



The
GOLDSMITHS'
Company

Marking 700 years

The Goldsmiths' Company
2027 Strategy



The Goldsmiths' Company has helped support my journey and has allowed me to feel a sense of acceptance and belonging in the industry. I'm proud to be counted among such unique and talented people, brought together over centuries to promote and support the craft. For me, it's about being part of something bigger than myself. One day, it will be my responsibility to pass on what I've learned to an apprentice of my own.

LOUISE SORRELL

Member and former Goldsmiths' Company apprentice



The Staircase Hall inside Goldsmiths' Hall.

Welcome to the Goldsmiths

We are delighted to introduce this new strategy. Marking 700 years is aimed at our members, our staff, our trade, and those outside the Company who would like to learn more about who we are and what we do.

For many years, since our very beginning in some cases, we have performed roles that reach deep into our trade and beyond, such as promoting apprenticeships, hallmarking precious metals and assessing the nation's coinage. Now, as we move inexorably towards the 700th anniversary of the granting of our first Royal Charter of 1327, we are working on a broad range of new projects that we hope will be completed or well under way by the time the anniversary year comes around in 2027.

Marking 700 years sets out our vision for these coming years. It describes what we do already, what we want to build on and what we want to develop from the ground up. Philanthropy has always been an important part of our purpose, as has our support for apprenticeships. But the latter has always been London-focused; as part of our strategy we now seek to extend our apprenticeship programme across the country.

Other plans break entirely new ground: our partnership with the new Museum of London will bring our collections and purpose to millions of visitors; the ambitious scheme to digitise our Collection and Archive will extend their reach across the world; and our aspiration to build on the success of the Goldsmiths' Centre by developing a second site in central London will hugely extend the support we can give to our craft and industry and to the communities in which they operate.

Throughout these pages, certain words and phrases repeatedly stand out: *making a positive impact, inspiring, investing in skills, and partnership.* We hope that if you are a member of the Company, a valued employee, or one of our partners, you will be proud of what we are doing; and, if you are not involved in the Company directly, we hope you will be inspired by the difference even a single livery company can make.



Kevin Grey, *Ludus Bowl*, 2017, The Goldsmiths' Company Collection.



In a pre-welfare state society, trade guilds like the Goldsmiths' Company provided a safety net protecting craftspeople, their communities and people who had fallen through the cracks in society. The giving of alms, or financial relief, is mentioned in the first pages of the Company's earliest minute book in 1334.

SOPHIA TOBIN
Assistant Librarian,
The Goldsmiths' Company

Who we are

The Goldsmiths' Company is a membership organisation that has contributed to national life for 700 years. We train and support jewellers and silversmiths, protect consumers by testing and hallmarking precious metals, and work with charitable, educational and cultural partners to help people in society.

Our purpose – to contribute to national life – is core to why we exist, who we are and what we do. It defines the Company, our members, and how we work with all our partners.

Why? Because it is a lifelong commitment that was made in the earliest record in our archives – the first book of minutes – beginning in 1334, just a few years after we received our first Royal Charter (1327).

Today the Goldsmiths' Company family is made up of the **Goldsmiths' Company**, the **Goldsmiths' Company Assay Office**, the **Goldsmiths' Company Charity**, and the **Goldsmiths' Centre**.

We work together and collaborate to support the trade, from training and development to investing in makers who live, work, create and learn in the UK; and to support civil society, from grant-making through the Charity to education provided by the Centre, and by upholding standards of hallmarking through the Assay Office.



A membership organisation that has contributed to national life for 700 years.



Works with charities to help people in society.



ASSAY OFFICE

Protects consumers and the trade by hallmarking precious metals.



CREATIVITY | CRAFTSMANSHIP | COMMUNITY

Trains and supports jewellers and silversmiths and those in the allied trades.



Our purpose is to contribute to national life by supporting our craft, trade and industry and through wider charitable and educational activity.

A young person on the Goldsmiths' Centre's Foundation Programme honing their craft skills.

