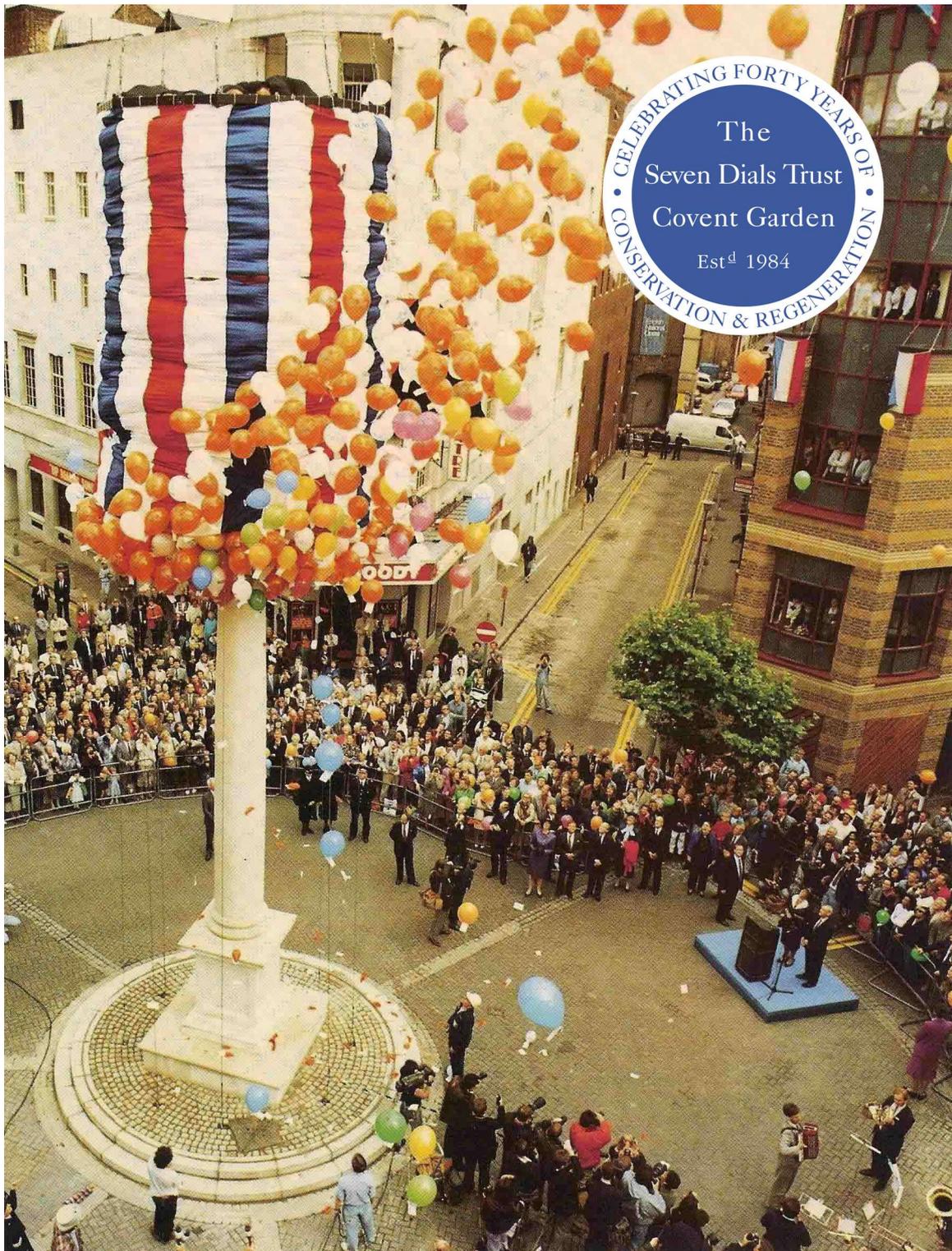


THE SEVEN DIALS TRUST SPONSORSHIP



HM Queen Beatrix of the Netherlands unveiling the Sundial Pillar on June 29th 1989.

Seven Dials is the last remaining quarter of Stuart London and a unique streetscape in the heart of the capital. The Trustees invite you to support our work to protect and improve this historic neighbourhood through a range of sponsorship opportunities – rare and imaginative ways to celebrate a company, an individual or a significant occasion. All include naming rights in the heart of this prominent and popular quarter where you will join a roll of outstanding individuals and companies. Sponsorship opportunities are limited and will enable this award winning charity to continue our work which began 35 years ago.

