



**Join us for the unique Sheep Drive and Wool & Livery Fair on Sunday 26<sup>th</sup> September 2021.**

We are delighted that the Lord Mayor will once again be joining Freemen for this special annual event in the Livery calendar, which for 2021 will take place on Southwark Bridge – and in accordance with prevailing post-lockdown guidelines.

The entire bridge will be closed for the day to allow Freemen, their family and friends to drive sheep over the Thames. At the same time, there will be a full-scale Fair on the north side of the bridge, showcasing the best in Wool and Craftsmanship. In addition to these stalls, we welcome Livery Companies to display their crafts and trades in this area adjacent to the Sheep Drive.

We are delighted that the Campaign for Wool (Patron HRH The Prince of Wales) will become a major sponsor of the Sheep Drive and Wool & Livery Fair this year. Guests of the Campaign for Wool will join the Lord Mayor, Freemen, family and friends on the Bridge celebrating the fellowship and charity of the Livery movement and the Reopening of the City of London. Money raised for charity will go to the Woolmen's Charitable work supporting students who are engaged in promoting wool and wool textiles in innovative and creative ways, and in support of the Lord Mayor's Appeal.

This will be a wonderful day out for the family and we look forward to welcoming you.

To celebrate the return of the Sheep Drive after a necessary postponement in 2020, we seek your support in three ways:

1. Website bookings open early in April to sign up for places at [www.sheepdrive.london](http://www.sheepdrive.london) In 2019, we had to open a waiting list so please book early. Places are open to Freemen of the City of London and their family and friends at £65 per person. This will entitle each participant to a place on the drive and a commemorative certificate signed by the Lord Mayor and the Master Woolman.
2. The Livery Fair welcomes stall holders and Livery Companies. Please promote this festival among your contacts and friends. You may know a business which would enjoy the opportunity to trade in this unique and historic location. Footfall is c 2000+ just from the Sheep Drive, and wide media coverage reaches every continent. To book a stall please contact [Kirsten@SquareEvents.co.uk](mailto:Kirsten@SquareEvents.co.uk)
3. To ensure that every penny raised on the day goes directly to charity, we seek additional sponsors who would wish to support us in return for extensive and privileged media coverage. As the world begins to recover from a most challenging year in 2020, this could be an ideal opportunity for your company to show values of charity and community enrichment in a most distinctive and personal way. The Woolmen have been privileged to work with special friends and supporters over the years and we invite you to join us as a sponsor in 2021. To find out more, please contact [judith@judithpleasance.com](mailto:judith@judithpleasance.com) or [anne@squareevents.co.uk](mailto:anne@squareevents.co.uk)

We look forward to welcoming you on the Bridge driving sheep over the Thames in London in the time-honoured fashion and enjoying a memorable Livery Fair.

Alderman Sir David Wootton  
Master Worshipful Company of Woolmen

Peter Hullah  
Upper Warden Worshipful Company of Woolmen

Chair of the Sheep Drive, Wool & Livery Fair Committee