand entrance to a country estate. As far back as 1976 a Trust was formed to bring it back to London and many years and many tales to tell, The Architects’ oversaw its reconstruction on the south side of Paternoster Square in the shadow of St Pauls. Fully reconstructed and now fitted out, it is soon to be officially opened as their Livery Hall. Like HQS Wellington, taking its place as a truly individual and entirely appropriate space for the resident Company. One to be visited at the first opportunity.

Mark Huxley

## The Company of Entrepreneurs Trust

### An update from the Chief Executive

The Company of Entrepreneurs Trust is a grant-making body that supports the education and care of entrepreneurs. It has set itself an ambitious fundraising target to underpin its regular subscriptions – a capital sum of £300,000 to enable its work to flourish long into the future. With £260,000 in the pot currently, I am very pleased to write that the Trust is now within sight of that target. Indeed, I fully expect that the target will be met within 12 months, and that grant-giving will increase significantly immediately thereafter.

You will read elsewhere in this publication about the enormous generosity of the Trust’s Principal Benefactors and Patrons. I would therefore like to take this opportunity to highlight the regular monthly charitable generosity of so many Freeman Entrepreneurs and friends. Through monthly donations, the Trust enjoys a steady annual income of around £25,000 - with each subscriber giving, on average, £37.50 each month (by standing order, Direct Debit, or through CAF). The Trust can plan very effectively for its annual grants and projects knowing that this stable income is in place.

I would be remiss if I didn’t encourage readers of this magazine to consider starting or increasing their regular giving to the Trust, and to think carefully about whether their generosity can be boosted through GiftAid. However, I want to express, on behalf of the Trustee Board, just how grateful the Trust is to its regular subscribers. It is no overstatement to say that the Trust would not be such a success were it not for your committed continuous giving.

As part of its carefully-managed spending, the Trust supported two grants in 2022 – St Thomas the Apostle College, and the charity David’s Sling.

St Thomas’s is a school and sixth form in Nunhead, South-East London, which is already supported by the Company of Entrepreneurs through its Education Committee. The Trust was keen to capitalise on the momentum generated by this work, and the Trustee Board was delighted to have the opportunity to purchase textbooks to support the College’s business education provision. The Trustee Board acknowledged that not all students have reliable online access, and, through this modest grant, has been able to make a significant difference to the College’s resources. The books will support hundreds of students over the next few years.

David’s Sling is a small charity (1158090) that supports young people who want to start up in business, are at an early stage in business, or want to further their business education. It uses its volunteers, resources, and networks to facilitate access to finance and experiences to help young people overcome social or economic disadvantage. The Trustee Board was very impressed by the impactful work that David’s Sling was able to facilitate and awarded the charity a grant to enable it to upgrade its administration and IT equipment for its staff and volunteers.

YEAR	AMOUNT	BENEFICIARY	NOTES
2018	£2,000	Carole Jahme	To support her Ph.D research at UCL into entrepreneurship pedagogy, gender and special educational needs
2019	£1,500	Guildhall School of Music and Drama	To provide a full bursary for a deserving student on the Creative Entrepreneurs programme for aspirant arts entrepreneurs
	£600	The Trampery	To cover the costs of a year's workspace to support early-stage creative businesses in Tottenham as part of their Creative Pioneers programme
2020	£1,500	Guildhall School of Music and Drama	To provide a full bursary for a deserving student on the Creative Entrepreneurs programme for aspirant arts entrepreneurs
	£1,500	University of East London	To provide ten match-funded validation/feasibility grants to students from underrepresented groups on the University's Enterprise and Entrepreneurship programme
2021	£1,500	University of East London	Start-Up Sprint is a multi-departmental enterprise programme at the University of East London fostering innovation and entrepreneurship in students. It received a second grant (match funded by UEL) to provide feasibility funding to deserving students to help develop and test their start-up ideas
	£2,000	Billy Dennis	Billy Dennis completed A-levels at Fortismere School, Haringey. In addition to his academic successes, he is a promising entrepreneur, and receives a bursary to support his business studies at Loughborough University.
2022	£760	St Thomas the Apostle College	A school and sixth form in Nunhead, it received a grant to purchase textbooks to support its business studies courses.
	£2,000	David's Sling	A small charity (1158090) that supports young people to start up in business and overcome social or economic disadvantage. It received a grant to upgrade its administration and IT equipment for its staff and volunteers.

