

Process for inviting and receiving your Lord-Lieutenant, Mayor or MP at your Abbeyfield Week event

To make your Abbeyfield Week event extra special, we encourage you to invite your local Lord Lieutenant, Mayor or MP to attend. Here are some simple etiquette guidelines for doing so.

How do I invite them to my event?

Some Lord-Lieutenants, Mayors and MPs will have an enquiry form on their website, which will be the simplest way of contacting them. However, should you wish to write them a letter or email, you should do so as outlined below.

You should write to the Lord-Lieutenant at their office, using the contact details provided on their website. If using the postal address, you should address the letter with their full title and name, e.g.:

Mr Robert Ross CBE CStJ
Her Majesty's Lord-Lieutenant of Hertfordshire

You should write to the Mayor at their office, using the contact details provided on their website. If using the postal address, you should address the letter with their full title, e.g.:

The Right Worshipful Mayor or St Albans City and District, Cllr. Edgar Hill

You should write to the MP at the Houses of Parliament. If using the postal address, you should address the letter with their full name and title, e.g.:

The Rt Hon Daisy Cooper MP
House of Commons
London
SW1A 0AA

Your enquiry form, letter or email should make it clear if the addressee will be expected to make a speech or take part in any activities, and ideally give the timings of these as well.

Templates for the body of an enquiry, letter or email to each of the above recipients can be found at www.abbeyfield.com/abbeyfield-week

What happens if they are able to attend my event?

If the Lord-Lieutenant, Mayor or MP is able to attend your event, it is likely they will be driven by a chauffeur. Parking instructions should be included in your letter, and you should state the entrance at which they are to arrive if applicable. Ideally the host would greet and stay with the VIP for the duration of the visit, and escort them to the exit at the end.

When greeting the Lord-Lieutenant, they should initially be addressed as "Lord-Lieutenant" (pronounced "lef-tenant"), following which you may use "Sir", "Ma'am" (pronounced as in jam), or another title agreed by the Lord-Lieutenant's office, e.g. "Mr. Ross".

If you or others are making a speech at the event, the speech should begin: "My Lord-Lieutenant (pronounced "lef-tenant"), ladies and gentlemen...", and the Lord Lieutenant should be referred to as "the Lord-Lieutenant" throughout the speech.

When greeting the Mayor, they should be addressed as "Mr/Madam Mayor" or "Your Worship". If a male Mayor is accompanied by a Mayoress, they should be addressed as "Madam Mayoress". If a

male or female Mayor is accompanied by a Consort or other guest, they should be addressed as “Mr/Mrs” etc. and their surname.

If you or others are making a speech at the event, the speech should begin: “Mr/Madam Mayor, ladies and gentlemen...”, and the Mayor should be referred to with their full title (see above) when mentioned for the first time, and “The Mayor” thereafter.

If the Lord-Lieutenant and the Mayor are both attending, the Lord-Lieutenant takes precedence at the beginning of a speech.

When greeting the MP, they should be addressed as “Mr/Mrs” etc. and their surname. They do not need to be mentioned in a speech, though you may wish to do so.

If there are seating arrangements, the Lord-Lieutenant should be seated where one would seat The Queen. There are no other specified seating arrangements for Mayors or MPs, but you should treat them as special guests as much as possible.

Should I publicise their attendance?

If the Lord-Lieutenant, Mayor or MP confirms their attendance, you should feel free to include this on information relating to the event, including invitations. If possible, their full title should be used, e.g. ‘Mr. Robert Ross CBE CSTJ, Her Majesty’s Lord-Lieutenant of Hertfordshire’. However, some common-sense abbreviations may be used, e.g. ‘Her Majesty’s’ may be abbreviated to ‘H.M.’. If in doubt, check with their office.

You should also feel free to mention their attendance to the press. Inviting the media is a good idea, and they may be prepared to send a photographer along. If not, they may still be open to receiving a press release, and you should make sure that someone is around to take good quality photos that you can send alongside it (this is standard good practice for all events). **Guidance for taking good photos can be found at www.abbeyfield.com/abbeyfieldweek**. If you have a house, home or Society newsletter, include a write-up and photos there as well, and **we can help publicise the event further if you send them to marketing@abbeyfield.com**. We can also assist you with media invites and writing press releases.

What happens if they are unable to attend my event?

If the Lord-Lieutenant or Mayor is unable to attend your event, it may be that they will send the Vice Lord-Lieutenant, Deputy Lieutenant or Deputy Mayor in their stead. In such cases you should adapt the above etiquette accordingly, substituting Vice Lord-Lieutenant, Deputy Lieutenant or Deputy Mayor where relevant.