

# Purpose and Strategy

## Purpose

**A Livery Company with a strong enduring reputation, striving to be the most effective independent business and social forum for the UK Communications and Content industries, actively contributing to the strategic development, success and education of these industries**

## Vision by 2020

- Balance income against expenditure, excluding investment income
- Fully integrate the premises of St Martin-within-Ludgate into our facilities
- Having achieved charitable status for the Hall launch the ambitious fundraising campaign to enable the Hall development programme to continue, including the important provision of greater public and disabled access to both our Hall and archives
- Whilst continuing to expand our education programme, further assist the Stationers' Crown Woods Academy in developing its digital distinctiveness through its curriculum, pedagogy and Media Centre facilities. Also, with governance, mentoring and other activities help them to achieve academic excellence

## Stakeholders and Partners

**Our stakeholders – including our Staff, Members and Partners expect the Stationers' Company to:**

Provide membership of a network and community related to our industry sectors that continually adds value

Uphold the traditions and heritage of the City Livery Companies including our support for the Royal Marines

Sustain a reputation for delivery and professionalism

Maintain to a high standard the historical and structural integrity of our Hall buildings and the housing of the Company's archives

Through the Court, Master and Wardens Committee, the Clerk and other committees, control the Company's overall situation, strategy and policy

Through the work of the Foundation facilitate the Company's charitable activities, including support for education, training, welfare and the Almoner

## Key themes

Continue to develop our reputation as an influential business forum for our industry sectors through:

- round table technical and
- business-related events
- industry studies
- the Innovation Awards
- the Annual Lecture

Provide an annual programme of social and cultural events related to our traditions and heritage, with the purpose of providing opportunities for fellowship and greater membership participation in the Company's activities

Continue with a robust recruitment and retention programme for Liverymen, Freemen and Corporate Members, while seeking to improve the diversity of the Membership profile in terms of age, gender, ethnicity, geography and industry sector

Enhance our standing in championing education and training, with additional funding and support for the:

- Stationers' Crown Woods Academy
- post-graduate bursaries
- Saturday supplementary schools
- Shine school media awards
- apprenticeship schemes
- educational awards

## Strategic enablers

**A sustainable, effective and efficient organisation**

Provide a sustainable environment with first class facilities, including the provision of greater public and disabled access to the Hall and the new muniment room, and a plan to utilise cost effectively the premises of St Martin-within-Ludgate

Improve our internal and external communications in order to raise the Company's profile

Value, support and develop all our Staff

Inspire and motivate Members to continue to participate in our committees who, together with the Staff, are engaged in upholding our core values and delivering strategic development

**Financial sustainability**

Manage risk, costs and resources to deliver our strategic priorities

Maximise the return on our investments and grow and diversify sources of profitable income to invest in our future

Increase proceeds from fundraising to support charitable activities and Hall development

- Values** ▶ Inclusivity ▶ Support for Education and Training ▶ Forward-Looking ▶ Charitable Giving ▶ Heritage ▶ Industry Relevance ▶ Fellowship ▶ Support of City Mayorality and Corporation ▶ Integrity ▶ Professionalism ▶