The Trust has grown enormously since last year, and another key factor in this growth has been the inaugural Entrepreneurs’ Award in Social Innovation (EASI). See overleaf.



# EASI 2022

EASI is the brainchild of Judy Hadden, who took over as Chairman of the Trustee Board in October 2021. Running alongside the Trust's annual grant-making cycle, details of this new Award were set out by the Chairman at her installation as Master Entrepreneur in November, and EASI was officially launched in January 2022.

The concept of EASI had two crucial goals – first, it offered the Trust an opportunity to directly support early-stage business and enterprise, secondly, it was intended to raise awareness and engagement with the Trust through a significant grant of money and professional services. It has been enormously successful on both these counts.

Fundraising began in earnest, with the Chairman famously donning her “office clothes” of pyjamas and fluffy pink slippers to raise thousands of pounds by competing in the annual Livery Pancake Race. The Trust also welcomed its first EASI Supporters (those individuals and companies that had pledged money and services to the Award), and these were soon followed by the first EASI Champion – thanks to a significant financial contribution from Avi Lasarow and Prenetics.

A. EASI objective of The Company of Entrepreneurs Trust, formerly the Guild of Entrepreneurs Trust (“the Charity”)

A.1 Through EASI, the Charity intends to support an early stage, purpose-led enterprise developing innovative social or environmental products or services for the benefit of a community, or wider society.

A.2 In partnership with the Company of Entrepreneurs, the Charity will assist the award winner to develop the skills, resources and networks they need to scale the impact of their work, develop a new project, or pursue new possibilities.

A.3 A package of expertise and support will enable the award winner to develop their business capacity, make connections, and overcome challenges.

Interest was huge: from enterprises across the UK tackling a range of societal and environmental issues. By the time the Trustee Board reluctantly closed the applications window in April 2022, almost 200 had been received (against a target of 50!). Processing these was a challenge – with the quantity and the quality even higher than had been hoped.



(©I Lowe/Gerald Sharp Photography)



The Directors and I reduced the applications to longlists of 39 and then 17, before the final five were chosen to pitch in person to a judging panel at a special event at Tower Suites by Blue Orchid in May 2022. The pitches were impressive, and the task of comparing such a wide range of enterprises and ideas (and meaningfully distinguishing an overall winner from amongst them) must have been close to impossible. The judges skilfully questioned the finalists and deliberated considerably, before welcoming Avi Lasarow and Tony Matharu to the stage. They spoke warmly to congratulate the winner and the other finalists for their exceptional presentations, and their very meaningful work.

Although there could only be one winner of the Award proper (Pastoral AI – of which you can read more elsewhere in this issue), the Company of Entrepreneurs Trust, together with the Company of Entrepreneurs, has undertaken to provide a range of opportunities, introductions, and services to all the finalists. The Company of Entrepreneurs was also able to offer free places at a fundraising for business masterclass to all EASI applicants – providing additional value and resources to nearly 100 purposeful start-ups.

The impact of EASI has been even greater than the sum of its parts – with the positive message that founders do not have to choose between profit and purpose being amplified by this new platform for innovation for the greater good. Expectations are now high for next year. With the 2023 EASI Partner secured, applications for this significant award will be open from January, and the winner will be announced in May. Please stay tuned to the website and social media for more information, If you are interested in contributing to the work of the Trust in general, or to EASI specifically, as a named supporter, please do get in touch with me directly.

# Home Grown, our West End home

Home Grown, London's leading business club, is fast becoming the UK's number one community of experienced entrepreneurs, sophisticated investors and trusted advisors. Still only in its third year and despite the challenges of the wider environment, Home Grown's strength is well routed in its community and environment conducive to collaboration and business growth. We delve into what continues to make this club the home of entrepreneurialism.

