



# ANDREW MARSDEN

*Candidate for Non-Aldermanic Sheriff of The City of London*

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& **900 individuals from  
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## To the Liverymen of The City of London

Encouraged by friends in the Livery and with the support of the Master, Wardens and the Court of Assistants of The Worshipful Company of Marketors, I offer myself as a candidate for the High Office of Sheriff of The City of London at Common Hall on the 24th of June.

The role of Sheriff has become increasingly important over recent years. Both Sheriffs not only support The Lord Mayor and look after the Old Bailey but are expected to be credible Ambassadors for The City in their own right.

There's an important job to be done in three areas: marketing and promoting The City, in marketing the Livery itself, and in helping to bring greater focus and support to charities and good causes in and around The City. As a professional marketer, I've spent my life building global brands, the most valuable assets any company or community has.

This is especially important in these challenging times as we re-imagine The City's brand for a sustainable future and re-assert our place in a post-Brexit post-Covid world...now of course set against the backdrop of the energy, food and democratic security implications following the war in Ukraine. In short, recovering, revamping, rebuilding and re-launching The City of London brand for the 22nd Century and attracting the world back to The City will require a range of skills and experience in the Civic Team.

As this task begins, we must not lose the concept that The City not only builds financial wealth and opportunities for employment, but also builds emotional wealth through its charitable activities and inspires confidence and trust through its self-imposed standards and envied legal framework. We must cherish these traditional values and apply them in the current context.

As someone who has been a member of the Livery for near my entire career, I believe in its power to do good on multiple levels. We must however rise to the challenges of explaining and displaying our role in The City's democracy, of publicising our contribution to society, of displaying our relevance to the financial and professional services and other industries, and of attracting the next generation into membership.

Liverymen, if you elect me, my partner Marian and I promise to both support the Lord Mayor and serve the Livery with energy and dedication. I therefore humbly invite you to use one of your votes at Common Hall on the 24<sup>th</sup> of June for Alastair King, the Aldermanic Shrieval candidate and your other vote for me.

I have the honour to be, my Lords, Ladies and Gentlemen, your obedient servant.

Andrew Marsden, BSc (Hons), D.Univ, FCIM, FMS, FIPM, FRSA  
Citizen and Marketor

**Admission to Guildhall on the 24<sup>th</sup> of June 2022 is by a Pass Card obtainable from your Livery Company Clerk**

