

CAD-01035

# RSA

The Royal Society for the encouragement of  
Arts, Manufactures & Commerce

Founded in 1754

18 June 1991

Sir Adrian Cadbury  
Rising Sun House  
Bakers Lane  
Knowle  
Solihull  
West Midlands B93 8PT

Dear Adrian,

I am writing to inform you of the progress that has been made since the seminar on the purpose of the company which was held on Thursday 14 March 1991. Nearly 100 people, the majority of them RSA Fellows, have expressed an interest in learning of the progress of our work.

The Manufactures and Commerce Committee of the RSA has now considered a report from the seminar and as a result has commissioned George Binney, an RSA Fellow and Management Consultant, to make recommendations on the particular contribution which the RSA could make to the developing debate on the purpose of the company in view of the other initiatives now under way.

One of George's first tasks has been to analyse the full transcript of the seminar and to produce a summary of the major arguments advanced. I attach a copy of this summary.

George Binney can be contacted at: 54 Duncan Terrace, London, N1 8AG, tel: 071 354 9287 or via Sally Hearne at the RSA if you require any further information.

With best wishes.

Yours sincerely

Mark

Mark Goyder  
Programme Director

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Thankyou for the full text now received.