Standing proudly on the corner of Great Cumberland Place, distinctly marked with its crimson Cedric flag, Home Grown has developed to become the go to venue for business, bringing together London's brightest minds and most dynamic entrepreneurs and investors.

Launched in March 2019 as Home House's answer to all orders of business, the Grade II listed townhouses provide the perfect setting to meet clients, work and expand your network with access to a community of over 4.5k leading professionals. The club features business lounges, pitching and meeting suites including an exterior 'Pod', exquisite private dining rooms, restaurant and Unicorn Bar, a vast function space and 35 bedrooms from stylish and bijou to decadent, however its more than the club's facilities alluring decor that has put this club on the map in amongst the global entrepreneurial ecosystem of today.

'It has been lovely to see the relationship between Home Grown and the Company flourish since it opened for business. It was during lockdown that the real of the club's love of entrepreneurialism came to the surface. With your desire to support your members it was brilliant to help organise and on occasions chair some of the webinars Home Grown hosted. Once we were allowed back out the impact of those have

remained, with many of our Freeman, myself including taking up your fabulous membership offer, meaning that as time has moved on, every time I visit I see more of our faces there. Now that you are back to events in person as well as online, it has been great to see the Company feature in many of them, especially of late with our Past Master Rick Lowe hosting his Maverick Entrepreneur fireside chats at the club. I love how you have positioned the club for our entrepreneurial community and am not too proud to admit that with the strength of your programme, even a veteran like me still learns something every time I attend your events. You've definitely become my home in Marylebone!" Mark Huxley, Senior Warden

Home Grown as a club has always had community at its heart, now further heightened in the post pandemic world where the need for purposeful and valuable connections is more important than ever. Regular events such as their Food for Thought Supper Series, speed networking, monthly Meet the Members, Masters of Scale and Pitching evenings provide ample opportunity to connect and gain insight from others, and, in their ##### Up Club, learn from their mistakes! The Home Grown flagship Rockstar series has welcomed the likes of David Howden, Howdens Insurance, Mr & Mrs Smith Co-Founders and former Dragon, Piers Linney, to the stage this year as well as hearing from some of London's most highly esteemed investors in their Million Pound Menu Meet the Investor Dinner Series. With the launch of their members' benefits programme this year, members also have access to over £5k's worth of business support packages from accounting support, HR through to leadership and coaching.

'It's certainly fulfilling hearing the success stories of members that have had a made a vital connection in Home Grown, whether that be meeting an investor here or closing a deal in



The Portman Room (©Home Grown)Photographic)



one of our meeting rooms, or just how the club in some way impacted them on their journey to success, which, as we mature as a club, is becoming more frequent' says Joost de Kruiff, General Manager.

'SFC Capital and Home Grown have been working closely together since before the club opened. A fantastic idea that takes the concept of a beautiful private members club and allies that to being dedicated to entrepreneurship was too good to miss for us. We have collaborated with the club on multiple fronts including a competition called Seed to succeed and our regular pitching event, Crocodile Lair which has run since the club opened.' Freeman Stephen Page, CEO of SFC is an ambassador for the club and has introduced many new members as well as holding regular angel events in the stunning Portman Room and hosted two lobbying events on behalf of SEIS, which was recently improved as a result. 'The only truly dedicated entrepreneurs club in London which can claim that title. THE entrepreneurs club!'

Whilst the club has business at its focus, as every entrepreneur knows it's never be all work and no play and Home Grown continues to bring the membership community together with its monthly social suppers, live music evenings, comedy nights and kitchen takeovers, including a Ukrainian fundraising dinner with Celebrity Chef Yurii Kovryzhenko and supporting Ride 25 being the launch venue for the first leg of a charity cycle ride over 25 years to Australia. Look out for a full calendar or members events throughout 2023 including the return of the Home House Collection Golf Day, Rockstar on the Road taking the series to Manchester as well as celebrating the successes of member n the launch of their awards ceremony.

