

Summer Newsletter 2017



The Worshipful Company of Pattenmakers

2017 is shaping up to being an interesting year for the Livery. We have celebrated our Tercentenary with two well supported events – the Ascension Day Service and the Summer Party at the Guildhall.

We have raised considerable sums for our Charitable Foundation and we have continued to attract new Freemen and Liverymen, as well as involving more members in our activities.

There is more to come! The forthcoming Facilities Managers Dinner at the Grocers' Hall looks like being the most popular yet!. The October Dinner is to be held at the most impressive venue in the City – the Goldsmiths' Hall – we also have a mix of informal and formal events in the pipeline.

Sonja and I hope you are enjoying the Summer wherever you are and look forward to seeing you over the coming months. Thank you for making my year as your Master the most enjoyable experience.



Richard

Master

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Celebrating Our Tercentenary

As you all know by now, the Worshipful Company of Pattenmakers was awarded its grant of Livery in 1717 and we organised two contrasting celebrations of this historic milestone.

On May 25, we held a specially conceived **Ascension Day Service** at St Margaret Pattens Church, attended by over 110 people including our Royal Patron, HRH The Duke of Gloucester, the Bishop of London and several civic dignitaries. Aspects of the service reflected the music of the early 18th Century and we were also able to dedicate a new set of wooden panels recording the names of all of our Masters since 1670 (when our records begin, earlier ones having been destroyed in the Great Fire).

Assistant Steve Huxham undertook mountain of research in ensuring all the records were correct and in doing so, unearthed some incredible stories about some of the early Masters. It is our intention to produce a leaflet summarising some of the more valuable memories, which we can have on display in the Church.



On July 11, we held a magnificent **Summer Party** at the Guildhall where nearly 350 guests were able to see some fascinating displays of footwear – curated by Freeman Paolo Gabrielli and helped by many others including Freeman Vanessa Podmore – and some interesting examples of shoe making with Churchs, Liveryman Char Hau Lee and Freeman Bryan Oknansky contributing the demonstrations.

We heard some impressive speeches from our Royal Patron, representatives of Headley Court and

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the principal Speaker, Alexandra Shulman, the outgoing Editor of Vogue and we enjoyed limitless canapés and fizz. Altogether, a fitting way to mark a wonderful moment in our history!



The London Marathon

In the last Newsletter, we were able to pay tribute to our brave six runners who completed the event and we can now tell you that we have raised over £36,000 for our Charities.

Congratulations to our fund raisers for this impressive outcome.

The Pattenmakers' 17th Annual Footwear Dinner

This was held at the Apothecaries' Hall on April 19, and 140 guests enjoyed a splendid meal and were entertained by the guest speaker, Andy Rubin, Executive Chairman of the Pentland Group, the UK's largest sportswear company.

Andy explained some of the huge changes happening in people's buying habits and the way the footwear industry must respond to them. The evening concluded with an energetic 'networking' session during the Stirrup Cup finale.

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The Northern Dinner

This first Northern Dinner was hopefully the first of a series of meetings that will move between Lancashire and Yorkshire each year. For this first event the venue was the historic Manchester Town Hall on April 19.



The evening was brilliantly orchestrated by Liveryman Barry Lynch, and the forty attendees enjoyed an address by Liveryman Rodney Tennant, the well known auctioneer; not to mention some very generous Mancunian hospitality

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Visit to the Chelsea Physic Garden

On June 2, 20 Liverymen and guests, braved the heat (and then the rain) to be delighted by a guided tour of this quirky and historic Gardens in the heart of London and organised by the Upper Warden.

Many of us resolved to return for another look at the displays and plantings and to maybe have a second sampling of a lunch which was enjoyed by all.

The John Foxon - Pattenmakers' Apprentice Scheme Launch

There is a great deal of national debate about this essential part of our industrial and commercial strategy and the footwear sector is no exception. The British Footwear Association, of who we are members, are managing an initiative to produce a greater number of well trained operatives in the 20 or so remaining (but successful) manufacturers.

The Livery has been proud to announce our own contribution in the form of the John Foxon Pattenmakers' Apprentice Scheme. As a result of a very generous donation by John, and in conjunction with two highly recognised makers of bespoke orthopaedic footwear, Philip Taylor and Liveryman Bill Bird, we have developed a syllabus and format for recruiting and training new apprentices in the field of specially crafted footwear for people with a range of feet disabilities.