The Seven Dials Trust

2019 was our 35th anniversary and the 30th anniversary of the Sundial Pillar.

In 1977 local residents and business owners came together to address the aftermath of empty and derelict properties in Seven Dials left by the re-location of Covent Garden's historic fruit and vegetable markets. 90% of the housing stock had lain empty for 40+ years, all brought back into use plus much new public and private housing via our Housing Action Area (1977-1984) which began the process of urban regeneration in our city centre and led to the Trust's foundation.

Since then, this small and influential charitable trust has worked tirelessly to bring residential life and business back to the area. Through fund-raising and research, the Trust commissioned and built an exact replica of the c.1694 Sundial Pillar from the original plans preserved in the British Museum and the remains in Weybridge, the first project of its kind in London since Nelson's Column. The project was largely undertaken by trainee masons and the dial faces are accurate within 10 seconds!

The Sundial Pillar, unveiled by Queen Beatrix of the Netherlands with Prince Claus in 1989 as the finalé of the 1988/9 William & Mary Tercentenary, is once again the centre-piece of Seven Dials and has helped re-invent what was a lost neighbourhood in our city centre.

The Trust's detailed survey of Seven Dials resulted in the publication of a ground-breaking conservation handbook providing a long term holistic vision to which all stakeholders can subscribe. The *'Renaissance Study'* was commended by Historic England, our local authorities and many other organisations. Most importantly, it has influenced the way in which our local major landowners manage and improve their buildings and has encouraged their participation in public realm partnerships.

The Seven Dials Trust has designed and had installed integrated street furniture, ongoing street refurbishments and an innovative new cross border façade lighting scheme. By working in partnership with Camden and Westminster Councils, Historic England, major freeholders and local groups the Trust has been able to achieve outstanding improvements in the public realm winning prestigious awards and commendations in the process. Details of our projects, past and ongoing are on our website. Your support assists in maintaining and enhancing this unique conservation area in our city centre to the benefit of businesses, residents and our many visitors from all over the world.

Our company website: www.sevendials.com

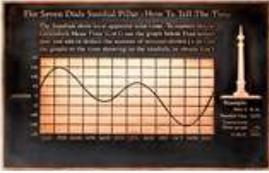
Our web study: www.sevendialscoventgarden.study

THE SEVEN DIALS TRUST: SPONSORSHIP OPPORTUNITIES

Time Plaques

Pages 4 – 9

Two of five plaques remain to be sponsored.



Sundial Sponsors

Pages 10 - 12

Three of six dial faces remain to be sponsored.



Year Donors 1694 – To date

Pages 13 & 15

Of the 322 years available, to date 140+ have been sponsored.



David Gentleman's limited edition lithographs (150 No.).

Pages 14 & 15

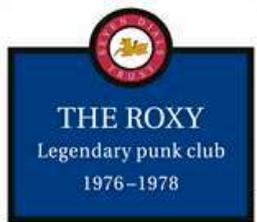


Cards for sale

Page 15

People's Plaques see the People's Plaque brochure for full details.

20 of the 30 are sponsored.



Street History Plaques

Ask us for details

The following are sponsored and you can sponsor additional streets.



Earlham St, Langley St, Long Acre, Mercer St, Monmouth St, Neal St, Shelton St, Shorts Gardens and the Dials.

£2,000 or £1,600 via gift-aid and both can be tax efficient.

Kindly designed gratis by Wendy Greenbury. Cover gratis by Tattersall Hammarling & Silk.

TIME CONVERSION PLAQUES

Two of five handsome Seven Dials Time Plaques remain to be sponsored. They will join the three already installed on permanent and public display around the Dials. They display the sponsor's name together with a quotation about time.

The plaques show how to convert apparent solar time on the dial faces of the Sundial Pillar into Greenwich Meantime. They were designed by the Trust's Astronomer, the late Gordon Taylor, with a view to young people learning about time-keeping before and after the adoption of Universal Time in the UK.

The two remaining plaques will be positioned on the side of the Cambridge Theatre in Earlham Street and the side of the Mercer Street Hotel in Monmouth Street, both by the Dials.