Rick Lowe, Past Master: "Having been a member of Home House since it opened in 1999 and living locally as well as being a serial entrepreneur, Home Grown was a logical destination for my business interests and activities. By being an Ambassador I have had the opportunity to work closely with the management team of the club and get to know the members and staff. The atmosphere of the club provides a melting pot for people and ideas, couple with good social engagement and facilities. My Maverick Masterclass series has drawn in some inspiring entrepreneurs for me to interview. Members have been able to listen to their stories and learn from their experiences in business which has provided an engaging backdrop to for all of us to apply to our own commercial worlds."

The continued support from members, ambassadors and key partners such as The Company of Entrepreneurs, London 8 Partners, UKBAA, Coutts and Beauhurst, keep this club going from strength to strength and continuing to attract the entrepreneurial pioneers and changemakers of tomorrow through its doors.

Freemen Entrepreneurs are invited to enjoy a complimentary day experience at Home Grown for you and a guest with a welcome drink of your choice on the house, full access to any member events on your experience day and preferential bedroom rates should you wish to stay over. Freemen Entrepreneurs are eligible for fast-tracked membership at an exclusive affiliate annual subscription rate of £1650 (normally £2,000) with a one-off joining fee of £399.

For more information go to [homegrownclub.co.uk](http://homegrownclub.co.uk) Visit 44 Great Cumberland Place, Marylebone, London W1H 7BS or call 020 3928 8088 / email [membership@homegrownclub.co.uk](mailto:membership@homegrownclub.co.uk)

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## Patrons of the Company of Entrepreneurs Trust



**Judith Donovan (2019)**

Judith started a direct marketing agency in the last century in Bradford, building it to over one hundred staff with a turnover of £12.5 million. She chaired a government Training and Enterprise Council and was the first ever female president of The Bradford Chamber of Commerce after over 150 years. In the process, Judith became Yorkshire Businesswoman of the Year and then Yorkshire Woman of the year. She has always seen herself as a businesswoman rather than an entrepreneur, the difference for her being building a team, leading from the front, and being anally involved in absolutely everything.

Judith sold the business to her staff for far less than the amount that her competitors were offering her and went off 'quango-ing' which she still does to this day. It is now prisons, cathedrals, and museums. In the past it's been mail, health and safety, lottery, sheep, rail, and tourism for Judith.

Judith is one of the original founders of The Company of Entrepreneurs and was on the whole journey with Dan Doherty. As such she values his legacy and treasures his memory, she is of course a Patron of the Trust, showing that this is the ultimate act of support.



**The Drapers' Company (2019)**

Over 650 years ago a group of merchants came together to promote and protect their trade in woollen cloth in the City. The Drapers' Company they created took the name of their trade, the drapery trade. Since then, the Drapers' Company has evolved into a grant-giving company administering substantial charitable trusts. Much of the Company's work concentrates on enabling young people to pursue educational qualifications, rise above social exclusion, and reach their full potential. The Company also focuses on helping those in need or experiencing hardship through support of organisations working with the homeless, older people, disabled people and prisoners. It provides support for textile conservation, heritage projects and projects in areas of Northern Ireland.

The Drapers' Company has long been a supporter of trade and enterprise, and, since 2018, has provided specific support to the Company of Entrepreneurs and the Company of Entrepreneurs Trust. In the spirit of this long view, in 2019 the Drapers' Company became the Trust's second Patron and has annually deputed the Master Draper to assist in the deliberations of the Trustee Board.



**Adèle Thorpe (2019)**

After stints in accountancy, music, import/export, and property, Adèle joined her first IT company in 1980. She was European Finance controller/Director for Amdahl, Tandem, Sybase and Control Data. She then started her own business helping American IT corporations set up European operations. This ceased in 2007 when becoming Master of her Livery whilst serving on the International Council of her professional body.

A Liveryman since 1987, Adèle served as president of two ward clubs; had roles in another three; She was the clerk to five companies; founding chairman of three past masters' groups. She has also been Clerk to five companies, a ward and a livery beadle and also a livery beadle and consort to an Alderman. Currently Adele is Chairman of the City of London Beadles Guild.

When approached by Dan Doherty to help him set up a guild for Entrepreneurs she produced the original documents and procedures. She designed and managed the launch ceremony as Foundation Clerk and Founding Freeman of the Guild combining her experience with start-ups and knowledge of the Livery. Concerned that we might not have the funds risking a delay in becoming a Company, on its way to fulfil the original dream of becoming a Livery, Adele kindly used her savings to become a patron.



