



WORSHIPFUL
COMPANY *of*
MARKETORS

THE BOWDEN CHARTER CELEBRATION - TUESDAY 19TH OCTOBER 2010

A high-angle photograph of a large, formal dinner or ceremony taking place in a grand, ornate hall. Numerous guests, both men and women, are seated at long tables covered with white tablecloths. The guests are dressed in formal evening wear, including tuxedos and gowns. The hall features high ceilings, large columns, and intricate architectural details. A television screen is visible in the background, displaying a live feed of the event. The overall atmosphere is one of a significant and celebratory occasion.

The Ceremony and Celebration
to mark the grant of a Royal Charter at Guildhall, London
Tuesday 19th October 2010
in the presence of H.R.H. The Duke of Edinburgh K.G., K.T.



This souvenir brochure commemorates the greatest day in our company's history since its founding in 1975. Even the Great Hall at Guildhall, one of the largest venues in the City, could not accommodate everybody who wanted to be there. But whether or not you were able to attend, this brochure and DVD should encapsulate the event for you.

In the same way that a wedding is the precursor to a lifetime of marriage, the Charter Celebration forms the gateway to the future for the Marketors. We have printed the text of the entire ceremony so that every member can see the commitments made on their behalf and the expectations of our Company in the years to come.

The award of our Royal Charter is a source of great pride; it should spur us to raise our game further in corporate social responsibility and support for the City.

We have already enlarged our Outreach programme, but we seek more members to be active participants. Please volunteer.

We want to step up our outward giving too. I ask you to donate to the Marketors' Trust, especially to the Charter Appeal, through which we will fund university education for students from the less well-off boroughs around the City. Please help us to give talented people a better chance.

The City of London has never needed our talents more. We can all support the Lord Mayor and the Sheriffs by being ambassadors for the City, promoting the depth and diversity of its talent pool, its outward-looking markets, and the business-friendly environment that the City offers. Please speak out.

I hope this brochure and DVD recreate for you something of the spirit of the Marketors: that combination of solemnity with friendliness at Great Events, on which so many of our guests comment, and the aspiration to fulfil our motto, "Marketing benefits everyone".

Venetia Howes.

December 2010

MASTER



**W O R S H I P F U L
C O M P A N Y *of*
M A R K E T O R S**

Incorporated by Royal Charter



Photo of HM The Queen © www.royalimages.co.uk



BUCKINGHAM PALACE

Mrs. Venetia Howes,
Master,
Worshipful Company of Marketors.

Please convey my warm thanks to the Members of the Worshipful Company of Marketors for their message of loyal greetings, sent on the occasion of the presentation of their Royal Charter which is taking place today at Guildhall, London.

I much appreciate your kind words and, in return, send my best wishes to all those who are present for a most memorable and enjoyable event.

ELIZABETH R.

19th October, 2010.



THE RIGHT HONOURABLE THE LORD MAYOR
ALDERMAN NICK ANSTEE

THE MANSION HOUSE, LONDON EC4N 8BH
TELEPHONE 020-7626 2500
FACSIMILE 020-7623 9524

LM/ccw

8th October 2010

Dear Master

I offer the Worshipful Company of Marketors my sincere congratulations on the grant of a Royal Charter to the Company.

Although only constituted as a Livery Company of the City of London on 14 April 1978 I am delighted that it has been rewarded in this way. The grant formally recognises the many achievements of the Company since its constitution. Since its inception the Company has supported and recognised excellence in marketing education, outreach activities, the promotion of marketing in the boardroom, and provided leadership in marketing and finance topics, through the Marketors' Think Tank. In addition the Company has maintained a full programme of charitable and social activities common to all Livery Companies.

I know that the Company has put great effort into obtaining the grant of the Charter and I am very sorry that I will not be able to join you when it is presented as I will be travelling abroad, promoting the City of London. I sincerely hope that you all enjoy the occasion which I trust will be ample reward for all the hard work that the Company has done in so many areas

Best wishes

Mrs Venetia Howes
The Master
The Worshipful Company of Marketors

Photo by Clive Totman





A souvenir record of the speeches that marked the grant to the Company by Her Majesty Queen Elizabeth II of a Royal Charter in the Great Hall, Guildhall, London on 19th October 2010



Opening address by the Aldermanic Sheriff Fiona Woolf:

Marketing has always been at the heart of the commerce of the City of London from medieval times onwards. Your Company was given Livery status when Lord Mais was Lord Mayor and his motto was 'The world is our market'. In these uncertain economic times the ability of the City of London to market itself remains paramount.

