

Committee	Dated:
City Bridge Trust Committee	25 th July 2019
Subject: City Bridge Trust Communications & Events attended	Public
Report of: The Chief Grants Officer & Director of City Bridge Trust (CGO)	For Information
Report author: Catherine Mahoney, Charity and Philanthropy Communications Manager	

Summary

This report provides you with an update on the communications work of the City Bridge Trust (CBT).

Recommendation

Members are asked to:

- Receive the report and note its contents.

Main Report

Key Audience Group Reporting

1. Appendix 1 reports communications activity between 24/5/19 and 05/07/19 against each of the four key audiences identified in your Communications Strategy. This shows continued levels of engagement against all four audiences.

Regulators & Politicians audience

2. With regards to the Regulators & Politicians audience, your Members and Officers attended several events. Several London Boroughs were visited, including Sutton and Islington whereupon Officers and Members met with Council Leaders and associated charities covering a range of issues, and visiting funded projects. Your Chair and Deputy Chair visited several projects including the site for the new Prince's Trust HQ.

Media Activity

3. Appendix 2 provides a detailed breakdown of the media activity supporting delivery of your Communications Strategy during this period, led by Kristina Drake, City of London Corporation Media Officer.
4. A great number of grants were highlighted by several London and regional media: including an article in *London Economic* citing £250,000 to support a Camden-based charity tackling youth homelessness and *City Matters* reported that CBT has awarded a £90,000 grant to the national charity, Crimestoppers, to support its new London-wide initiative to encourage people to report 'hidden' crime.
5. There was extensive coverage of the appointment of Dhruv Patel as Chair, including features in the Tribune, Business Standard, and UK Fundraising. Your Chair carried out an interview on BBC Asia Network.
6. Both Sky News and Fundraising magazine interviewed Dep. Chair Alison Gowman on the subject of Philanthropy.

External Events Register

7. Appendix 3 highlights a range of internal and external meetings Officers and Members attended during the period in question.
8. Deputy Chair Alison Gowman attended a reception to celebrate ten years of Islington Giving, as well as the launch of the Social Impact Institute. Several members officers attended the celebrations to Tower Bridge to celebrate its 125th anniversary. Your Philanthropy Director Fiona Rawes attended a workshop hosted by Bates Wells Braithwaite to analyse trends, issues and capabilities in Impact Investing. Your Chair attended the Asian Voice Awards, where Mayor of London Sadiq Khan gave a keynote address.
9. Your Officers attended some valuable training and workshops, including one to understand the 'Trans' community better, and another to realise the value of user-led organisations.

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Appendix 1: Key Audience Groups

Audience	Face to face	Online and Printed Media channels	Online content
Londoners	All recent events were attended by Londoners. A full list can be found in the External Events table report (Appendix 3).	<ul style="list-style-type: none"> • Barking and Dagenham Post • City A.M. • City Matters • SWLondoner • Hackney Gazette • Evening Standard • Ilford Recorder • London Post 	<p>CBT Twitter:</p> <ul style="list-style-type: none"> • 7115 followers (up by 110 since last meeting) • 77k impressions <p>CBT Website:</p> <ul style="list-style-type: none"> • 9,000 users • 14,000 sessions • 36,838 page views
Regulators & politicians	<ul style="list-style-type: none"> • LB Hounslow • GLA • LB Sutton • LB Islington 	<ul style="list-style-type: none"> • Evening Standard 	n/a
Immediate stakeholders**	<ul style="list-style-type: none"> • The Clothworkers Company • Prince's Trust • Heart of the City • City of London • Leathersellers Company • MIND • Groundswell • Clore Social Leadership 	<ul style="list-style-type: none"> • Charity Digital News • Charity Today • Fundraising • Charity Times • City A.M. • City Matters • Civil Society • UK Fundraising • Asian Lite • Hindustan Times • Business Standard • The Tribune • Greater Jammu • NDTV • Eastern Eye 	<ul style="list-style-type: none"> • News items on the CoL intranet and e-bulletin. • Regular updates in the Members' Briefing.

Audience	Face to face	Online and Printed Media channels	Online content
Other funders, policy makers & key commentators	Meetings & events with various funders including: <ul style="list-style-type: none"> • CAST • London Funders • Esmeé Fairbairn Foundation • Metropolitan Migrants Foundation • Paul Hamlyn Foundation 	<ul style="list-style-type: none"> • Sky News • BBC Asia Network 	n/a

* An Impression is the number of times CBT tweets have been delivered to other accounts and potentially viewed.