Specification:

Size:	57 cm x 37cm
Weight:	17 kgs (37.5 lbs)
Material:	Sandcast raised and polished brass
Manufacturer:	Wards of Bristol
Adviser:	Comyn Ching Ltd
Designer:	Gordon Taylor, ex Greenwich Royal Observatory, Astronomer to the Trust.

Offer to Sponsors

1. Each plaque features a 33cms x 4cms raised section. This space carries the sponsor's credit, including monochrome logo (if the design fits) and a quotation about time. A list of suggestions is available on the Trust's website www.sevendials.com/support-us/support-the-trust/time-plaque-sponsorship.
2. A QR code plaque (approx. 15cms x 10cms) can be fixed by the Time Plaque, leading to a dedicated page on the Trust's website, featuring the sponsor's name, logo and wording.
3. The sponsor's name included on a new brass ring around the base of the Sundial Pillar.
4. The sponsor's name will listed on the Year Donors Plaque facing the Dials.
5. A signed and numbered copy of David Gentleman's lithograph 'Seven Dials and the Sundial Pillar' 54 x 61 cms, and of Paul Draper's collotype 'Seven Dials c.1750', 84 x 62cms. Both are limited editions and can be specially dedicated by the artists.

The cost of each Time Plaque and associated benefits is £25,000 for corporate sponsors or £20,000 for individuals with Gift Aid. Donations made with a signed consent for the Trust to claim Gift Aid garner the Trust an additional 25% from HMRC and both can be tax efficient.

TIME PLAQUE POSITIONS

On the Cambridge Theatre



The plaque is positioned on the side of the Cambridge Theatre in Earlham Street by the Dials.



On page 9 you can see the positions of all the Time Plaques and the brass donors ring which sits around the island. Once the two final Time Plaques are sponsored we will install a new brass ring with up-dated information on the major donors.

On the Mercer Street Hotel



The plaque is positioned on the side of the Mercer Street Hotel in Monmouth Street by the Dials.



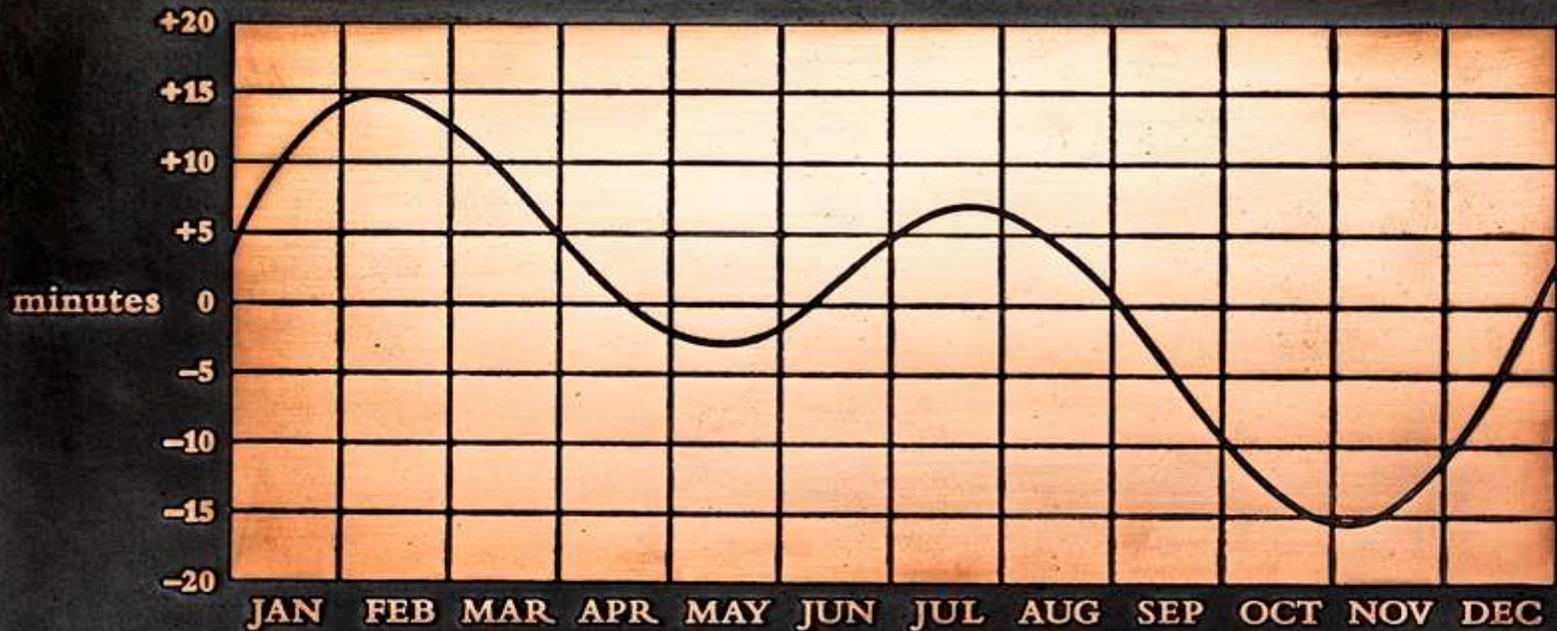
Long shot showing the Time Plaque by the Dials.