On 14th July 2009 the Court of Alderman expressed support for the Worshipful Company of Marketors' application to the Privy Council for the grant of a Royal Charter. It did so in recognition that the Company had fulfilled the requirements for chartered status and is playing its full part in the life of the Livery and the City of London.

The Marketors will undoubtedly continue to provide their expertise to the Lord Mayor and the Corporation as we all seek further to enhance the reputation of this great City around the world. On behalf of the Lord Mayor and the Court of Aldermen, I express our delight in and support for the Company and I welcome you to this ceremony in which we are all witnesses."



Consecration of the Royal Charter by the Venerable David Meara, Archdeacon of London, the Honorary Chaplain of the Company:

“We come together to offer to God our humble and heartfelt thanks for our founders and benefactors and for those Past Masters, Court Assistants and members who have exercised their stewardship wisely to the increase and welfare of the Company. We ask God that we, using profitably the means and opportunities which their generosity has provided, may so live that we pass on to others, preserved, enriched and invigorated, our heritage of values and our commitment to ensuring that marketing benefits everyone.

And so it is right and proper that this Royal Charter, of which we are now witnesses, prepared for the good governance of the company, should be consecrated and endowed with Divine wisdom and authority.

So let us pray. Our Lord our Father, look upon the Company of thy servants, met before thee today to render our humble and hearty thanks for that it has pleased thee, by our Sovereign Lady Queen Elizabeth, to grant us her Royal Charter.

For those who now, and in the years to come, are given authority to use it to govern the affairs of our company, we ask that thou wilt endow them with wisdom in all of their deliberations, and for those who are called upon to respond we ask that thou wilt endow them with grace and diligence to fulfil their calling.

And so we receive, bless and consecrate this Royal Charter in the name of Our Lord Jesus Christ, who lives and reigns with thee and the Holy Ghost, ever one God, world without end. Amen.”



Sir David Brewer said:

“As it hath pleased Her Majesty Queen Elizabeth the Second to create a new Body Corporate and Politic, to be known as the Worshipful Company of Marketors Incorporated by Royal Charter, it is right and proper that the officers and all members of the former Organisation should through the Master show their allegiance to Her Majesty and to the new Body Corporate. It is also right and proper that the Master should herself and on behalf of her successors as custodians of the Royal Charter make a commitment to uphold the Royal Charter and cause the Company to have perpetual succession until otherwise determined by Her Majesty Her Heirs or Successors in Council. Master, are you willing to be so bound?” The Master replied “I will be so bound”.

His Royal Highness The Duke of Edinburgh K.G., K.T. then invited the Master to make the oath of allegiance:

“I, Venetia Lucie Howes, as Master of the Former Company and now as Master of the new Body Corporate and Politic to be known as the Worshipful Company of Marketors Incorporated by Royal Charter, solemnly and sincerely declare and affirm in the name of myself, the Wardens, the Court and all members of the Former company that we will be true and faithful to Her Majesty Queen Elizabeth the Second, Her Heirs and Successors, Kings and Queens of this Realm; and that we will abide by and uphold the Royal Charter and Ordinances now entrusted to us; and cause the Company to have perpetual succession until surrendered subject to the sanction of Her Majesty, Her Heirs and Successors in Council. This I declare.”



Response by His Royal Highness The Duke of Edinburgh K.G., K.T:

“I congratulate you and welcome you, the Master, Wardens, the Court and all members of the Worshipful Company into the new Corporate Body and Politic, and in the name of Her Majesty I hand into your care and custody this Royal Charter. Preserve and guard it, and may it forever be used to provide counsel and wisdom in all your deliberations.”