** Includes CBT & CoL Officers & Members; key infrastructure bodies; grantees; potential grantees; City leaders, workers, Human Resource and Corporate Social Responsibility professionals.

Appendix 2: Media Coverage
24th April – 11th July 2019

Organisation / Topic	Publication & Weblink	Readership / Audience	Detail	Coverage	Date
Barking and Dagenham Post	5,157	The <i>Barking and Dagenham Post</i> ran a story on City Bridge Trust's grant to the Royal National Institute of Blind People to produce talking books for blind or partially sighted older people across the City. [Both viewable internally only].	Local	24/04	Barking and Dagenham Post
Ilford Recorder	140,811 (online unique monthly users)	As above	Local	25/04	Ilford Recorder
The London Economic	N/A	<i>The London Economic</i> ran a story about City Bridge Trust, the City of London Corporation's charitable funder, awarding £250,000 to support a Camden-based charity tackling youth homelessness. Alison Gowman, Chair of the City of London Corporation's City Bridge Trust Committee, was quoted.	Regional	26/04	The London Economic

Organisation / Topic	Publication & Weblink	Readership / Audience	Detail	Coverage	Date
Asian Lite	179,307	Dhruv Patel, who was elected yesterday as Chair of City Bridge Trust Committee, was quoted in an <i>Asian Lite</i> story. The piece reports that Dhruv has become the Committee's first Chairman of BAME origin. Deputy Chair Alison Gowman was also quoted.	National	09/05	Asian Lite
Hindustan Times	4,758,860	Further coverage of Dhruv Patel's election as Chair of the City Bridge Trust Committee appears this publication and Alison Gowman, Deputy Chair of the committee, is featured.	National	13/05	Hindustan Times
Business Standard	2,173,078	As above	National	13/05	Business Standard
The Tribune	6,695,022	As above	National	13/05	The Tribune
Greater Jammu	N/A	As above	National	13/05	Greater Jammu
NDTV	N/A	As above	Trade	13/05	NDTV
Eastern Eye	22,135	As above	National	13/05	Eastern Eye

Organisation / Topic	Publication & Weblink	Readership / Audience	Detail	Coverage	Date
Attitude	521,614	<i>Attitude</i> [link unavailable] reports that City Bridge Trust, the City of London Corporation's charitable funder, has awarded £300,000 to Opening Doors London, the capital's largest charity for older (50+) LGBT+ people to support a scheme that helps it represent the community's voice to service providers, policy makers, researchers, and the media. Dhruv Patel, Chair of City Bridge Trust Committee, is quoted.	Trade	13/05	<i>Attitude</i> [link unavailable]
Charity Times	134,487	City Bridge Trust, the City of London Corporation's charitable funder has issued a call to charities to design and deliver six-month pilot projects to develop the resilience of voluntary sector workers. <i>Charity Times</i> and report on the news which, it is hoped, will help protect the mental health of charity staff and volunteers.	Trade	15/05	Charity Times
Fundraising Magazine	196,119	As above	Trade	16/05	Fundraising
Third Sector	299,098	As above	Trade	16/05	Third Sector
BBC Asian Network	527,000	Dhruv Patel was interviewed by the <i>BBC Asian Network</i> about becoming the Committee's first Chairman of BAME origin. (Skip to 11.37).	National	22/05	BBC Asian Network

Organisation / Topic	Publication & Weblink	Readership / Audience	Detail	Coverage	Date
Civil Society	157,289	As above	Trade	23/05	Civil Society
South West Londoner	163,668	<i>SWlondoner</i> reported that Evolve Housing + Support have secured a £69,000 grant from the City Bridge Trust to provide 12-week in-house counselling sessions across its hostels in Croydon, Bromley, Lambeth, Merton and Kensington and Chelsea.	Regional	23/05	SWlondoner
Hackney Gazette	156,766	Further coverage appeared in <i>The Hackney Gazette</i> on the National Takeover Challenge, a programme allowing young adults aged 16 to 19 to work with NHS professionals to help shape health and social services. The project is a collaboration between Hackney Council, community groups, the City of London Corporation and the NHS. [viewable internally only]	Local	23/05	The Hackney Gazette
24Housing	157,715	<i>24Housing</i> referenced City Bridge Trust, the City of London Corporation's charity funder, in an article about Social and Sustainable Capital's new fund to invest in the provision of "safe, stable and appropriate" homes for vulnerable people and their families UK wide.	Trade	28/05	24Housing

