

**THE WORSHIPFUL  
LIVERY COMPANY OF WALES**

The Honourable Society for  
Arts, Science and Technology  
*Nurturing Welsh Talent*



**CWMNI ANRHYDEDDUS  
LIFRAI CYMRU**

Cymdeithias Anrhydeddus  
Tros Gelf, Gwyddor a Thecnoleg  
*Meithrin Dawn Cymru*

**MASTER'S REPORT TO COMMON HALL FOR THE LIVERY YEAR 2017/2018**

**1. INTRODUCTION**

It has been an honour to be Master of the Worshipful Livery Company of Wales over the past nearly twelve months as well as a great experience and pleasure to represent the Company at fellow Livery Company events in London and elsewhere. I was proud also to be the first Master of the Company from North Wales.

In relation to the administration of the Company, it has been a heavy responsibility and hard work.

On assuming the role, I had the following main objectives:

- (i) To successfully mark the Silver Jubilee of the Company in this special year by organising a series of official events in Cardiff, London and North Wales to celebrate the Company's many achievements to date. My aim was and remains (the Silver Jubilee spans the calendar year rather than the Livery year) to raise at least £100,000 to augment the Charitable Trust Fund to enable the company to increase the number of awards to support the young people of Wales in the future.
- (ii) To make the Company's activities better known throughout Wales by establishing improved relations with the Press and Media for our activities and achievements
- (iii) To expand the membership of the Livery Company to make it more representative of the country at large, and
- (iv) To further the external relations of the Company with fellow Livery Companies and other "Outwith" Companies and to expand our contacts with organisations with similar objectives to ours in the Principality

**THE SILVER JUBILEE**

**Events**

The Silver Jubilee year to date has seen a succession of celebrations and fund-raising events which have been well-attended and successful. These are listed in the attached diary of the major events of my year as Master. These included, in particular:

The Silver Jubilee Anniversary Banquet held in London in April 2018 attended by 118 Liverymen and guests including the Masters or other representatives of fourteen London Livery Companies;

My Away-Weekend at Portmeirion in North Wales in May, which included a very successful fund-raising Garden Party for the benefit of the Silver Jubilee fund and

The Anniversary Concert held at Y Senedd in Cardiff early in July at the kind invitation of the AM for Dwyfor Meirionydd, Lord Dafydd Elis-Thomas (Minister for Culture, Tourism and Sport in the Welsh Government) with a splendid performance by the Chamber Orchestra *Ensemble Cymru* under the direction of its Artistic Director, Peryn Clement-Evans.

**Special Publications**

Early in my year we wrote and published two bi-lingual leaflets for use in support of our campaign with the help of a few past award winners who enthusiastically responded to a

request to contribute their personal experiences of the benefits a WLCOW Award can bring. These have proved very useful in promoting our fund-raising efforts.

### **The Silver Jubilee Appeal**

From the date of my Installation as Master last October, when I first announced the Silver Jubilee Appeal, donations started to trickle in from Liverymen, friends and supporters. The trickle has grown in recent months to approximately one quarter of our objective of £100,000. Further sums have been raised from events and very recently, having proved that we could raise substantial funds from our own resources, an approach has been launched to companies, foundations and other institutions in Wales. This effort is being coordinated by an Ad Hoc Committee chaired by Liveryman Hugh Thomas for South Wales and by the North Wales Committee in the North. As Deputy Master in 2018/9, I will continue to oversee this operation.

## **PROMOTION OF THE COMPANY**

### **The New Website**

The Court decided in November 2017 to set up a new Company website [www.liverycompanywales.cymru](http://www.liverycompanywales.cymru). A holding page announcing the website was posted later that month and the new site went live in early February. It is a very attractive website and is now well established. It has been very well received and attracted a lot of interest, enabling us to reach a wide audience. Following its launch in February the website attracted 1965 visits and 37,135 hits and the latest figures covering August show 1978 visits and 35,421 hits. The average visits over the past few months has been around 2000 per month. Since the number of Liverymen is under 200 at present, this shows that the website is reaching out to the community at large.

At the same time, company email addresses for the officers, staff and committees were set up by the website provider, Delwedd of Caernarfon.

### **Publicity**

The Silver Jubilee Appeal has also given us the opportunity to draw the attention of the press in Wales to our activities. The Western Mail has published two double-page spreads about the Silver Jubilee and the award programme respectively so far this year. Other less prominent coverage has also been achieved in North Wales.

### **Membership**

It is to be hoped that the increased publicity for our activities provided by the Silver Jubilee, the website and the press will encourage new membership. During the year to date some twelve new members have applied to be admitted as Liverymen and I hereby invite all Liverymen to try to recruit one or two new members in the coming year.

## **EXTERNAL RELATIONS**

It has been a pleasure for me to represent the Company at all the many events to which I have been invited as Master this year. In addition to the events of Livery Companies with which we have long-established relations, I have been invited to a few events of other companies whose Masters I have met in the course of the year.

On 5 July, the Deputy Master, the Clerk and I attended an evening reception given by the Prince of Wales at his Welsh residence at Llwynywermod near Llandovery. There I was introduced to the Director of the Prince's Trust Cymru with whom discussions are now underway about future cooperation between our two organisations.

**In conclusion** I should like to thank the Wardens, the Deputy Master, the Clerk, the assistant Clerk and the Chairmen of the Company's Committees for their support and hard work throughout the year.

Professor Gillian Davies, DL  
Master

7 September 2018