Response by the Master:

“Your Royal Highness, on behalf of the Worshipful Company of Marketors Incorporated by Royal Charter, and before this so great a cloud of witnesses, I thank you. And I welcome you back to one your nine Livery Companies. By happy coincidence it is thirty five years to the day since you accepted our invitation to be our first (and only) Honorary Freeman.

You were here at the beginning in 1975, and now you are here at this, our coming of age, There is something satisfyingly rounded about that. There will be time at dinner to express our thanks to the many other people who have helped make today such a memorable occasion. For now, Sir, we thank you for honouring us and presenting us with our Royal Charter in person.”



ELIZABETH THE SECOND

by the Grace of God of the United Kingdom of Great Britain and Northern Ireland and of Our other Realms & Territories Queen, Head of the Commonwealth, Defender of the Faith:

TO ALL TO WHOM THESE PRESENTS SHALL COME, GREETING!

WHEREAS the unincorporated organisation commonly known as the Worshipful Company of Marketors (hereinafter referred to as 'the former Company'), a livery company of the City of London, petitioned Us for a Charter of Incorporation; AND WHEREAS We have taken the said Petition into Our Royal Consideration and are minded to accede thereto;

NOW THEREFORE KNOW YE that We by virtue of Our Royal Prerogative in that behalf and of all other powers enabling Us so to do of Our especial grace, certain knowledge and mere motion do hereby for Us Our Heirs and Successors will, grant, direct, appoint and declare as follows:

THE WORSHIPFUL COMPANY OF MARKETORS

(i) The persons now members of the former Company and all such persons as may hereafter become members of the Body Corporate or Corporation hereby constituted pursuant to or by virtue of the powers granted by these Presents and their successors shall forever hereafter (so long as they shall continue to be such members) be by virtue of these Presents one Body Corporate and Politic by the name of the Worshipful Company of Marketors (hereinafter referred to as the Company) and by the same name shall and may sue and be sued in all courts of law, and in all manner of actions and suits, and shall have power to do all other matters and things incidental or appertaining to a Body Corporate.

(ii) The Arms, Crest and Supporters granted and assigned unto the former Company by Letters Patent under the hands & Seal of Garter, Clarenceux and Norroy and Ulster Kings of Arms bearing date 1st February 1979 shall be transfused unto the Company on the date on which this Our Charter shall take effect, and We do hereby give and grant unto the Company Our Royal Licence and Authority that it may thenceforth bear and use the said Armorial Ensigns according to the Laws of Arms, the said transfer being first recorded in Our College of Arms, otherwise this Our Licence & permission to be void & of none effect:

OBJECT

2. The Object for which the Company is hereby constituted is to foster means of professional and social intercourse and mutual information between members & those who are engaged in the profession of marketing.

POWERS

3. And the said Company shall have the following powers exercisable in furtherance of its said object but not otherwise, namely:—

- To exercise the role of a livery company within the traditions of the City of London and particularly to encourage members to participate in the governance of the City of London and to support the Lord Mayor and the Aldermen;
- To purchase, take on lease, hire or otherwise acquire and maintain a hall, library or other building;
- To create and accumulate funds for the benefit of members of the Company and the application of the same for the purposes of advancement of the interests of the Company and its members, the relief of existing members, retired or decayed members, and the wives, widows, children, orphans and others depending upon them, and for the education in matters relating to the profession or craft of marketing and scholarships prizes & research in connection therewith, and for any charitable objects;
- To accept any securities or trusts for the above purposes.





Exposition by Mr Alex Galloway CVO, former Clerk of the Privy Council:

As Clerk of the Privy Council between 1998 and 2006, it fell to me to oversee the process of application for, and grant of, Royal Charters.

I am still occasionally asked what the Privy Council actually does. I do not propose to try to answer that question today, but one aspect of its business is inescapable on this happy occasion: the grant and maintenance of Royal Charters. Throughout history Charters have been used for a variety of purposes. They have set limits to Royal powers at the behest of Barons. They have turned towns into boroughs and boroughs into cities. They have established markets and fairs. They have granted trading rights, and established monopolies, in far-flung parts of the globe. They have created Universities. At its heart a Royal Charter is a means of incorporation. It turns a body of people into a single legal entity which can enter into transactions as if it were a natural person, and can sue and be sued in its own name. Of course there are nowadays other, rather more prosaic ways of achieving this result. But incorporation by Charter is still sought and granted, though the circumstances in which Her Majesty in Council will agree to the grant of a Charter are limited.