What we do

Membership

Our 1,800 members contribute to the running of the Company. They volunteer their time on committees, give talks at the Goldsmiths' Centre, train apprentices, gift money and time to charity, and are passionate advocates for the Company and the craft, trade and charities we support.



Charity and partnerships

We've been involved in charitable giving for nearly 700 years. The Goldsmiths' Company Charity awards around £4 million each year in large and small grants. The Charity has become a Founding Partner of the new Museum of London, pledging £10million.

Apprenticeships and training

The Goldsmiths' Centre trains and educates 16 to 24-year-olds in our craft and trade, providing young people with an opportunity to have a career in the jewellery and silversmithing industries. Opportunities include the Goldsmiths' Company Apprenticeship Scheme and the Foundation Programme.



Nurturing talented emerging and established makers

We nurture talent and provide emerging and established makers with opportunities and platforms to promote and sell their work, from Getting Started, a business skills course for graduates, to the internationally renowned Goldsmiths' Fair and Make Your Mark, a free event promoting craft skills and the importance of hallmarking.

Our Collection and exhibitions

Our Collection comprises works of art of world class importance, including stunning historic and contemporary gold and silver plate, jewellery and art medals. We hold exhibitions around the country and regularly loan pieces to museums and galleries in the UK and overseas.



Our Library and Archives

Our Library's collections include Archives dating back to the 14th century, over 8,000 books, and more than 15,000 images, magazines and journals, films and special research collections. It is open to the public and our resources are available to students who want to learn about the skills and techniques of goldsmithing and silversmithing.

Trade grants and bursaries

We support the next generation of jewellers and silversmiths through the Goldsmiths' Fair Graduate Bursary Scheme and the Goldsmiths' Precious Metal Grants for undergraduates. Awards are from £750 to £1,500. We also offer an interest-free silver bullion loan of up to £3,000 to graduates exhibiting at Goldsmiths' Fair.



Protecting consumers since 1300

We have been responsible for guaranteeing the purity of items made of precious metals since 1300, when the hallmarking statute was passed. We became the official 'home of hallmarking' in 1478, establishing the country's first Assay Office at Goldsmiths' Hall London, which still operates today.

The Trial of the Pyx

One of Britain's oldest judicial processes, the Trial of the Pyx has taken place at Goldsmiths' Hall every year since 1871. A jury, made up of members of the Goldsmiths' Company, checks the coins produced by The Royal Mint and sends a selection for testing, to ensure each one is of the correct weight, size and composition.



Venue hire and tours of the Hall

Goldsmiths' Hall is one of London's hidden treasures, ideal for charity and corporate events, conferences and filming. The Hall has featured in many notable productions including *Killing Eve* and *The Crown*. We also open the Hall for public tours several times a year.





The Goldsmiths' Centre annually trains ten 16 to 19-year-old Foundation Programme students.

Contributing to national life

Everything we do contributes to national life. Over the coming years, leading up to our 700-year anniversary, we will fulfil our purpose by working towards three key aims that support our trade, wider society and our organisation.

We have committed to deliver several outcomes against each aim and have provided examples of what we will do to achieve those outcomes. We have done this because we want to be more transparent about who we are, what we do, how we work and where our money goes.

Our three aims are:

1.

Our trade

Invest in the skills of our trade and increase demand for its work.

2.

Wider society

Make a positive and lasting impact on society through our partnerships and funding.

3.

Our organisation

Evolve and innovate to inspire future generations.

Aim 1 Invest in the skills of our trade and increase demand for its work.



Designer-maker and Goldsmiths' Fair exhibitor, Mikala Djørup, in her studio.

Outcome 1

Jewellers, silversmiths and their allied trades are thriving and contributing to the UK economy.

To achieve this outcome, we will:

Support the businesses of UK jewellers, silversmiths and their allied trades to help create jobs and build a skilled and diverse workforce; and promote the craft in national and international markets.

Provide exceptional education and training to jewellers and silversmiths and those aspiring to work in the sector, through the Goldsmiths' Centre, to support equitable access and personal and professional development.

