

Historical Timeline of the Licensed Trade Charity

As part of the Morning Advertiser's 225-year anniversary celebrations, we provided them with a host of key dates in our own history. Many of our notable dates appeared in the timeline running throughout the commemorative edition of the magazine, and you can see our fascinating history unfold in our full timeline here...

- 3 May 1793 “A group of licensees came together to form the Society of Licensed Victuallers, established for the care of licensees in need and their families. Their objectives were “raising a fund for the relief of decayed members of the Trade, their widows in sickness, old age, want and infirmity, and also to afford some assistance to their fatherless children and orphans”. These publicans worked long hours in unhealthy atmospheres, running pubs, inns and taverns that had poor sanitation... So the Society of Licensed Victuallers, [still serving the trade today as the Licensed Trade Charity] was formed among men who could pay an annual subscription of at least one guinea, and the fundamental idea was to create a Fund from which weekly allowances could be paid to those of their number who fell upon hard times.”
Taken from ‘Our Trade’ The Pub Trade, by Ted Elkins
- 1794 Morning Advertiser founded from Catherine Street, Strand, by those who set up the SLV, to promote the society's interests and raise money to help fund its charitable activities. They hoped to raise enough money to purchase a school for orphans from the trade. The first edition was published on 8th February. Initial circulation was ensured by insisting that all members of the Society were to take the paper daily
- 1803 The Society of Licensed Victuallers opened the Licensed Victuallers' School in Kennington Lane, London with 20 pupils; 14 girls and 6 boys chosen from those already assisted by Society funds. The Society funded much of the equipment and running costs of the school from the profits now regularly coming in from the Morning Advertiser. The school still exists today, over 200 years on, as LVS Ascot with over 800 students and still provides an education for children of those in the drinks trade.
- 1807 Demand for places at the school rose rapidly, so the Society launched a subscription fund to pay for its educational activities.
- 1827 Licensed Victuallers' Asylum – a hospital and respite centre for publicans – opened on six acres of land off Old Kent Road. It was a retreat for distressed members of the trade whose age or illness prevented them from earning a living. It consisted of a group of one-storey houses, library, chapel, courtroom and lawns.
- 1828 HRH The Duke of Sussex laid the foundation stone of the Licensed Victuallers' Asylum

- 1833 The National Licensed Victuallers Association was formed. Smaller, regional LVAs began nationwide with the aim of protecting the business interests of those running public houses and to act as lobbying bodies on their behalf. This included protecting the interests of tenant landlords in dispute with breweries and defending the trade on a national level from the government. Ladies' Auxiliaries also began, where women from the trade fundraised for the society and other local charities. Both LVAs and Ladies' Auxiliaries still contribute to the Licensed Trade Charity's funds today to help it make grants to those in need.
- 1835 Weekly monetary grants were made to residents of the asylum for the first time – effectively a pension and a form of early grant-making activity that continues today, now covering anything from paying rent to disability aids and educational equipment.
- 1836 Society of Licensed Victuallers granted a Royal Charter, with King William IV becoming Royal Patron of Licensed Victuallers' School. This has continued ever since, with Her Majesty The Queen patron of LVS Schools today.
- 1836 Prime Minister Lord Melbourne laid the foundation stone of a new Licensed Victuallers' School in Kennington Lane
- 1842
Victoria Licensed Victuallers' Asylum granted a Royal Charter by Queen
- 1866 Mr William Smalley, General Secretary for the charity between 1844 and 1880, and himself an ex-pupil of the school, donated one thousand guineas to the asylum, providing funding for construction of the Smalley Wing. His part in the charity's history is remembered today as LVS Ascot school hosts regular 'Smalley Lectures', and Smalley prizes are presented annually at President's Day.
- 1877 Amounts granted by the Society to those living in the Licensed Victuallers' Asylum by the society increased to 8 shillings per week to single people and 13 shillings for married couples. They also received a weekly supply of coal, medical attendance, medicine and wine.
- 1903 100 years after opening, Licensed Victuallers' School had provided 3,000 children of those in need in the licensed trade with an education
- 1921 Licensed Victuallers' School re-located to Slough due to need for larger premises
- 1921 Licensed Victuallers' Asylum became the Licensed Victuallers' Benevolent Institution
- 1940 Tenants of the Licensed Victuallers' Benevolent Institution evacuated during World War II to Denham, Bucks
- 1948 Smalley Prize at Licensed Victuallers' School awarded to William Brake, who went on with his brothers, Frank and Peter who also attended the school, to create the Brake Brothers food business