One particular area where Charters continue to flourish is in the world of the professions. Nowadays the word “Chartered” is probably used more frequently in the context of the professions than in any other: everyone has heard of Chartered Accountants and Chartered Surveyors. They are just two of many Professions whose Institutions have obtained for themselves the privilege of incorporation by Royal Charter; and there

are many others, including, of course, the Chartered Institute of Marketing. However, only the CIM can award Chartered Marketer status and this remains unchanged.

The grant of a Charter to a Professional Institution is not by any means a formality. The Privy Council needs to be satisfied that the body seeking the Charter is fully representative of a specific profession; that it is in a position to require the highest professional standards of competence and conduct; and that it is able to provide redress where a client has cause for complaint. Thus a Royal Charter has become the gold standard for the professions, acting as a guarantee that all who use the services of a Chartered professional may do so in complete confidence. The underlying criterion for the grant of a Charter is the public interest.

Three other types of body may still qualify for the grant of a Charter: they are Charities, Learned Societies and City Livery Companies, which have been the recipients of Royal Charters for hundreds of years. The Weavers were granted theirs in 1155. The history has occasionally been turbulent. In the seventeenth century, for example, the Crown and the City did not always see eye-to-eye.

Many livery companies found themselves in the political cross-fire and lost their Charters for a while. Some regained them relatively quickly. Others were less fortunate. One company had to wait 300 years for its Charter following its first petition. I am pleased to say, however, that the Privy Council Office has managed to move a little more quickly in the case of the Marketors, and I think I can safely say that political turbulence of the kind I have described is, thankfully, a thing of the past, and that the Company may look forward to enjoying the privileges enshrined in its Charter in perpetuity.

This Worshipful Company is a fine example of the way in which modern trades and professions have been welcomed within the Livery movement. It is good that the Livery has not remained frozen in the past and it is also good to find that modern livery companies maintain respect for the ancient forms and traditions, demonstrated by the fact that the Worshipful Company of Marketors has joined the ranks of those who can say that they are “incorporated by Royal Charter”. *(Edited)*

MARKETORS' CHARTER FANFARE - 'TUBAE FORI'

The entry of His Royal Highness The Duke of Edinburgh K.G., K.T., into Guildhall's Great Hall accompanied by the Master, Wardens, Clerk and others in the Processional Party was always going to be a defining moment in the history of the Worshipful Company of Marketors. So was born the idea of commissioning a fanfare to herald the moment and commemorate the occasion.

The composition clearly needed to reflect fully the nature of the Company's heritage and membership and composer Raymond Yiu, a post-graduate scholarship student at the Guildhall School of Music and Drama, was briefed.

Tubae are trumpets or fanfares - the term used to be used for official fanfares for military, political or religious ceremonies, and also for 'trumpet bands' at private parties of the Roman elite. Fori - 'of the market' - makes a knowing reference back to 1971 when Lord Mais approached the (then) Institute of Marketing to ask if it would organise his 1972 Lord Mayor's Show, the theme for which was 'The world is our market'. The WCM traces its roots back to this involvement.

As the title suggests, there were two fanfares played - a principal form for two trumpets, and a more elaborate version for full brass quintet. The elaborated form of the fanfare, richly coloured and ornamented with the addition of the three lower instruments, completes harmonies implied by the two trumpets and yet often in an unexpected fashion. As in marketing, the choice between the two may be determined by the resources available as well as the intended audience or context.

There were also a few more 'hidden messages' to be discovered in the Fanfare. Since the Marketors are ninetieth in the City of London Roll of Livery Companies, the two trumpets play a total of ninety notes with the tempo marking of crotchet = 90. The opening phrase of the whole piece is a cryptic setting of the Worshipful Company of Marketors' motto, Mercatura Aduivat Omnes.

Liveryman Steven Rowe

Fanfare I: two trumpets
Fanfare II: full ensemble
Score in C.