The QR code plaque leading to our website can go beneath the Time Plaques.

The Seven Dials Sundial Pillar - How To Tell The Time

The Sundials show local apparent solar time. To convert this to Greenwich Mean Time (G.M.T.) use the graph below. Find today's date and add or deduct the number of minutes shown (+ or - on the graph) to the time showing on the sundials, to obtain G.M.T.



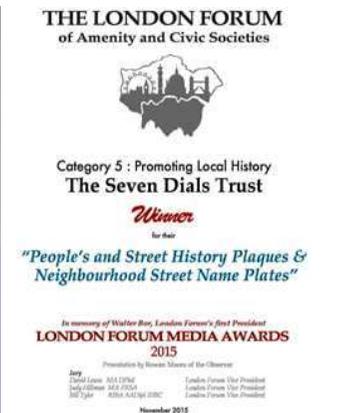
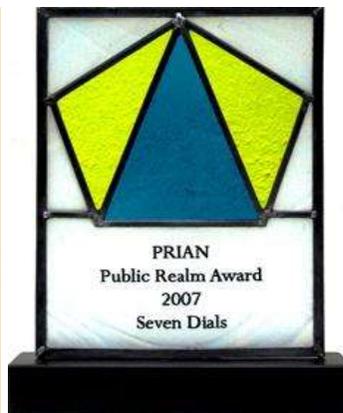
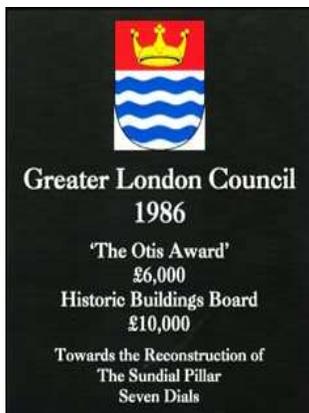
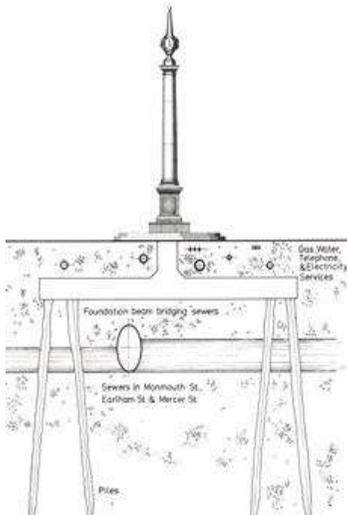
Example:
 Nov 1 h m
 Sundial time 1200
 Correction from graph -16
 G.M.T. 1144

