

London Jewellery First (LJF) is an independent group of 11 business leaders who act as a powerful voice for the industry and represent a broad diversity of interests and expertise.

The group oversees the implementation of the Jewellery Sector Investment Plan (JSIP) with members acting as champions for individual projects. Together they help unite the London jewellery sector, acting as a catalyst for growth and improvement within the industry.

The JSIP is led by the City Fringe Partnership with £3 million of funding from the London Development Agency. The plan is designed to generate training opportunities, encourage new technology, business skills and exports, and support new talent.

In line with implementation of the JSIP, LJF is committed to develop projects and ideas to make the industry more competitive and sustainable. These projects can come to fruition through a formal tendering process or through the group's professional networks. By actively instigating and directing projects, based on members' professional experience, the group can accurately identify and address the needs of the industry.

LJF is committed to the sharing of information in order to strengthen the impact of the industry as a whole, and to boost morale and productivity by focusing on and supporting the strengths of the London jewellery industry in design, quality, flexibility and heritage.

LJF is supported by the core communications project ChangeActShare. Visit the industry's dedicated website at www.change-act-share.org.uk