



THE COMPANY OF COMMUNICATORS

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COMPANY OF COMMUNICATORS: Winners of The Clarity in Charity Communications Awards 2020

The Clarity in Charity Communications Award for 2020 has been awarded this evening to James fforde, Court Member, [The Fishmongers Company](#). The award was presented jointly by Sarah Wait, Master communicator and Mr Andy Lane, Deputy Master of the [Worshipful Company of Glaziers and Painters of Glass](#). The presentation was made during the virtual Diversity and Inclusion event of the Company of Communicators.

The judges were impressed by the Pandemic partnership between the Fishmongers and a taxi firm called [Minicabit](#) (Britain's largest cab comparison site) to enable frontline NHS workers, exposed and tired, to get to and from work and home, with a free taxi ride. Using Fishmongers' Company Charitable Trust as the funding mechanism, the scheme raised over £300,000 in its two-month lifespan, facilitating more than 3,500 journeys for NHS staff across 30 cities.

The prize – a specially commissioned leaded glass roundel – was created by artist [Emma Butler-Cole Aiken](#) working from her studio in Selkirk.

The team of judges awarded the Runner Up certificate to Simon Herland of the [World Traders Company](#) who impressed with his production of a video in support of the World Traders' Tacitus Lecture. As a follow up to the 2019 Tacitus Lecture by Christine Lagarde, Head of the International Monetary Fund, Simon volunteered to make a video showing the impact of the Lecture on the students who had been invited. Simon contacted students at several schools who had attended and set up interviews, producing the video with minimal resources and demonstrated very effectively the educational importance of the Lecture.

Sarah Wait, Master of the Company of Communicators and Chair of the Judging Panel, said: "It was very difficult to separate out the quality of applicants. The scheme to support NHS workers to travel free door-to-door, day or night, was a superb initiative – giving these valuable workers one less thing to worry about. The impact of the communications

campaign resulted in over £300k raised for charity and enabled the service to operate in 30 cities. It is an excellent example of a Livery Company responding to national issue and making a serious and practical charitable contribution to help those many of whom are probably only vaguely aware of the City of London Livery movement.”

Suzanne Galloway, Master of the Company of Glaziers and also a judge for the award said: “ The quality of entries for this year’s award was very high. The innovative and excellent communications approach of James Fforde and the team at Fishmongers, working with Minicabit and the NHS, stood out for both the funds raised and the usefulness of the scheme.”

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Issued by

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Notes for Editors:

The [Clarity in Charity Communications Award](#) is awarded for excellence in communications recognising activity carried out by an individual linked to the livery movement or the charity sector. The award is made in partnership with the [Worshipful Company of Glaziers and Painters of Glass](#), who commissioned the unique glass roundel that is presented to the winner. The award was established in 2015.

The [Company of Communicators](#) is part of the ‘Livery’ - the City of London’s trades associations and Guilds. The Company is a modern Livery Company, promoting the communications profession and contributing to society through volunteering and raising funds for the Charitable Trust.

The Company is managed by a Court of Assistants (the Court), led by the Master, who is supported by three Wardens. The Master is elected annually, serves for one year and then often takes the role of Deputy Master for another year. The Court meets at least four times a year to discuss Company matters including fundraising activities, events and other activities.

The Company has over 140 Freemen (members) and is seeking to raise funds for its Charitable Trust as part of the communications industry’s drive to equal other ancient and modern trades and professions in the City of London, by gaining full Livery Company status.



The Worshipful Company of Glaziers & Painters of Glass, or Glaziers' Company, is one of the City of London's medieval Livery Companies, or craft guilds. The history of the Worshipful Company of Glaziers and Painters of Glass dates back at least to 1328. It was incorporated by Royal Charter and granted Livery in 1638. It has 297 members, about a sixth of whom are practising glass artists, creatives or conservators. Its present Master is Suzanne Galloway.

The Glaziers' Company is also home to the Glaziers' Foundation (registered charity number 1143700). One of its primary charitable objectives is to support education, training, design and life-skills in the art and craft of stained glass and architectural glass. The charity also supports and makes grants towards the conservation and preservation of important stained glass windows in public buildings in the UK. It is also responsible for The Stained Glass Repository at the Harley Gallery, Welbeck Abbey.

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The Fishmongers Company

The Fishmongers' Company is a traditional Livery Company with modern values. For 700 years it has stood on the banks of the River Thames playing a leading role in upholding standards in the trading of fish and shellfish. Today it makes a significant contribution to the UK fishing sector, promoting a flourishing industry and healthy fulfilled lives for people and initiatives in need of support. Elsewhere, we support the prevention and relief of

poverty and the advancement of education. In response to contemporary social challenges, we operate a grants programme funding projects in the areas of Mental Health, Prisoner Rehabilitation, and Food & Nutrition. Through our Members, we give of ourselves, our energy and time, experience and skills, influence and intelligence.

Fishmongers.org.uk for full contact details.

The World Traders Company

The Worshipful Company of World Traders is a modern, active livery company in the City of London that welcomes members from a diverse range of professions and backgrounds. For more information on The World Traders, please visit <http://www.world-traders.org> and on Twitter @World_Traders

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Supporting images:

The glass roundel award designed by Emma Butler-Cole Aiken