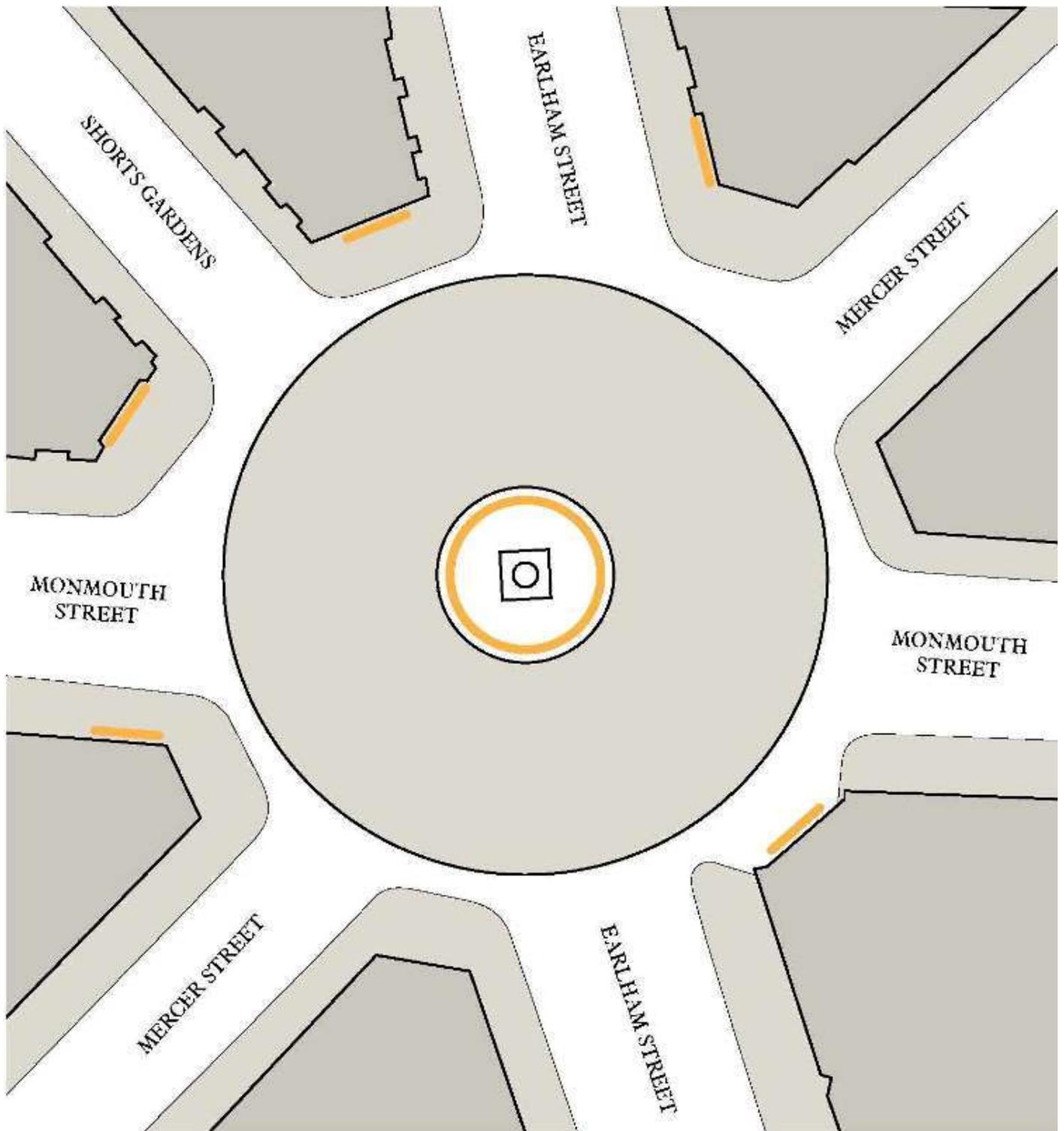
This is the sponsors raised plaque with wording chosen by the sponsor.
 Sponsors are asked to choose a quotation about 'time'
 and we have hundreds to choose from or you can chose your own.

The sponsor's name and wording goes onto the raised section above and the small QR code plaque can go beneath the large Time Plaque.

THE SUNDIAL PILLAR AT SEVEN DIALS 1693 | REMOVED IN 1773 | RECONSTRUCTED BY THE TRUST IN 1989

The Sundial Pillar was designed and carved in 1693 by Edward Pierce the greatest sculptor of the seventeenth century and a renowned mason and architect. It was commissioned by Thomas Neale MP, 'The Great Projector,' as the centre-piece of his development. Seven Dials is the only quarter in London remaining from late Stuart England, with its unique layout and many of the original houses preserved. The reconstructed Seven Dials Sundial Pillar was the first project of its kind in London since Nelson's Column, with the difference that the Sundial Pillar tells the time, a very complicated project where each stage had to be carried out with great precision. The dial faces are all accurate to within ten seconds which is a great tribute to the architect, A.D. Mason, the designer and letter carver, Caroline Webb, Astronomer, Gordon Taylor and the youth trainee masons who carved the one ton dial-stone. <http://www.sevendials.com/the-sundial-pillar>





 **BRASS DONORS' RING**
 **TIME PLAQUES**

This diagram shows the positions of the Time Plaques and the Donors' Ring which sits on the island around the Sundial Pillar. The new brass ring will have the names of the Time Plaque and other major donors.

