The National Association of Jewellers

Sir Chris Bryant
Minister of State for Digital and Creative Industries
Department for Digital, Culture, Media and Sport
100 Parliament Street
London
SW1A 2BQ
17th July 2024

Dear Sir Chris Bryant,

Re: Congratulations from the UK Jewellery, Silver and Allied Crafts Industry

Congratulations on your recent appointment as the Minister of State for the Department for Digital, Culture, Media and Sport, incorporating the Creative and Digital Industries. I am delighted to welcome you to your new role on behalf of the Jewellery, Silverware and Allied Crafts Industry.

We were, and remain, especially grateful for your time spent at the Goldsmiths' Centre in February researching and listening to the challenges facing our sector. (Precis on page 3 for reference). We also enjoyed hearing you speak at Goldsmiths Hall later in the year, where we felt your speech really resonated with the audience. Since then, we have been working collaboratively on several initiatives, with the National Association of Jewellers convening and leading the work across the sector.

We are confident that your expertise and dedication will bring a fresh perspective to these challenges and opportunities. As a collective industry, we are committed to working closely with you and your team to ensure that our creative skills continue to thrive and contribute to the overall success of the creative industries.

We would be grateful to arrange a meeting at your convenience to discuss how we can bring the DCMS up to speed on our work and what more we can do together to collaborate effectively. Our industry representatives are keen to share insights and explore initiatives that align with your strategic vision.

Once again, congratulations on your appointment. We look forward to a fruitful partnership and to supporting you in your efforts to advance the creative industries sector.

Yours Sincerely,

Ben Massey
Chief Executive Officer
National Association of Jewellers

On behalf of

Adam Jacobs, National Association of Jewellers (Independent Trade Body/ retailer)

Annie Warburton, The Goldsmiths Company (Industry Livery Company)

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Rebecca Skeels, Birmingham City University (Education)

Rebecca van Rooijen,Benchpeg (Education/ craft skills)

Sally Leonard, Centa/ The Garden Club (Service Provider)

Joanna Hardy, The Goldsmiths Company (Industry Livery Company)

Andrew Hinds, F Hinds (Multiple retailer)

Chris Oliver, The Goldsmiths Centre (Education)

John Ball, Brown & Newirth (Manufacturer)

Marie Garnett, National Association of Jewellers (Education)

Peter Crump, VIPA Designs (Manufacturer)

Darren Sherwood, Sherwood Jewellery (Craft design)

Harriet Kelsall, HK Bespoke Jewellery (Craft design/ Retail)

Sally Dodson, Hand Engraving Association (Craft skill)

Ben Ryan, Independent Silversmith (Independent Silversmith)

David Troostwyk, London Diamond Bourse (Trade body/ Source material supplier)

Raluca Anghel, Natural Diamond Council (Trade body)

Karin Paynter, Independent Consultant / Fellow (Education/ craft skills)

Emmet Cummins, Company of Master Jewellers (Trade body)

Janet Weller FIPG, Institute of Professional Goldsmiths (Craft skills)

Isabel Rhodes, Houlden Group Retail (Trade body)

Will Evans, Assay Master (Trade body)

Katie Gillespie, National Association of Jewellers (Trade body)

James Trevett, Domino/ Weston Beamor (Manufacturer)

Noel Hunter, British Hallmarking Council (Trade body)

Heather Callaway FIRV, Institute of Registered Valuers (Craft Valuer/ Trade Body)

Karine Lepeuple, Goldsmiths Centre Education

The NAJ is a division of the British Allied Trades Federation (BATF) which is a company limited by guarantee and registered in England & Wales number 69391

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Pt 2. The jewellery sector is a hidden gem.

As you embark on your Minister journey, we would like to re-surface the FOUR key facets where we believe your support could make a substantial impact. Much like a gemstone, supporting actions are multi-faceted and can facilitate growth with tangible impact. We continue to make progress, and I have included some key updates below.

Inside government scope - for partnership working and further development	
FACET 1 - GOVERNMENT **POLICY**	Our Progress
a. Recognition of breadth and value + Gross Value Added (GVA) b. **Growth** strategy – We *welcome* the sector vision c. Reintroduce tax free shopping d. More capital expenditure support for SMEs e. Protecting geographic skills/luxury clusters that already drive **growth** f. Industry benchmarking	- Developing a state-of-trade indicator tool for the industry to access - Research is underway to produce an industry report that illustrates the reach, impact, and value added the industry contributes
FACET 2 - GREAT **PEOPLE**	Our Progress
a. Comprehensive mapping of strategic skills gaps and skills needs that identify barriers to **growth** b. Funded + accessible skill-based vocational training c. Promote careers early on in education at primary and secondary level	- Carrying out a strategic mapping exercise of skills gaps and needs - Building a careers website to attract new talent into the industry + find training and development opportunities
FACET 3 - FAIR **PRACTICE**	Our Progress
a. Implement advertising standards code b. Fund and educate trading standards c. Stronger copyright and intellectual property protection to support **growth**	- Producing a series of defined codes of practice and guidance, bringing to attention of British Standards - Started a working group to deliver a private trading standards scheme that works on behalf of industry
Outside government scope - for industry to work in partnership on	
FACET 4: INDUSTRY VISION + **PROGRESSION**	Our Progress
a. Create a sector-wide group – to facilitate communication b. Promote sector to drive **growth** – to promote and increase visibility	- Set up a group to explore how the roundtable can be a sustainable 'Alliance' - Share activities and updates within the industry from one sub-sector to another.

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