Organisation / Topic	Publication & Weblink	Readership / Audience	Detail	Coverage	Date
Sky News	2,000,000	Deputy Chair of City Bridge Trust Alison Gowman was interviewed on <i>Sky News</i> about philanthropy and charity funding after MacKenzie Bezos, the ex-wife of Amazon boss Jeff Bezos, promised to give half her fortune to charity.	National	30/05	Sky News [Viewable internally only]
UK Fundraising	196,119	<i>UKFundraising</i> reports that Dhruv Patel has been elected as the first BAME Chairman of City Bridge Trust, the City of London Corporation's charitable funder. Alison Gowman, the Trust's Deputy Chair is referenced.	Trade	31/05	UKFundraising
Charity Update	N/A	As above	Trade	31/05	Charity Update
The Rooftop	N/A	<i>The Rooftop</i> reported that a new housing fund for charities and social enterprises worth over £26 million has been launched. City Bridge Trust was referenced	Trade	05/06	The Rooftop
Property Funds World	N/A	As above	Trade	05/06	Property Funds World
Evening Standard	5,870,019	The <i>Evening Standard</i> ran a story on a City Bridge Trust grant for a new campaign in London to tackle 'hidden crimes' such as modern slavery and domestic violence.	Regional	10/06	Evening Standard
The Big Issue	152,838	As above	National	12/06	The Big Issue

Organisation / Topic	Publication & Weblink	Readership / Audience	Detail	Coverage	Date
The London Post	97,997	As above	Regional	13/06	The London Post
Fundraising Magazine	196,119	<i>Fundraising Magazine</i> ran an article, in its June Edition, on Philanthropy in the City, which mentioned the City Corporation and City Bridge Trust. Alison Gowman, Deputy Chair of City Bridge Trust, was quoted. (Viewable internally only)	Trade	15/06	Fundraising Magazine
Fe News	13,418	<i>FE News</i> reported on a City Bridge Trust funded initiative for deaf children and babies. Dhruv Patel, Chair of the City Bridge Trust, was quoted.	Trade	18/06	FE News
Charity Times	134,587	City Bridge Trust Chair Dhruv Patel writes in <i>Charity Times</i> about the importance of valuing volunteers.	Trade	21/06	Charity Times
Financial News	510,648	<i>Financial News</i> (£) reported on the City of London Corporation taking part in the Pride in London parade celebrating the LGBT+ community for the second time. City Bridge Trust is referenced.	Trade	24/04	Financial News
Access and Mobility Professional	N/A	A piece is published in <i>Access and Mobility Professional</i> about a pilot scheme aimed at tackling the increase in elderly people falling for trading scams. The programme, funded by the City Bridge Trust, aimed to help more than 3,000 older people feel safer and more confident about spotting a scam in the future.	Trade	26/06	Access and Mobility Professional

Organisation / Topic	Publication & Weblink	Readership / Audience	Detail	Coverage	Date
City Matters	142,371	<i>City Matters</i> reported that City Bridge Trust has awarded a £90,000 grant to the national charity, Crimestoppers, to support its new London-wide initiative to encourage people to report 'hidden' crime. Alison Gowman, Deputy Chair of the City Bridge Trust Committee, was quoted.	Local	02/07	City Matters
Hackney Gazette	156,766	Dhruv Patel, Chair of the City of London Corporation's City Bridge Trust Committee, is quoted in a <i>Hackney Gazette</i> article about a City Bridge Trust grant of £150,000, which has been awarded to an east London charity to develop a tram shed into a community centre.	Local	03/07	Hackney Gazette
Docklands and East London Advertiser	191,191	As above	Local	04/07	Docklands and East London Advertiser
Hackney Citizen	156,766	As above	Local	11/07	Hackney Citizen
Charity Digital News	171,014	City Bridge Trust is referenced in an article in <i>Charity Digital</i> about an initiative launched to help small charities in London improve their digital skills and analysis of data.	Trade	11/07	Charity Digital

