

— Digital City Team



Sensitively supporting not-for-profit
City institutions through
technology and personal experience



Digital City Team Overview

We enable Livery Companies, Ward Clubs, and Guilds to:

- outsource some, or all, of their secretariat services often performed by an Assistant Clerk and other support staff
- ensure compliance with best practice, good governance and legal requirements
- support social and other digital media objectives
- provide technology that reduces costs and enables access for all stakeholders

All the above is provided for a fixed price and from an experienced team who are Livery Company, and Ward Club members, and who understand your requirements and sensitivities.

In this document you will find the reasons why this could be a good solution for you, and more detail on how we achieve the above objectives.

Our Services:



What does this mean to you?

Livery Companies and Guilds are the expert, indeed the Master of their trade and lead the field in knowledge, skills, and education. Ward Clubs support the Lord Mayor, Alderman and Common Councillors in carrying out their duties and are dedicated to the development, and prosperity of the City of London. The City has always been a blend of traditions and modernity, has risen to meet new challenges, and take advantage of new opportunities for centuries.

The big challenge today is in finding experts who thoroughly understand the Livery movement, Ward Clubs, and the civic City, who also have comprehensive digital skills to enable the organisation to transform into a modern, digital institution which simultaneously upholds their traditions. The goal of an organisation is to attract new members who are the life blood of every institution, bringing energy, engagement, and income which are so vital to ensure the ancient traditions continue to thrive in the 21st century.

Who are we?

We are a group of highly experienced professionals, at ease dealing with people at all levels, with a deep understanding of the City of London, the Livery movement, and Ward Clubs and Guilds. Each organisation is an individual membership company with its own priorities and traditions; we work with you to deliver a tailored solution.

We are passionate about the City of London, its history, ceremonial, charitable work, and the role of its Livery Companies, Guilds, and Ward Clubs; we are active and committed members of the Worshipful Company of Information Technologists. We deliver outsourced secretariat services to City Livery Companies, Guilds, and Ward Clubs, enabling the Clerk to provide maximum support to the Master during their term of office.



"Millennials are far more socially aware than past generations. This generation is less interested in structures, institutions, and organisations, but rather in the people they help and the issues they support. With all the signs pointing to younger generations as the figure of individual giving, it would be a mistake to ignore this growing demographic of potential donors."

Ian Lauth, Winspire News

Service Offerings

A Digital Organisation

A structured approach to assess the organisation's digital maturity based on a consultant led discussion to understand what digital engagement means for you. Personalised proposal of a comprehensive digital strategy focused on meaningful and effective engagement.

With the ever increasing need to interact digitally with members, suppliers, the City, and wider connections, the pressure is on to bring systems up to date through digitisation. This will lead to more efficient, reliable systems that produce the necessary and required reports, as well as interaction with new and existing members alike.

We provide consultancy to develop and implement the right systems and applications, including social media and websites: overall management of the company communications and social media accounts, ensuring that information is kept up to date, and is a useful source for members, the City and the public.



Office Administration

Membership Administration

Processing applications for Company membership admission as a Freeman, elevation to Liveryman or further. Communication with all candidates through the admission, and progression process. Organising their attendance at relevant meetings, conducting ceremonies in accordance with Company traditions. Communication with the membership and looking after collective members' interests.

Meeting Facilitation

Act as Secretary to arrange meetings of the Court, issuing calendar invitations, agendas, and supporting papers prior to meetings. Preparing and distributing accurate minutes and action reminders on a timely basis.

Company Communications

Be responsible for all communications of the Company including membership liaison, database management, website, social media, and publications.

Email Services

Be responsible, together with the nominated member, for ensuring the smooth functioning of the Company's hosting, and email services.

Membership Management System

Overseeing the maintenance of the membership records, the receipt of fines, and producing the annual Livery List for the Common Hall register.

Members Handbook

Creation and maintenance of a members' handbook with the company principles, policies, history, and membership information. Updated regularly, this may be online, or a physical handbook i.e. Members Handbook.

Process administration

Creation of process documents, best practice guides and optimisation of technology to ensure maximum efficiency.

Financial Management

Overseeing of the financial records, accounting systems, and controls, preparation of quarterly, and annual accounts.
Monitoring income and expenditure in accordance with the budget in consultation with the Treasurer and Bookkeeper.

GDPR Compliance

Ensuring that all necessary policies are adopted and are adhered to on an ongoing process.

Company Strategy

Working with the Court of Assistants to ensure that Company Strategy is regularly documented, reviewed, and updated, and is available to members digitally.

Membership Strategy

Produce membership strategy documentation and keep up to date in line with Court decisions.

Office Management

Managing the Company's 'Office', and daily activities of the Company, including Hall, facilities, and staff. Ensuring compliance with all legal and regulatory matters pertaining to the Company, the Hall, and its entities.

Organising Events

Effective organisation of large-scale formal social events and functions. Arranging the Company's formal social events in consultation with the Master, including booking venues and caterers, giving timely notification to Members, and making all necessary arrangements on the day.
Knowledge of tradition, ceremony, and protocol.
Liaising with company members organising informal events.