TUBAE FORI
for the Worshipful Company of Marketors

RAYMOND YIU (2010)

Maestoso (♩ = 90)

Trumpet I (in C)
Trumpet II (in Bb)
Horn in F
Trombone
Tuba

Tpt. I
Tpt. II
Hn.
Tbn.
Tba.

molto rall. . .





Worshipful Company of Marketors
The Founder Master 1977
WALTER REGINALD BOWDEN
EInst.M.
Presented by
JOHN K. McPHIE EInst.M.
Junior Warden 1980

Walter Reginald Bowden was born in 1911 and was a member of the Worshipful Company of Marketors from 1951 to 1977. He was elected Founder Master in 1977 and presented to the Company by John K. McPhie in 1980. The bust was unveiled on 15th November 1980.



The Company of Pikemen & Musketeers of the Honourable Artillery Company, the Lord Mayor's Body Guard.





His Royal Highness The Duke of Edinburgh K.G., K.T., meets Middle Warden John Flynn, Senior Warden Jim Surguy and The Venerable David Meara



Windsor Herald, Edward Hunt, carried the Charter on foot from The College of Arms to Guildhall



Alderman and Sheriff Fiona Woolf leads the Master and Prince Philip into the Great Hall for the Charter Ceremony





Prince Philip congratulates the Master



Past Master Austin Nunn



Past Master Harry Druce



Master, Wardens and Clerk with the Royal Charter



Past Master Norman Boakes

These three Founder Members were present at the luncheon at Mansion House on 14th April 1978 when the Company received its Letters Patent.

They were also present when His Royal Highness The Duke of Edinburgh attended a luncheon in November 1985 and received a certificate granting him the Freedom of the Company. Austin Nunn was Master on that occasion.







*The brass quintet, Cantabile, formed by students from the Guildhall School of Music & Drama, played throughout the evening.
Soprano Charlotte Beament sang during the Loving Cup, including a spirited performance of "Drink, Drink, Drink" from The Student Prince.*



Prince Philip and the Master share a 'Loving Cup'



Sheriff Fiona Woolf and Prince Philip also share a 'Loving Cup'



The after dinner speeches given by the Master and the Sheriff can be read online at: www.marketors.org



From: Lieutenant Commander Adrian MUNDIN Royal Navy
Equerry-in-Waiting to H.R.H. The Duke of Edinburgh



BUCKINGHAM PALACE

21st October, 2010

Dear Master,

The Duke of Edinburgh has asked me to thank you very much for the dinner at the Worshipful Company of Marketors Royal Charter ceremony in the Guildhall on Tuesday. It was a magnificent occasion, clearly enjoyed by everyone present and was most certainly befitting the occasion of receiving your Royal Charter.

His Royal Highness is aware that such an event does not happen without much planning and hard work. I would be grateful if you would pass on his thanks to all those involved in making it work so well, particularly your Clerk, Adèle Thorpe, whose handling of the arrangements was superb.

Finally, may I take the opportunity to pass on His Royal Highness's congratulations on receipt of your Royal Charter and his best wishes to all at the Worshipful Company of Marketors.

Yours sincerely

Adrian MUNDIN

Mrs. Venetia Lucie Howes,
The Master, Worshipful Company of Marketors



Past Master Keith Arundale

Among all those who contributed to the Charter Celebrations, the Marketors would particularly like to record its appreciation to Past Master Keith Arundale, who managed the project, wrote the petition for the Royal Charter, and secured support for it over a three year period.

Special thanks also go to our learned Clerk, Adèle Thorpe (pictured right), who designed and wrote much of the ceremony and who led the organisation of the entire, glittering event.



This Souvenir Brochure of the Ceremony is distributed free of charge to the current membership in commemoration of the granting of a Royal Charter by Her Majesty Queen Elizabeth the Second.

Published by the Communications and PR Committee of the Worshipful Company of Marketors. December 2010



WORSHIPFUL COMPANY OF MARKETORS

Email: clerk@marketors.org

www.marketors.org

Event Photographs: Gerald Sharp Photography: www.sharpphoto.co.uk

Design & Print: Metloc Printers Ltd, Loughton, Essex **T:** 0208 502 0236