Appendix 3: Events attended

25^h April March to 5th July 2019

Date	Host Organisation	Type of Event	City of London's Representative	Location/Borough	Summary
30/04/19	Toynbee Hall	Launch event	Alderman Gowman and Julia Mirkin, Funding Manager	Tower Hamlets	Launch of 'The Resilience of People in Community-facing organisations' report by London Funders
07/05/19	Islington Giving	Identify Learning CBT requires from YGMP this year	Kate Moralee	Islington	Finalising learning required from YGMP 2019, in partnership with IG, BBC CiN, YBI.
10/05/19	CBT	IVAR research interview	Julia Mirkin, Funding Manager	City of London	interview with Richard Hopgood about funders' appetites to risk
17/5/2019	London Borough of Sutton	Meeting	Alison Gowman	L B of Sutton	Visit to meet Leader of Sutton with Catherine McGuinness
15/05/19	NCVO	NCVO Centenary Book Launch	Jenny Field	Cass Business School	

Date	Host Organisation	Type of Event	City of London's Representative	Location/Borough	Summary
17/05/19	Asian Voice Charity	Awards	Dhruv Patel	Hilton Park Lane	Mayor of London Sadiq Khan was the guest speaker
21/05/19	Trust for London (TfL)	Seminar	Ciaran Rafferty	TfL office, Moorgate	A seminar to discuss the issues for and value of disability-led organisations
21/05/19	Allen & Overy Law Firm	The Access to Justice Foundation's 'Sharing Solutions' Conference	Julia Mirkin, Funding Manager	City of London	Co-delivery of breakout session: 'Supporting health and wellbeing in your organisation'.
22/05/19	Gendered Intelligence	Workshop	Ciaran Rafferty	Paul Hamlyn Foundation, King's Cross	A workshop to meet members of the Trans community, to share thoughts and break down barriers
22/05/19	Prince's Trust	Working visit	Dhruv Patel	Morgan Stanley Centre in Poplar	A chance to see their work and catch up.

Date	Host Organisation	Type of Event	City of London's Representative	Location/Borough	Summary
23/5/2019	Leathersellers Livery	Dinner	Alison Gowman	Leathersellers' Hall	Dinner for charity partners
3/6/2019	Islington Giving	Reception and annual report	Alison Gowman	Fredericks Islington	Event to celebrate 10th anniversary and share future plans and annual report
5/6/2019	Prince's Trust	Breakfast	Alison Gowman David Farnsworth	Blackfriars Circus	Event to showcase new building and new aims hosted by Nick Stace, CEO of The Prince's Trust.
11/06/19	Association of Charitable Foundations	Seminar	Tim Wilson	Camden	A meeting for trustees of corporate foundations. Your officer attended as a member of Metropolitan's grant-making committee.
13/06/19	Bates Wells Braithwaite	Philanthropy Impact Event	Fiona Rawes	10 Queen St Pl, London EC4R 1BE	Impact Investing: Trends, Issues and Capabilities
15/06/19	Metropolitan Migration Foundation	Grants' committee meeting	Tim Wilson	Holloway	A regular meeting of Metropolitan's funding committee. Your officer is a member.

Date	Host Organisation	Type of Event	City of London's Representative	Location/Borough	Summary
17/6/2019	CBT	Strategy evening	Alison Gowman	Guildhall	Guest speaker James Noble of New Philanthropy Capital
19/6/2019	Prince's Trust	Advisory group meeting	Alison Gowman	Prince's Trust Poplar centre	Quarterly strategy meeting
25/06/19	MIND	Meeting	Julia Mirkin, Funding Manager	Newham	Meeting about Resilience with Alex Roberts, Head of Business Development
26/06/19	Trust for London	Summer reception	David Farnsworth and Jenny Field	SE1 9PX	Summer reception
27/06/19	Groundswell	Philanthropy Breakfast	David Farnsworth	The Westminster Foundation	
02/07/19 to 04/07/19	Action Learning Associates	Training	Kate Moralee	Southwark	Training in Action Learning Facilitation. External provider

Date	Host Organisation	Type of Event	City of London's Representative	Location/Borough	Summary
02/07/19	Clore Social Leadership	Clore and HEY debrief	Fiona Rawes	The National Lottery Community Fund, 1 Plough Place, Holborn, London EC4A 1DE	HEY100, Clore Social's 2018 place-based leadership programme in Hull and East Yorkshire. The programme brought together more than 150 leaders from charities, social enterprises, community businesses and cultural organisations.
03/07/19	Social Impact Institute	Launch evening	Alison Gowman	Guildhall	Launch new Institute
03/07/19	LocalMotion	LocalMotion	Jenny Field	Esmee Fairbairn Foundation, 5th Floor Kings Place, 90 York Way, London, N1 9AG	