



EETG Membership Handbook

This information has been written to share our mission, aims and objectives, and bring clarity to members and potential members about what membership entails and how the Guild is governed.

1. Mission, Aims & Objectives

CORE PURPOSE The London Trades Guild & East End Trades Guild exists to build the collective strength and voice of small-scale enterprise to act together for the common good of local neighbourhoods.

OUR MISSION is to bring together small and micro-enterprises that are the lifeblood of communities, enabling them to gain a powerful voice for effective action on their common interests. Building influencing structures from the bottom up that support and sustain the places that are increasingly left out of the wealth of London, enhancing economic resilience through bridging relationships and cultivating community wealth.

WE AIM to bring diverse small businesses and the self-employed of East London together to speak as one, harnessing public support and educating decision-makers on the economic, social and cultural value that we bring to our neighbourhoods.

OBJECTIVES collective actions, events and workshops strengthen collaboration and trade between members and the wider community. By working with like-minded organisations we pursue innovation and positive change on the issues that affect small independent businesses and their neighbourhoods. In building the membership to maturity, we can create a sustainable and powerful alliance.

2. Governance

London Trades Guild Ltd is a not-for-profit company limited by guarantee. That means that we can earn money to pay staff, but are legally bound to put anything extra we earn back into the company. The legal Director is Krissie Nicolson MA, FRSA, Non-Executive Director is Frances Northrop and accountant Hugh Miller, is Company Secretary and Treasurer.

3. Sponsors

We are careful to select small business sponsors which have been recommended by our members, we are grateful to the following companies for their support;

[Wessex Insurance Services](#) - A family business with in-depth industry knowledge and attention to detail. The team prides themselves on a relational approach to fully understand the needs of their clients.

[Collins Benson Goldhill LLP](#) - CBG Law is a highly respected firm of commercial and property lawyers in London, which caters to the commercial and private legal requirements of its clients. Offering a bespoke service tailored to all needs and budgets. Their top priority is to provide a quick and cost-effective legal service that will exceed expectations.

[Grunberg & Co Chartered Accountants](#) - Since 1990 providing accountancy, taxation, and business services to start-ups, established businesses, and individuals within all business areas. They are fully committed to the financial well-being of clients and pride themselves on not just dealing with accounts and taxation, but also helping our clients to realise their business dreams through our financial therapy and business challenger services.



4. Membership Merch



When you become a paying member a member of staff or Guild leader will be in touch to organise a cuppa (or zoom) to welcome you to the Guild and direct you to where you can pick up your merch - a members card, a tote bag and a window sticker. Our member's card certifies membership and we encourage our members to support each other but this doesn't have to be with a discount, it can be through recommendations, skill swaps, collaborations, sharing information and lots more ideas that you will have. Membership also gives a **discretionary** discount on fellow members products and services. Although the great majority of members are keen to show solidarity in this way, please be aware that many of our member's prices are already extremely competitive and times are tough, please do not assume that all members are able to discount their products further.

5. What you can expect from membership

- **Increased Visibility** - EETG Map + website listings
- **Guild Markets** - opportunities to trade at venues throughout the East End including at Spitalfields Market
- **RENTCHECK** - revolutionary new app assisting members to share knowledge and negotiate better deals on their rent with first legal advice session with legal partners free with paying membership at any level
- **EETG Cultural Group** - a new internal caucus led by and for our Black and ethnic minority members to support each other
- **Community Organising** - collective and strategic action on common interests such as our [Commercial Rent Manifesto](#)
- **Events** - assemblies, socials, trainings, and workshops including government support explainers
- **Trading & collaboration opportunities** - optional discounts and mutual support between members
- **WhatsApp and Facebook Groups** - these groups are there to facilitate support and solidarity between members, please check the user agreement before joining
- **A Powerful Voice** - by uniting our members together on the issues that matter we make your collective voice heard by decision-makers



6. What the membership expects from you

Participation

The only way we can be entirely sure that our work is both relevant and effective is through your engagement with it. We know members are incredibly busy with their businesses, so we will make it as easy as possible for you to participate. Perhaps it might be a digital action like sharing the [film we made](#) or sharing and signing our petition on business rates which helped to push through [changes in the 2017 Budget](#).

Every now and then, however, we will invite you to an important event in person to demonstrate our muscle to decision-makers. At these events, turnout is everything, it's how we compel the change we want to see. We will make sure to give you as much notice as possible and inform you about why the event is critical to meeting our aims and objectives.



Recruitment

We aim to maintain our own independence by making sure that the great majority of our income is raised through membership dues. In order that this is possible, we ask that our members help to recruit others. We ask that you identify and invite at least one other member to join in your first year. All self-employed, small and medium-sized businesses and social enterprises are eligible to join provided they can align themselves with our core values and principles set out below. We do not accept companies with more than 250 employees as we feel that it is too difficult for big business to retain the values that we feel are important. Anyone wishing to join our community can do so through the [membership form on our website](#).