# Patrons of the Company of Entrepreneurs Trust



Rita Bologna (2022)

Rita is a serial entrepreneur with over 20 years of experience in initiating and building new businesses. She was one of the first ethnic females to be awarded ‘Business Woman of the Year’ and ‘Best New Company’, by the Newsquest Group. Rita, a British Asian, born in Tanzania, left the corporate world to go on and become a highly inspirational Entrepreneur. As a single mother, challenged with diversity, Rita successfully built a multi-million-pound business empire in; Publishing, PR, Corporate Events, IT Recruitment and Digital Marketing, whilst working as a Police Special Constable.

Key assets of the city based global media businesses were sold off in 2017, giving Rita the chance to pursue her philanthropic activities. She is Chairman and Trustee to several voluntary organisations and charities. In her current role as a not-for-profit Business Strategist, she gives her time to help influence the entrepreneurial cause in The City of London.

Rita was determined to support the Trust and give lasting guidance to those who follow the path to entrepreneurship. As the fourth Patron, Rita is delighted to be part of the decision making for grants and distributions. She is keen to support the work of the Company and to encourage others to give back as much as they can.



Jat Wasu (2022)

Jatinder Singh Wasu is a qualified chartered accountant, who went on to found numerous businesses across a wide variety of areas - including business consultancy, residential property, an award-winning nursing home, a retail pharmacy, developing a master franchise in pizzas, and ticketing for events. Professionally he served as a member of the Council of the Institute of Chartered Accountants - the governing body of Chartered Accountants. Jat served this honorary role as Non-Executive and Trustee for over 15 years and served on numerous national committees.

Jat has a strong belief in giving back to society and through the Wasu Foundation, supports many charities, particularly in health. He was for a decade the Chairman of Operation Eyesight, a leading Canadian Eye Charity. He is a benefactor and supporter of the RAF Benevolent Fund, and he is currently proactively working to distribute over four million free meals to Londoners over the next year.

Jat became the fifth Patron, and his patronage of the Trust is further proof of his lively support for The Company of Entrepreneurs and his determination to bring the opportunities of entrepreneurship to all.



Bernard Howard (2022)

After a successful corporate career in Consulting and Banking Bernard decided to become an entrepreneur during the relatively early stages of the digital revolution. While recruiting for his own team in July 1999 he discovered online recruitment and decided to leave the corporate world to set up an online recruitment company. By January 2000 he had self-funded and created totallylegal.com which quickly became the UK's leading legal recruitment website. totallyfinancial.com and a further two websites based in Australia followed. The business was subsequently successfully sold to Trinity Mirror, (now Reach PLC).

Since then, he has been involved in a variety of businesses in various capacities. However, his interest in the job market and helping small and medium sized companies (SMEs) grow continues to this day. Bernard has had a long interest in philanthropy and is currently a Trustee of the Anne Frank Trust UK. In 2021 the charity reached 41,000 young people. Bernard was admitted as a Founder Freeman of the Company of Entrepreneurs in 2014 and encourages Freeman and friends to give back as much as possible to the work of the Company and the Trust. By supporting the Trust's permanent endowment, Bernard is pleased that he has helped in creating a living legacy to improve enterprise skills and business education in perpetuity.

# September Court Dinner - In Pictures



The Master (C) with the Middle Warden (R) and her guests (L-R the Reverend Jen Midgely Adam, the Master Waterman Alderman Sir David Wootton, and the Deputy Master Insurer Mr David Sales CC) (©Z Rabikowska)



Words and music (©Z Rabikowska)



Patron of the Trust Jat Wasu, and Jasmin Wasu and the Master (©Z Rabikowska)






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All enquiries to the Clerk, Mr Duncan Simms

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Tel: 020 3126 4924

Email: [clerk@guildofentrepreneurs.org](mailto:clerk@guildofentrepreneurs.org)

Web: [www.entrepreneurscompany.org](http://www.entrepreneurscompany.org)

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