Cooperate with partners to find ways to stimulate the market for jewellery and silver among consumers in the UK and internationally.

Collaborate with organisations and trade associations to raise the government's awareness of the role, value and contribution of the UK jewellery and silver industry to the economy and society.

Outcome 2

We help UK makers practise in an environmentally sustainable and responsible way.

To achieve this outcome, we will:

Work with other leading industry organisations to raise awareness and understanding of the importance of sustainable practice.

Collaborate with sector partners to support new entrants, emerging micro-businesses and SMEs on best practice in responsible sourcing and sustainability.

Outcome 3

Customers' trust in the purity of gold, silver, platinum and palladium hallmarked by the Goldsmiths' Company Assay Office.

To achieve this outcome, we will:

Protect consumers and the trade through our hallmarking of precious metals and by addressing enforcement challenges in policing online retail sales.

Promote the history, value and importance of hallmarking and precious metals, and increase awareness of the Hallmark's heritage and contemporary value, including the role of the Antique Plate Committee.

Deliver Deliver the best hallmark, with the best service, and a guaranteed turnaround time to customers and continue to innovate. We are committed to ensuring that 'every mark matters'.

Invest in research into precious metals.



I always want to ensure people know I'm a customer of the Goldsmiths' Company Assay Office. The mark is as valuable to me as it is to a master silversmith – it bears the same authority and reassures customers. In this way my pieces represent a long and respected heritage that stands for quality. It's a real privilege to be part of this tradition.

KIM DOWNES

Silversmith, jeweller and customer of the Goldsmiths' Company Assay Office

Find out more at assayofficelondon.co.uk

Aim 2 Make a positive and lasting impact on society through our partnerships and funding.

Outcome 1

People we help have better access to opportunities that improve their life chances, including access to education.

To achieve this outcome, we will:

Empower the Goldsmiths' Company Charity to become an even more influential funder – making connections, sharing best practice and collaborating with other funders to improve the impact and outcomes of partnerships and grant funding.

Become advocates and ambassadors for charity and education partners supported by the Goldsmiths' Company Charity, raising awareness of the valuable work they do.

Support access to educational and cultural opportunities for all, regardless of background.

Invest in a new 1327 Fund, increasing the amount of money the Company and its members gift to charity partners and the trade each year, enabling a wider range of partnerships to be developed.

Outcome 2

We promote cultural life and diversity and inspire young people about and into our craft and industry.

To achieve this outcome, we will:

Engage with young people, teaching them about jewellery and silversmithing, and inspire them into a career in the trade or stimulate their interest in what it produces.

Promote living skills and tell the story of the craft, trade and the Goldsmiths' Company, including through our partnership with the new Museum of London, to raise awareness of goldsmiths and inspire people from around the world.

Support cultural organisations in making their contribution to national life accessible to a wider audience.

Outcome 3

We collaborate with the Livery community to provide increasingly effective charitable investment - in money, time and expertise – in areas of need.

To achieve this outcome, we will:

Champion collaborative working across livery company charities to enable more strategic, impactful funding in areas of need.

Partner with other livery companies – money, time and expertise – on charitable programmes that support young people, prisoner reintegration and an ageing population.



Volunteers from FareShare, the UK's largest charity fighting hunger and food waste, supported by the Goldsmiths' Company Charity.



We are proud and excited to be a Founding Partner in the visionary project to create a new Museum of London. This is a very tangible realisation of our core purpose to contribute to national life.

Schoolchildren will be able to make meaningful connections with the past and present inspired by the craft of jewellers and silversmiths in techniques handed down over

centuries. Visitors will be able to see our unique Collection and marvel at the Cheapside Hoard, unlocking fascinating stories about our craft and trade through the ages. And our partnership will enable us to do even more to nurture creativity and promote new generations of craftspeople.

LYNNE BRINDLEY
Warden of the Goldsmiths' Company

Find out more at thegoldsmiths.co.uk



Hoardings at the site for the new Museum of London in West Smithfield. The Goldsmiths' Company Charity is a founding partner and has pledged £10m to the project.

Aim 3 Evolve and innovate to inspire future generations.



