



# ADDRESS TO THE LIVERY

Mansion House

November 2010

The Rt Hon The Lord Mayor of London

Alderman Michael Bear

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

## **Introduction**

**Thank you Bill.**

**A very warm welcome to you all and to Mansion House this afternoon. Thank you for coming.**

**Today I would like to take the opportunity of setting out how I see my Mayoralty working with: [slide]**

- The Business City;**
- The Civic City;**
- My Lord Mayor's Appeal Charity;**
- The Livery.**

**After I have spoken I will hand back to Bill who will moderate a question and answer session.**

**Let me say how much I look forward to engaging with the Livery over the next twelve months. I feel that we already know each other pretty well, and I know that the relationship between the mayoralty and the Livery is a very special one.**

**Let me start by saying something about myself.**

**My background is international. I was brought up in Cyprus and South Africa, settling in London 32 years ago. And I have spent my professional life working around the world in major energy, infrastructure and building projects.**

**I am a civil engineer by training and I have a particular interest in regeneration work, having overseen the redevelopment of old Spitalfields Market in recent years.**

**My own City experience has been working on the demand side of financial services. This has provided me with a valuable insight into the broader City. An insight that will inform my work over the year.**

**As I said at the Lord Mayor's Banquet we not only lead the world in insurance, sustainable finance, public private partnerships, foreign exchange, maritime and professional services.**

**But we are also world leaders in culture, commerce, industry, education and innovation.**

### **Lord Mayor's Show**

**But let me start with the Lord Mayor's Show while it is fresh in our minds: - I would like to thank all of you who participated and who did so in the dry – what a relief!**

**I was delighted that so many Companies took part, as you are all ambassadors for the Show and for the City.**

**This year we took a very proactive approach and started marketing the floats the day after last year's Show. And after a lot of hard work and a little gentle persuasion we were sold out by the end of April.**

**This gave the Pageant Master, Dominic Reid, time to turn a procession into a Show.**

**We also had time to initiate additional events on the River:**

- **A row past by livery and community cutters;**
- **Entertainment on a barge including musical fountains;**

- **The rescue of a balloon bear by the RNLi;**
- **Fireworks to music.**

**For the Show we were able to attract strong international representation, reflecting the global reach of the City. And we had representation from most of the BRIC countries (Brazil, Russia, India and China).**

**And of course with the industry I am from, which is property and construction, we could have had a theme of ‘BRICS and mortar’.**

**Something must have got lost in the translation because the Brazilian Samba Dancers interpreted the bear theme as b-a-r-e not b-e-a-r. But no one complained.**

**To add variety and because of my South African connection we had a contingent of Zulus warriors who performed a traditional salute to the new Lord Mayor outside the Mansion House, which was spectacular. We also kept them well away from any Welsh Guards.**

**Speaking of the Guards, what an honour it was to see so many units from the armed forces in the Show, ...**

**especially at a time when they are at more than full stretch in Afghanistan and elsewhere.**

**I was honoured to have been given the Queen's permission to award medals to 12 returning servicemen from the TA and have a guard of honour formed by Cadet 150.**

**I want to pay the warmest possible tribute to all our armed forces, full time and reserves and cadets and also to the livery for your strong support of them. I know how much it is appreciated.**

**All in all, this year's show comprised 145 Floats, the most ever, 10 blow-up bears and included some form of participation and support from all of the 32 adjacent boroughs, emphasising the way in which the City works, and should work, not just for itself, but for the whole capital.**

**And also for the country. I understand that 3 million viewers worldwide and 500,000 spectators on the street shared the spectacle with us.**

**It's a potent opportunity to showcase what the Livery does.**

**So to maximise that and to secure the Show for the future could I encourage you all to consider a float of your own at the very modest entry price of £5,000.**

**Or perhaps think about sponsoring a particular overhead, such as the cost of one of the six splendid horses which pull the State Coach.**

**The Show is an amazing spectacle, and long may it continue. Its only drawback is that I guess many people watching it on TV or on the streets think that I spend my entire year dressed up in tights and a cocked hat, ...**

**for the adornment of which several large birds are no more.**

### **The Business City**

**As you know, that's not true and much of the Lord Mayor's role is devoted to hard work on behalf of the City.**

**And there hasn't been a time for a long while when such hard work was more necessary.**

**So turning to the Business City:**

**As we know only too well, the financial crisis has raised the stakes for all of us in the UK.**

**The City and the financial services industry bring huge amounts to the nation –in terms of GDP, funding trade, tax revenues and so on.**