SUNDIAL FACES SPONSORSHIP



60° West of North Face

North Face

60° East of North Face

Exact replica sections of each of the six sundial faces were hand-carved in Portland Stone and gilded by Caroline Webb after she had completed her work on the Sundial Pillar. They are mounted on a Ripple Sycamore wood stand, hand-carved by William Maynard. Three of these beautiful dial face sections remain to be sponsored. Sundial sponsorship helps the Trust maintain the Sundial Pillar, which it owns.

SPECIFICATION:

Size: 24cms x 12.3cms (overall stand); 22cms x 16.5cms (stone face)
Material: 'Whitbed' Portland Stone (as is the Sundial Pillar). Bespoke Ripple Sycamore wood
Carving & Gilding: Caroline Webb.

Offer to Sponsors

1. Sponsors receive the replica section of their chosen dial face, carved and gilded by Caroline Webb, beautifully mounted on a Ripple Sycamore wood stand, hand-carved by William Maynard. A rare and unique memento, gift or presentation piece and a piece of London's history.
2. Sponsor's wording (within space 9.9cms x 8.7cms) either carved directly into the wooden stand, or inscribed on a brass plaque and attached to the stand.
3. Sponsor's name included in the new cast brass ring around the base of the Sundial Pillar, and also included on the Year Donors Plaque which faces the Dials.
4. A signed, dedicated and numbered copy of David Gentleman's lithograph 'Seven Dials & the Sundial Pillar' and of Paul Draper's collotype 'Seven Dials c1750'.
5. The sponsor's name, logo and wording included in the Funders and Sponsors section of the Trust's website.

The cost of each Sundial Face and associated benefits is £12,500 for corporate sponsors or £10,000 for individuals with Gift Aid. Donations made with a signed consent for the Trust to claim Gift Aid garner the Trust an additional 25% from HMRC, and both can be tax efficient.



Caroline Webb gilding the Sundial faces, which she designed and carved on the dial faces.

The three Sundial Faces available

West of North Face



North Face



East of North Face



SPONSOR'S WORDING ON THE STAND

Wording can either be carved onto the stand, as below, or it can be inscribed onto a brass plaque which can be affixed to the stand.



YEAR DONORS

PAUL DRAPER'S MAGNIFICENT DRAWING OF 'SEVEN DIALS C 1750' BASED ON WILLIAM HODGES PAINTING OF THE DIALS IN 1775 AFTER THE PILLAR'S REMOVAL. This measures 33" x 25" (84cm x 62 cm) with wide margins and the image only gives an approximation of the drawing.



The artist's signature, the collotype number and sponsor's wording are in the wide margin at the foot of the collotype.

DAVID GENTLEMAN'S LIMITED EDITION (150 NO.) LITHOGRAPH OF 'SEVEN DIALS AND THE SUNDIAL PILLAR'.
This measures 24" x 21" (61cm x 54 cm) with wide margins and the image only gives an approximation of the lithograph which is charcoal grey.



BECOME A YEAR DONOR - 1694 ONWARDS & CHOOSE YOUR YEAR

This unique scheme enables supporters to subscribe, with a one-off donation, to years from the erection of the Sundial Pillar in 1694 to date, acknowledged on the Year Donors Plaque sited on Fielding House facing the Dials.

Offer to sponsors:

1. A limited edition collotype (500 No.), as illustrated on page 13, signed, numbered and dedicated by the artist Paul Draper, one of the Seven Dials' trustees. Paul Draper's magnificent drawing is based on William Hodges' painting of 1775. The dichromatic photo process was invented in 1856 by the renowned chemist and photographer Alphonse Louis Poitevin. It was superseded by cheaper lithography. There are no collotype printers left in the UK. It measures 33" x 25" (84 x 62 cm).
2. Sponsor's name and text up to 64 characters (including spaces) inscribed on the Year Donors Plaque by the Dials.

The cost of each Year is £500 or a personal donation of £400, allowing the Trust to claim 25% via Gift Aid. Both can be tax efficient. Please ask us for the years currently available.

DAVID GENTLEMAN: LIMITED EDITION LITHOGRAPHS (150 No.)