- 1950s Denham Garden Village built to provide alternative accommodation for retired licensees, replacing the London site. Denham was innovative for the time, with residents living in new bungalows with shared communal gardens and amenities including a shop, pub and social club. Licensees could pay a yearly subscription that would enable them to be considered for a place in one of the LVNH's estates, such as Denham Garden Village, and receive a pension.
- 1952 On her accession to the throne, Her Majesty The Queen became Patron of Licensed Victuallers' School – a position she still holds today
- 1955 Non-publican, fee-paying pupils admitted to Licensed Victuallers' School for the first time to ease financial anxiety over running costs of the school
- 1958 The Queen Mother opened Denham Garden Village
- 1959 Licensed Victuallers' Benevolent Institution became Licensed Victuallers' National Homes
- 1963 All licensees encouraged to donate the cost of two cigarettes a week to fund one hundred distressed places at Licensed Victuallers' School to cover clothing, food, education and pocket money
- 1978 Patron of the school, Her Majesty The Queen, and current patron of the Licensed Trade Charity, the Duke of Edinburgh, visited Licensed Victuallers' School to celebrate its 175th anniversary
- 1982 Additional school in Ilkley, West Yorkshire, acquired by Society of Licensed Victuallers, but subsequently closed in 2005
- 1989 Licensed Victuallers School moved to current location on 25-acre site in Ascot – thriving today as LVS Ascot and still providing an education for children of those in the drinks trade
- 1994 The Licensee and Morning Advertiser released four-page souvenir pullout of The Queen's visit to Licensed Victuallers' School in Ascot
- 2001 Anchor Trust took ownership of Denham Garden Village after agreement was reached for a major redevelopment and enlargement. The Licensed Trade Charity works closely in partnership with Anchor Housing today, meaning that when those from the trade call the charity they have access to a priority scheme for places there.
- 2003 Scottish Courage, the school's presidential company, donated £100,000 to Licensed Victuallers' School towards its £3m sixth form and learning centre, as a 200th anniversary present, emphasising the constant relationship between the drinks industry, the charity and a focus on education
- 2004 Society of Licensed Victuallers and Licensed Victuallers' National Homes merged to become the Licensed Trade Charity, which operates nationwide helping pub, bar and brewery workers with housing, health, money and relationship issues

- 2009 Licensed Trade Charity opened a school for young people with autism – LVS Hassocks – just north of Brighton
- 2014 Licensed Trade Charity opened a second school for young people with autism, LVS Oxford
- 2017 The Licensed Trade Charity helped a record 8,300 individuals in a year, including providing £982,000 in social and educational grants.
- 2018 The Licensed Trade Charity partnered with the Worshipful Company of Innholders, who committed funding for three years of mental health training sessions for pub trade managers to increase staff welfare
- 2019 The close connection with the Royal Family continues today, with Prince Philip Patron of the Licensed Trade Charity and Her Majesty The Queen Patron of LVS schools
- 2019 The Licensed Trade Charity continues to support those in need from the licensed trade through grants, advice, a 24/7 helpline, counselling and educational bursaries at LVS Ascot school. 226 years on and the beliefs of those who began the Society of Licensed Victuallers, established for the care of licensees in need and their families, are still being faithfully followed