**But it is no longer enough to bring billions into the Exchequer, paying for schools and hospitals and roads.**

**The challenge is to find better ways of sharing the City's success. The City has to lead globally and demonstrate its benefits locally – the creation of opportunity through jobs and enterprise.**

**Our task is to get the right balance between looking at the problems of the past and finding a way to solve those that we face in the future.**

**Our choices now – right now – will drive the City forward.**

**And that is why I have chosen a theme for my year as Lord Mayor that reflects the importance of choice in a globally competitive business environment.**

**My theme will be ‘City of London – City of Choice’.**

**We want the world to choose London. We want investors to look to the City and we want those in need to have choices too.**

**Global indices confirm that we are first choice for finance, business, maritime and professional services, but we must work very hard to keep this position and we must not be complacent. Reward must follow quality – not the other way around.**

**Clearly the reputation of the City as a whole – whether financial or civic – has suffered as a result of the financial crisis.**

**And I know your concern that the actions of a minority among the banks have unfairly coloured public perception of everyone in the City – including the livery.**

**The question is this: how does the City as a whole retrieve its reputation?**

**There's more work to be done on this. Especially from the business City. But I would welcome your views on how we might take it forward.**

**But it was reassuring to hear the Prime Minister recognise the importance of the City in his own Banquet speech.**

**He said that “London is Europe’s pre-eminent financial centre. With this Government, I am determined it will remain so.”**

**These are welcome words.**

**And I will be taking our message to our partners and competitors overseas.**

**I anticipate spending 90 days abroad, visiting 23 countries, accompanied by high level business delegations.**

**This is an increasingly important part of the Lord Mayor’s role ...**

**and is in line with the Government's focus upon commercial diplomacy.**

**Indeed, the Lord Mayor is accorded the rank of a Cabinet Minister in diplomatic terms when overseas. This gives me the chance to set out the facts about the City to heads of state, prime ministers and finance ministers.**

### **Lord Mayor's Appeal**

**And at the Banquet I also set out just how important charity work will be for me as Lord Mayor.**

**I paid tribute to the livery companies and how your contribution supports the Prime Minister's vision of the Big Society.**

**The livery companies contribute an enormous amount in help and support for the young, the elderly and disabled people and help for charities of every kind.**

**Over the years you have touched many lives, contributing 40 million pounds every year.**

**This is only possible because of your careful stewardship of your own resources.**

**And it involves continuing, active and voluntary commitment and service from individual liverymen, a key feature of all 108 companies.**

**And, as I heard one Master say last week, it is because the companies are in the unique position of being able to take the long view.**

**[Slide] My own Lord Mayor's Appeal will be under the snappy banner 'Bear Necessities – Building Better Lives'. It will support two worthy causes, both helping the disadvantaged: Coram and RedR.**

**Coram, London's foremost children's charity, aims to provide better chances and choices for vulnerable youngsters, who without this support, would fall into harm's way and not realise their potential.**

**And RedR, a wonderful charity, trains engineers and technicians to respond immediately to international emergencies and disasters, wherever they should strike. They were one of the first in to Sczehuan in China, Haiti, Burma and now Pakistan, organising the reconnection of the water supply, setting up food camps and training locals in surviving unimaginable hardship – providing them with the bare necessities.**

**Bear Necessities includes a Lord Mayor's Bursary scheme with The Sir John Cass Foundation. This will provide inner city children with the financial means to attend university, from which they would otherwise have been excluded. I want this to be a long-term programme.**

**[Slide] The targets of Bear Necessities are impressive: -**

- 10,000 children in London and many across the UK will gain the skills to make better life choices at school and at home;**

- **1,000 at risk children and young people in the City fringes and across London will be helped to stay in education, develop skills and thrive;**
- **100 children who have experienced profound trauma and loss will be helped to regain their chances in life with a loving adoptive family through Coram;**
- **4000 relief workers in over 25 countries across the world will be trained and supported by RedR, improving the lives of hundreds of thousands of children, parents and their communities left devastated by disaster.**

**I am only too aware of the generosity of the Livery to Lord Mayor's Appeals. Long may that continue. So my challenge to myself is to get you all to increase your contributions without feeling a thing.**

**My team and I have some imaginative fundraising ideas, starting with the Mansion House Christmas tree, which this year will be adorned with 108 teddy bears, one for each Livery Company.**

**So for a small contribution, say anything above £200, you can have your own bear celebrating Christmas in the Mansion House.**

**The bears are already on display in my office for the year, the Venetian Parlour, if you wish to see them afterwards.**