7. Values and principles

Our logo communicates that the Guild is as much about people and their neighbourhoods as it is about trade and business. It's what makes us different from other business groups and it's why our work is so important. In our decision-making processes, we ask ourselves if our actions align with our values and principles;

- **Inclusive** our diversity is our strength; our Guild is open to all sectors and to people from all backgrounds
- **Reciprocal** through collective action on common interests our work generates solidarity, reciprocity and trust between members and the wider community
- **Collaborative** by working with like-minded organisations we grow strength for effective action on the issues that matter to our members
- **Dependable** we strive to keep our promises – with members, partners, investors and everyone else. When we make mistakes (we're all human), we own up and say we're sorry
- **Creative** we think imaginatively to solve problems big and small
- **Pragmatic** we are both ambitious and realistic. Our work is rooted in the broad base of our member's common interests, not in ideology or dogma





8. Accessing EETG Online Forums + User Agreement

Before accessing our forums, please read our user agreement and check if you can align with the purpose, key principles, and rules. We review these regularly with our members and welcome critique in order to improve them.

Purpose:

- A place for peer-to-peer solidarity where members can give and receive support and information. This can be useful to them as individuals and/or for their businesses

Key Principles:

- Do no harm
- Be supportive, considerate, and thoughtful

Actions to ensure these principles are undertaken:

- Before posting or responding to a comment in this forum please ask yourself the following question: *am I taking enough time to post with empathy, compassion, and respect to people from all backgrounds?*
- If concepts of power and privilege are not something you have thought about very much, please familiarise yourself with them to stop unintentional oppression and harm. Below are three documents which can be helpful to exploring these ideas. Please also feel free to speak with an EETG Organiser who can work through these with you.
 - a) [What is othering?](#)
 - b) [Power & Privilege](#)
 - c) [What is a Microaggression?](#)

Rules:

- These are members only forums please do not invite people who have not been verified as members by your local Organiser
- Please do not use the forum to speak to one person
- Please do not post images of violence
- If you have a disagreement with another member, please take it off line with the support of a Guild member of staff

WhatsApp Support Group Link: <https://chat.whatsapp.com/D8YxEvYFVbj5wRLgVG7pT9>

EETG People of Colour Caucus: <https://chat.whatsapp.com/lc6hSKa94wKFRYFb4EkD2z>

Facebook Group: <https://www.facebook.com/groups/126487687517068>

9. Accessing RENTCHECK and legal support

[RENTCHECK](#) launched on 30th of June 2021 and is accessible to members [through our website](#). If you are in urgent need of legal support, please tell your local Organiser.



10. The Value that Small Businesses add to the Economy

In 2013 we worked with the New Economics Foundation to produce a survey on the value that our members add to the economy ~ these fascinating and important results are the bedrock of our work.

Collectively, scaled up from our survey, we found the East End Trades Guild members represent 7,410 years of trading in the East End.

- Members employ 1200 people, of which 1114 live in London
- In total, we have a turnover of £77 million
- Members put £17 million people's pockets through wages last year, and £26 million of our supply chain supports other businesses in London
- Members pay £1.3 million in business rates, and £5 million in VAT and £2.3 million in National Insurance contributions, every year.

We offer customers a human touch and meaningful interaction.

- We are the “face of the community” for international visitors and locals, serving 520,000 people per month. Our businesses know an average of 80 customers by name.
- We have intimate local knowledge – we guide people to resources and other businesses, supporting each other.
- Our relationships with local people help address social isolation and child safety, and our relationships with the police supports greater public safety and crime prevention.
- We offer a quality of service based on in-depth product knowledge, and we build a loyal customer following.

We offer distinctive, unique products. We are specialists in our sector, attracting visitors to the area from across London and overseas.

- We are daring, risk-taking and creative. Despite being small, many of us are “born global” – with international trading partners and customer base. 20% of our sales are made to foreign visitors.
- We showcase local products, craft workers and artisans. We support locally manufactured items.
- Being small means we can be flexible and closely attuned to customer demand. We “can boldly go where no business has gone before”.

We carry the history of the East End in our businesses. We are caretakers of historic buildings and we “add a narrative to the memory of the place we’re in”.

We are rooted in the social fabric of the East End. We serve as trustees, governors and take on social and community responsibilities to support residents: “we work with schools in our area trying to build readers amongst their children by bringing in authors for them to meet and inventing festivals to excite children about reading”



Founding Assembly, Christchurch Spitalfields, November 2012.