

## Call to action for candidates for New London Group

### Introduction

Between January and June 2005 research was undertaken with a cross section of London's industry in order to develop the Jewellery Sector Investment Plan (JSIP), a plan to improve the competitiveness of the industry. The development of the JSIP wasn't just about producing a document to be used to attract funding of activities to improve competitiveness, it was more importantly about engaging businesses in a process and getting people talking about what is possible.

Out of this research came the call that the London Industry needed a voice. This London Group would lead the way toward UK jewellery being recognised as the very best in the world. To be effective, this Group needs to be fully representative of the industry's sub-sectors, made up of individuals who are ambassadors for change and at the same time head-up exemplar enterprises which encapsulate forward thinking entrepreneurial spirit.

### Who's supporting the JSIP and the establishment of the New London Group?

The development and implementation of the JSIP is supported by The Goldsmiths' Company, The City Fringe Partnership and the London Borough of Camden. While the former is well known for its support of jewellery and allied industries, the latter two partners are public sector. Their involvement has been instrumental in initialising economic development initiatives for the jewellery industry.

The National Jewellery Steering Group (NJSJG) and London partners have asked the City Fringe, a local independent economic development partnership, to oversee the establishment of this New London Group to ensure probity and transparency with this process.

### The New London Group

To this end, it is proposed that a new group is recruited from across the sector in London. The City Fringe Partnership will nominate an appropriate independent panel, who will be responsible for the short listing and interviewing of candidates. It is anticipated that this process will take place over the next few months, with the new body in place by the first quarter of 2006.

The impact of the Jewellery Sector Investment Plan (JSIP) relies upon the New London Group, and the industry to drive the process, triggering both public and private sector investment. The Group will become advocates for the sector, leading on the future development of support mechanisms for industry and provide a "check and balance" for the public sector. This will include: providing advice for the effective delivery of the JSIP; providing a business-led approach for evaluating JSIP project proposals; acting as a catalyst for future initiatives; acting as a 'voice' for the London industry on specific issues, both internally and externally, and to actively support positive cultural change within the industry. The New London Group will be supported in the execution of these tasks by the public sector.

Candidates for the New London Group must demonstrate robust and effective management skills, and have a strong commitment to co-operate, and to combine skills, talents and resources, to make our industry the worldwide success it deserves to be.

### Call to Action

The British jewellery industry is at a crossroads. We need to act. And act quickly. Attitudes need to change. So does the way we go about our day-to-day business. It's time we saw the bigger picture.

For an application pack, please email Alexi Cawson at the City Fringe Partnership ([Alexi.cawson@corpoflondon.gov.uk](mailto:Alexi.cawson@corpoflondon.gov.uk)).

### Information notes

#### The City Fringe Partnership

The City Fringe Partnership vision is to build an area of thriving competitive industries and an area whose residents prosper from the success of the region. The Partnership focuses on exploiting the competitive advantages of the fringe defined as the area to the north and east of the City of London and our partnership includes the private sector and the Local Authorities of Camden, Islington, Hackney, Tower Hamlets and the Corporation of London.

For further information please see: [www.cityfringeorg.uk](http://www.cityfringeorg.uk)  
Press Officer Contact: Alexi Carson  
Tel: 020 7729 2814  
Email: [Alexi.cawson@corpoflondon.gov.uk](mailto:Alexi.cawson@corpoflondon.gov.uk)

### The London Development Agency

The London Development Agency is the Mayor's agency for business and jobs. The LDA prepares the Mayor's business plan for London and mobilises the support and resources of hundreds of partner organisations to help build a thriving economy for London's people, businesses and communities. The LDA is dedicated to improving sustainability, health and equality of opportunity for Londoners.

For further information please see: [www.lda.gov.uk](http://www.lda.gov.uk)

Press Officer Contact: Oliver Roberts  
Tel: 020 7954 4206  
Email: [oliverroberts@lda.gov.uk](mailto:oliverroberts@lda.gov.uk)

### The London Borough of Camden

Camden Council has employed a jewellery development officer to work with the industry since 2003. As well as undertaking research to understand the importance of Hatton Garden to the industry and co-ordinating the development of the JSIP, the Council has also secured a building on St. Cross Street through a planning agreement to act as a centre to benefit the jewellery trade and provide links with the local community. The Council hopes that the JSIP will strengthen the Hatton Garden cluster and stimulate new jobs and training opportunities for its residents.

For further information, please see: [www.camden.gov.uk](http://www.camden.gov.uk)  
Press Officer Contact: Jason Grimsley  
Tel: 020 7974 5238  
Email: [jason.grimsley@camden.gov.uk](mailto:jason.grimsley@camden.gov.uk)

### The National Steering Group

The National Jewellery Steering Group was set up in 2002, following publication of the DTI's Competitiveness Analysis of the UK Jewellery Sector. NJSJG's role is to provide a co-ordinating body for the industry's trade associations and other stakeholder bodies to address key themes relating to the competitiveness of UK jewellery and silverware. The current Chairman of the NJSJG is Dick Melly, the Clerk of the Goldsmiths' Company and the Secretary is Geoff Field, Chief Executive of the British Jewellers' Association.

### Contact Details

The Secretary  
National Jewellery Steering Group  
10 Vyse Street, Birmingham B18 6LT  
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### The Goldsmiths' Company

The Goldsmiths' Company is one of the Twelve Great Livery Companies of the City of London. Dedicated to promoting excellence in the design and craftsmanship of silver and jewellery, the Goldsmiths' Company is also responsible for the statutory function, since 1300, of hallmarking precious metal articles by operating the London Assay Office.

For further information please see [www.thegoldsmiths.co.uk](http://www.thegoldsmiths.co.uk)  
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