



The **GUILD**
of MASTER CRAFTSMEN



Introducing
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Dear Sir or Madam,

We are delighted to have this opportunity of introducing you to a member of The Guild of Master Craftsmen – someone who cares about customers and the service they receive, someone whose business has been awarded The Guild's coveted Certificate of Quality and Service.

For, as you may know, one of our major objectives is to promote high standards of quality and service in all aspects of commercial life. This we try to achieve through the firm undertaking we require from all our members to serve their customers with care and consideration.

Every member of The Guild should be able to show you an official membership card so please do not hesitate to ask to see it. Or, if you prefer, you may telephone us on 01273 478449 to verify membership status.

Before The Guild will agree to award a Certificate of Quality and Service to any business, we always take up references from recent customers. However, we also recognise the importance of continuously monitoring service standards. Therefore in the unlikely event that a member fails to provide you with the quality and service you might reasonably expect, please contact The Guild immediately to enjoy the benefit of our Conciliation service.

We are sure that you will never regret choosing a member of The Guild of Master Craftsmen.

Yours faithfully

Jonathan Phillips
Joint Guild Secretary

Jennifer Phillips, BSc FRICS
Joint Guild Secretary

All members of The Guild of Master Craftsmen are independent contractors. The Guild of Master Craftsmen Ltd, The Guild of Master Craftsmen (Services) Ltd and their associated companies accept no liability, whether in contract, tort or otherwise, for any loss or damage of whatsoever nature and whether caused by any breach of contract, negligence or otherwise, on the part of any Member of the Guild, or by itself or any of its officers, employees or agents.

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www.guildmc.com
www.findacraftsman.com

Please note that this letter of introduction is only valid if The Guild emblem appears in white



Aim & Objectives

Members of the Guild of Master Craftsmen are required to maintain the Aims & Objectives, or membership will be terminated.

1. To bring together all skilled people engaged in a craft, art, trade, profession or vocation in order to safeguard the interests of craftsmen and the public.
2. To ensure that the minimum qualifications for membership preserve the high standards of The Guild by excluding the unskilled.
3. To publicise these high standards through national and local media, thus creating public awareness of the ideals and aims of The Guild and of its members.
4. To promote to the public the trading assets of the members, their honour, professional expertise and integrity, their high standards and the value for money which they offer.
5. To provide clear identification and recognition for members to enable the public to distinguish them from the unskilled who pass themselves off as craftsmen, and so increasingly to attract and direct work to members of The Guild.
6. To assist all members and to protect them against the growing menace and the devaluing and damaging activities of the unskilled, against bureaucratic discrimination, against penal taxation and adverse legislation. Equally to protect the public by instilling among members a greater sense of responsibility, making members aware of the national importance of the services they render, monitoring these standards to ensure that The Guild's high standards are being maintained, and by encouraging members always to strive for excellence.
7. To encourage an interchange of views among members, to endeavour to unite these views and to bring them to the attention of the Government and local authorities in order to safeguard the livelihood and welfare of the members and their dependants.
8. To constitute a pressure group to seek the support of one or more Members of Parliament to make sure that someone speaks up for the interests of Guild members where it matters most.
9. To promote research within the craft, trade, art, profession or vocation in which members are engaged, for their own benefit and that of the public.
10. To foster learning among apprentices and students in order to perpetuate the survival and success of their particular craft.
11. To promote sponsorship of The Guild by persons, firms and organisations, whether by financial support, by endorsement of the activities of The Guild or by patronage.