David Gentleman is one of England's leading artists and lithographers. His famous series of limited edition lithographs 'Prospects of Covent Garden' was published by the Seven Dials Press in 1971. Most sold out years ago and are now collectors' items. As an unusual gesture of support for the Trust's work, David kindly drew an addition to the series and the famous Westerham Press also donated their lithography of his drawing. This beautiful charcoal colour image of the Dials and the Sundial Pillar measures 21" x 24" (54 cm x 61cm) and is illustrated on page 14. It makes an ideal personal or corporate gift.

**£167 inclusive of VAT and postage (£5). The lithograph is delivered tubed.
£10 for package and postage by special delivery. £135 + 20% VAT (£162) if collected.**

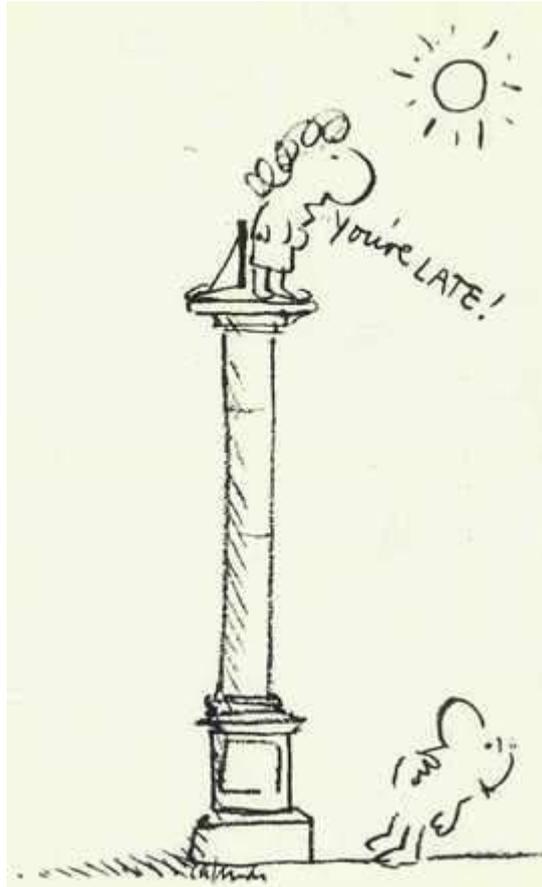
CARDS

The Trust also has a limited stock of A5 folded cards together with envelopes, £1 each + VAT, min order 20.
'The Opening of London Bridge by William IV 1831' by William Clarkson Stanfield (1793-1867);
'The London Wren Never Saw' by trustee Paul Draper. This remarkable picture illustrates London as it would have been had Wren's master plan succeeded. 'The Piazza Covent Garden' by Paul Draper;
'Covent Garden Piazza' by Balthazar Nebot (1730-1765); A6 postcard of the Pillar Unveiling in 1989.





The desolate Dials in 1975 and the petrol station right. The Trust negotiated the petrol station's sale for housing, now Fielding House, thus re-instating the former layout of this key conservation area.



Cartoon drawn gratis for the Trust by the late Mel Calman.

'The charity has brought an entire neighbourhood back to life...' - Colin Davis presenting the first PRIAN national award for projects which have stood the test of time.

'The Seven Dials scheme has been of national importance in changing attitudes to and aspirations for the public realm' – Robert Huxford, Director Urban Design Group.

'This work constitutes a major contribution to our city's heritage and environment.' -The Kleinwort Benson Property Fund.

The Trust's overall vision for Seven Dials is set out in *Seven Dials in Covent Garden: Looking After a Historic Neighbourhood*: www.sevendialsoverland.study

**The Seven Dials Trust | 68 Dean Street London W1D 4QJ | 020-7437-5512
info@sevendials.com | www.sevendials.com**

Patrons: The Lord Brooke of Sutton Mandeville C.H. P.C., Rt. Hon. Frank Dobson P.C., Sir Terry Farrell C.B.E., Christina Smith OBE.

Trustees: David Bieda Chairman, Wyndham Albery, Gabriel Brocklebank, Janet Cole-Brooman, Paul Draper, Mark Read, Amanda Rigby, Thomas Roueché, Anja Saunders, Jamal Uddin. Honorary Trustees: Nicola Kutapan and Robert Oonan. Charity No. 297350 | Company No. 2125701