The background to the creation of this Scheme is the growing disparity between the demand for this type of service (around 1m people in the UK require special footwear) and the supply. The number of true bespoke manufacturers of these shoes is not increasing and encouraging more apprentices to join them is key to maintaining the nation's ability to provide functional yet good looking footwear to the burgeoning number of ageing, obese or diabetic people seeking them.

Clearly, our work with injured servicemen at Headley Court is central to this initiative and the Scheme will enable us to continue to provide relevant products to these veterans.

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Forthcoming Events September - December 2017

September 2017

September 13: Common Meal. [Click Here to download Booking Form](#)

September 17: Swim the Serpentine. Our volunteer and intrepid team of 5 swimmers will be participating in this fund raising event. Support them by coming to Hyde Park on September 17th and/or by donating on the Pattenmakers Virgin Giving site :

<http://uk.virginmoneygiving.com/charity-web/charity/finalCharityHomepage.action?charityId=1001017&pageId=835949>

September 27: The Facilities Management Annual Dinner at the Drapers Hall.

September 29: Common Hall – the election of the next Lord Mayor.

October 2017

October 11: Young Pattenmakers lecture by Georgina Weston in St Margaret Pattens

October 19: Dinner at the Goldsmiths' Hall

November 2017

November 11: The Lord Mayors Show and we are participating

November 17: Young Pattenmakers Dinner at Cutlers Hall

November 21: Whisky Tasting at Scotch Malt Whisky Society

December 2017

December 14: Carol Service at St Margaret Pattens followed by a Reception in the Church

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Raising the Status of Making

Jayne West, the British Footwear Associations Training and Apprenticeship Manager, talks about Apprenticeships and British footwear manufacturing

Apprenticeships are seemingly everywhere at the moment. The UK government has been working with all industries over the past three years to create new apprenticeship standards designed by employers. These standards become the new nationally accredited training for the roles they cover. Companies that now pay the apprenticeship levy (Companies with payrolls over £3m per annum) can spend against these apprenticeships. Non-levy paying companies, i.e. the vast majority of firms, employ the apprentices (who can now be of any age) and 90% of the training costs will be met by the government. 100% if the apprentice is under 19.

This piece is concerned with British footwear manufacturing, but of course, it is now the case that, most of British footwear firms are not, currently manufacturing in the UK. The new apprenticeship agenda is applicable to all sectors of the UK footwear industry. Whether you are engaged in manufacturing, design, sourcing, sales or marketing there will be an apprenticeship that covers the training and development of your personnel. There are already new apprenticeships available in everything from entry level retail, store management, entrepreneurship and digital content, all of which have been designed by at least 10 industry employers and therefore C21st ready. There is also no doubt that interest in UK manufacturing in the future is rising. Footwear manufacture is a complicated specialist business, hence BFA's attention to this issue first.

Recruitment to manufacturing presents a particular challenge, and not just in footwear. It is recognised that great apprenticeships and explanation and marketing of associated career possibilities can go a considerable way in attracting new entrants to an industries looking at an aging workforce. Just a few years ago, car manufacture, tailoring and some building trades were in the same position, but have created pathways to entry which are attractive to a new community of makers. Raising the status of manufacture and make is key. Reshoring, another word of the moment, will require investment in succession planning and training as recognised by the members of the Footwear Manufacturer Trailblazer group led by Loake. Developing pragmatic and workable nationally accredited, and this case highly specialised, training solutions is not an overnight process, again recognised by the footwear firms committed to making apprenticeships work.

For the premium manufacturing, bespoke and orthotic sectors, apprenticeships are both important and, it could be argued, crucial. All economic evidence, regardless of source or business sector, acknowledges that access to highly skilled labour is an integral component of luxury and niche manufacture. This skilled labour does not just appear and must be developed.

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It is testament to the importance of this particular agenda that all three national organisations, both Cordwainers and Pattenmakers livery companies with the BFA have come together to support the British footwear manufacturing industry to make the entry level 'Footwear Manufacturer' apprenticeship available in early 2018 and to further explore the need for, and content of, a higher skilled standard for those premium, bespoke and specialist producers. The key to success will be in creating a high quality programme that is future focussed and works for both the largest and the very smallest firms.

Any footwear companies, bespoke makers, interested to engage in the possible development of a higher level footwear apprenticeship or any BFA member in need of advice on apprenticeships, including roles not in manufacturing, can contact the BFA Training Manager Jayne West for further advice.

Jayne West -Training Manager, British Footwear Association

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If you would like any information about the activities of the Worshipful Company of Pattenmakers, please contact

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