Reports and Documentation

Production and updating of Company reports and documentation for review and approval by Court of Assistants, and dissemination to members digitally.



Policy Documents

Working with the Court of Assistants to ensure that Company policies are regularly reviewed, and updated, adhere to all relevant legislation, and are available to members digitally.

Presentation Skills

Presentation skills sessions for speaking at livery events for your Court Assistants, Wardens, Master, and Past Masters.



Charity

Charitable Fund Raising

All Livery companies have a charity and most charities need to raise funds. There are many ways to do this; we will work with you to organise, and run charity fund raising events for members, families, and guests.

Charity Accounts

Production of monthly accounts for charitable investments and grants for the boards of trustees.

Charity Administration

Administration of grant applications and grant giving processes.

To discuss your unique requirements please contact:
eileenb@amastra.co.uk <http://amastra.com/digital-city-team-services>

Leadership Team



Eileen Brown

Eileen has been working in the technology industry for over 25 years in technical support, consultancy, office administration and management, event organisation, and technology group leadership roles. She has worked with social media, collaboration tools, and digital and web technologies since 2004. Her published books include *Working the Crowd: Social Media Marketing for Business*, and *Digital Marketer*, published by the British Computer Society, and available on Amazon. Eileen engages membership communities and improves social media relationships and outbound communications for organisations. She is a Liveryman with the Worshipful Company of Information Technologists, Chair of the Technology Panel, and past Chair of the Equality Committee.



Kerri Mansfield

A Court Assistant and Charity Trustee with the Worshipful Company of Information Technologists, Council member for the City Livery Club, and member of Tower Ward Club. Past Chair of the Events Panel, and Employment Panel. Kerri has been a technology consultant for over 20 years, providing transformational consultancy services to corporations, government departments, SMEs, and individuals. Kerri has worked extensively as a project manager, trainer, coach, and mentor where her ability to motivate and encourage was vital to company and individual progression. Kerri is a Magistrate in Essex, holds a Masters in Research & Development, a BSc in Social Sciences, is a Master Coach, and Master Practitioner of NLP. Kerri's books are published on Amazon.



Vicki Cooper

A Freeman of the Worshipful Company of Information Technologists - Secretary to the Wine Club and active member of both the Events Panel and Equality Committee. Vicki is an expert in understanding business drivers, and how to communicate change, deliver transformation, and work in partnership with senior stakeholders. Vicki has a record of delivering and successfully transforming organisations through innovation and transformation working at both a strategic, and operational level in collaborative leadership style. Vicki is a Byte Night London Board Member which is a charity sleepout in aid of Action for Children (Youth Homelessness). Board member of Kipepeo Designs UK - Greetings card charity empowering poor women in Kibera slums of Nairobi. Changemaker for Working Families charity, and volunteer at Joel Homeless shelter, Kingston.

The Digital City Team works with a number of long-standing professional associates who provide additional expertise as required, enabling us to cover our full-service offering. CVs are available on request.

Packaged Service Options

<i>Item</i>	Bronze Entry Level	Silver	Gold Best Value
<i>Organising events</i>	✓	✓	✓
<i>Charitable fund raising</i>	✓	✓	✓
<i>Members Handbook</i>	✓	✓	✓
<i>GDPR compliance</i>	✓	✓	✓
<i>Meeting facilitation</i>	✓	✓	✓
<i>Membership administration</i>	✓	✓	✓
<i>Charity accounts</i>	✓	✓	✓
<i>Reports and documentation</i>	✓	✓	✓
<i>Social media and websites</i>		✓	✓
<i>Charity administration</i>		✓	✓
<i>Policy documents</i>		✓	✓
<i>email services</i>		✓	✓
<i>Presentation Skills</i>		✓	✓
<i>Equality, diversity and inclusion</i>		✓	✓
<i>Creating templates</i>			✓
<i>Membership strategy</i>			✓
<i>Membership management system</i>			✓
<i>Company strategy</i>			✓
<i>Company Communications</i>			✓
<i>Office management</i>			✓
<i>Financial management</i>			✓
<i>Cost per month (excluding VAT)</i>	£2,500	£4,500	£5,250

- Digital transformation services require a customised approach.
- Customised packages can be negotiated for your requirements.
- Prices for ad-hoc services are available on request.



The Small Print

A CONTRACT OF SERVICE WITH FULL TERMS AND CONDITIONS OF SERVICE WILL BE ISSUED ON ORDER PLACEMENT.

THESE SERVICES ARE PROVIDED ON A SIX-MONTH ROLLING CONTRACT. CLIENTS CAN CHANGE THE TERMS OF THE SERVICE FROM BRONZE → SILVER, OR SILVER → GOLD DURING THE CONTRACT TERM ON PAYMENT OF INCREASED FEE.

DIFFERENT COMBINATIONS OF THE SERVICES OFFERED CAN BE NEGOTIATED ON REQUEST.

SEE FULL TERMS AND CONDITIONS AT [HTTP://AMASTRA.COM/POLICIES/](http://amastra.com/policies/)



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