Staff of the Goldsmiths' Company gather outside Goldsmiths' Hall in support of the Lord Mayor's City Giving Day.

Outcome 1

We deliver sustainable and positive results for all organisations in the Goldsmiths' Company family.

To achieve this outcome, we will:

Ensure that the governance of the Company and the Charity continue to evolve to meet requirements.

Create and maintain sustainability goals for the Company and Charity.

Give more people and our charity partners better access to the Goldsmiths' Company, creating dynamic digital and physical spaces that open our Hall, history, Collection and Archives to the public.

Promote the Goldsmiths' Company brand and raise awareness of who we are and what we do, strengthening our ability to contribute to national life.

Outcome 2

We develop and deliver a digital strategy that enhances connectivity and stimulates innovation and creativity.

To achieve this outcome, we will:

Invest in digital infrastructure, skills and capability to improve the effectiveness and efficiency of how we operate as an organisation and reinforce key values and behaviours.

Make our unique Collection, Library and Archive open to everyone online, through the Goldsmiths' Digital project, preserving knowledge and stimulating innovation and creativity.

Teach, reinforce and promote physical and digital security.



Our Collection of historic and contemporary works of art in precious metal lies at the heart of who we are, and it tells very human stories about people and their connections with our trade and with the Company.

The aim of the Goldsmiths' Digital project is to share these incredible treasures with a national and international audience through the creation of digital resources.

DORA THORNTON
Curator, the Goldsmiths' Company

Find out more at thegoldsmiths.co.uk

Aim 3
contd.

Evolve and innovate to inspire future generations.

Outcome 3

We have an engaged, active and diverse membership and staff that reflect today's society.

To achieve this outcome, we will:

Innovate in how we attract and integrate new and diverse members and staff who reflect today's society inclusively and equitably regardless of background.

Be recognised as an employer of choice and a workplace and organisation where people flourish, motivated by common goals and values.

Demonstrate our aims and progress in ED&I (Equity, Diversity & Inclusion) through the setting of targets and capture and publishing of diversity data.

Provide the time and talent of our members to the trade and to our charity and education partners.

Promote the 1327 Fund, encouraging new generations of Goldsmiths to enhance our charitable impact.



Jessica Jue, *Wobble Tumblers*, 2017

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The Goldsmiths' Company offers so many different layers of support to goldsmiths and silversmiths. Looking back over the years I'm grateful for the help I've had, and feel close to the Company as an institution that stands for support and encouragement.

JO HAYES-WARD
Designer-maker and Goldsmiths' Fair exhibitor



Engraver Dudley Withers of Sauvarin Withers teaching on the Hand Engravers Association's Summer School at the Goldsmiths' Centre © The Hand Engravers Association of Great Britain, 2019.

Our values

The Goldsmiths' Company has strong support and commitment from our members and talented staff, and has a well-developed network based on advocacy, collaboration and partnership.

To achieve our ambitions and goals we have introduced organisational values that will shape our working culture.



Excellence

We want everything that we do to be the very best that we can achieve and to make a positive and lasting impact.



Community

We are collaborative and show respect, compassion and support for others.



Integrity

Our hallmark and our trade depend on integrity and trust, which underpin all our work and what we stand for.



Inclusion

We welcome and value everyone involved in and with the Company and are committed to becoming a more diverse organisation.



Creativity

We seek out opportunities to work creatively with our members, our people and our partners.

Design drawing for Professor Hall's Bog Oak Bowl
by Louis Osman, 1988, The Goldsmiths' Company Archive.



The expectation of history is heavy, but there's also great opportunity as we continue to help the Goldsmiths' Company thrive and create the stories of national relevance that help define us.

TIJS BROEKE
Common Councillor, Ward of Cheap, London
and Member of the Goldsmiths' Company

Inspired by our work?

If you'd like to find out more about the Goldsmiths' Company you can:

Visit our websites:

thegoldsmiths.co.uk
goldsmiths-centre.org
assayofficelondon.co.uk
goldsmithsfair.co.uk

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