**They will witness all the business that takes place with the Lord Mayor and after a year they will come back to you. You can decide to keep them or to auction them for a further small contribution to a charity of your choice or for Bear Necessities.**

**We are also launching some stocking fillers, including a reprint of a children's book, Humbert, featuring the Lord Mayor. Copies are on display in the salon just outside.**

## **The Mayoralty and the Livery**

**Turning now more specifically to the relationship between the Mayoralty and the Livery, may I share some initiatives with you?**

**The first is what I will call the Continuum. That is, to move from a silo-ed Annual Mayoralty to Mayoralties that build on each other and have sustainable initiatives.**

**In this respect I shall be meeting my “senior junior” Aldermanic colleagues below the chair to involve them in important business of the year.**

**So when their year comes, subject of course to your vote, they will have built up knowledge, relationships and, most importantly, momentum.**

**The Sheriffs, of course, will be included in this.**

**And they will all be given important work streams in support of the Mayoralty, not only an individual Lord Mayor.**

**Secondly, building up the health of our civic democracy.**

**Could I encourage you to identify within your Company good candidates to put forward for our Aldermanic and Common Councilmen Elections?**

**I am grateful for the work some companies are doing on this issue, but I would like to see even more get involved. I have played most positions on the pitch and can honestly say that being involved in these Courts is immensely rewarding.**

**Thirdly, the Mayoral diary. I have a simple philosophy and that has always been the answer is yes. . . what was the question?**

**So if there are any issues, any events or any business which you think I can add value please do not hesitate to ask.**

**The challenge will be to find diary space. So with your forbearance, where there is a diary clash I will suggest either a Lord Mayor Representative or Locum Tenens, Sheriff or SABBAC.**

**For dinners and Banquets could I ask for tighter time control so as to allow for more social interaction at the end – finishing formal proceedings by 10.30 would allow that.**

**And now a few words on activities by the Livery.**

**This will be the 7<sup>th</sup> year the Mayoralty has supported the Livery-Cadet link. This is one of two pan-Livery initiatives about which I am very enthusiastic, the other being the Livery-Schools link.**

**And here let me mention the five mayoral ADCs, a relatively new initiative intended to help encourage more adults to get engaged in cadet youth work**

**I am pleased that at least four of them are here so I would be grateful if they could stand up and identify themselves. [applause]**

**The Big Curry Lunch which raised £170,000 for the Army Benevolent Fund will continue. And there will be a big push for the Livery to assist with a priority close to my heart and also a national priority: work placements, mentoring, internships and building up skills.**

**This would be especially useful as an adjunct to students supported by my Lord Mayor's Bursary Scheme.**

**And will complement the excellent Mansion House scholarship scheme, which you have so generously supported. And I encourage you to continue doing so.**

**I know that many of you have an admirable track record in this area but it would be good to collate the aggregate contribution the Livery make and let the outside world know that we are in tune with the priorities of the time.**

**We need to do more to promote the great contribution of the Livery to London's life and economy and to the UK as a whole.**

**And we have particular opportunities to promote these skills as part of the World Skills Championships to be held in London next October.**

**I commend the work of the Livery Company Skills Council, in which I know many of you are involved.**

**I am heartened by the Government's recognition of the potential of the Livery's contribution. And the indication that long-standing problems of access to funding, experienced by small specialist employers, will be reduced.**

**And I am pleased as well to lend my support to the Master Certificate Scheme and look forward to presenting the next batch of awards in February.**

**My question is whether there is even more we can do.**

**For instance, could we not build up a database of opportunities for young people to experience life in the City? Use the livery's connections and links so young people and potential employers are better matched.**

**And finally, as I said in my Lord Mayor's Banquet speech, we have the best possible opportunity to showcase the City at the dawn of the Twenty Twelve [2012] Olympics. London will be on display.**

**The world will see London as never before.  
And we must make sure the world sees us at  
our best: creative and organised, welcoming  
and tolerant.**

**So can I ask you to think about how you  
might contribute?**

### **Conclusion**

**I am very excited about my year in the  
Mansion House. [introduce Hugo, new  
speechwriter, taken over from Bill Beaver].**

**As I said at the start of my remarks, I greatly  
value the contribution the livery ...**

**make to our civic life and in helping those in need. I want us to build on that. And to make it better known.**

**So I look forward to working with you all. And only ask for your indulgence for an inevitable preponderance of ursine humour during the year.**

**And hope that this will not be too unbearable.**

**2860 words**