

<b>Committee</b>	<b>Dated:</b>
City Bridge Trust Committee	26 <sup>th</sup> September 2019
<b>Subject:</b> City Bridge Trust Communications & Events attended	<b>Public</b>
<b>Report of:</b> The Chief Grants Officer & Director of City Bridge Trust (CGO)	<b>For Information</b>
<b>Report author:</b> Catherine Mahoney - Communications Manager, Charity and Philanthropy	

### **Summary**

This paper provides members with an update on the communications work of 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 15/07/19 and 10/09/19 against each of the four key audiences identified in your Communications Strategy. This shows continued levels of engagement against all four audiences.
2. With regards to the Regulators & Politicians audience, your Members and Officers attended several events involving this audience, including the launch of a new APPG group on Philanthropy, and a speech by the Mayor of London at City Hall about their approach to Street Violence.

#### **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 Media Officer.
4. A number of recent grants awarded by the Trust were the subject of media coverage. These included Core Arts, an east London charity developing a tram shed into a community centre; and two impactful articles of your Bridge to Work programme. The Trust also received coverage both in press and on social

media following the July Committee meeting having reached the milestone of distributing a record amount of funding in one Committee meeting – at £6.3m.

5. The Evening Standard ran a story about CBT support to Embrace Child Victims of Crime, and the New Statesman covered your Grant to the Waterloo Community Counselling, saying CBT is providing the “necessary grants to supplement a lack of public funding” for counselling services for London’s refugees and asylum seekers.

### **External Events Register**

6. Officers and Members attended a range of internal and external meetings during the period in question, including the launch of a new pan-London portal mapping and signposting LGBTI services ‘*FindOut*’, the launch of *The Catalyst*, a new initiative to digitally upskill the Voluntary sector, and the launch of *Disability Access Southbank*, a new initiative and app for people with disabilities visiting that part of London.
7. A full list of external events attended by officers and Members on behalf of the Trust can be found at Appendix 3.

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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"> <li>• Evening Standard</li> <li>• <u>Hackney Gazette</u></li> <li>• City Matters</li> <li>• <u>Docklands and East London Advertiser</u></li> <li>• <u>City A.M.</u></li> <li>• <u>London Post</u></li> <li>• <u>MyLondon</u></li> <li>• <u>Romford Recorder</u></li> <li>• <u>Barking and Dagenham Post</u></li> <li>• <u>Newham Recorder</u></li> </ul>	<p>CBT Twitter:</p> <ul style="list-style-type: none"> <li>• 7240 followers</li> <li>• 72.6K impressions* between 15/07/19 &amp; 11/09/19</li> </ul> <p>CBT Website:</p> <ul style="list-style-type: none"> <li>• 6,900 users</li> <li>• 10,000 sessions</li> <li>• 2 mins and 52s average time spent, mainly on the 'What We Fund' page</li> </ul>
Regulators & politicians	<ul style="list-style-type: none"> <li>• APPG on Philanthropy launch</li> <li>• Disability Access Southbank Launch</li> <li>• Launch of Catalyst at Church House</li> </ul>	<ul style="list-style-type: none"> <li>• New Statesman</li> <li>• FE News</li> <li>• <u>Government Computing.</u></li> <li>• Civil Society</li> </ul>	n/a
Immediate stakeholders**	<ul style="list-style-type: none"> <li>• Tower Bridge's 125<sup>th</sup> anniversary celebration</li> <li>• Islington Giving Panel</li> <li>• Sir John Cass Foundation Board Meeting</li> </ul>	<ul style="list-style-type: none"> <li>• Charity Today</li> <li>• City Matters</li> <li>• Evening Standard</li> <li>• <u>Civil Society</u></li> <li>• <u>Charity Update</u></li> </ul>	<ul style="list-style-type: none"> <li>• News items on the CoL intranet and e-bulletin.</li> <li>• Regular updates in the Members' Briefing.</li> </ul>

Audience	Face to face	Online and Printed Media channels	Online content
Other funders, policy makers & key commentators	Meetings & events with various funders including: Other events including: <ul style="list-style-type: none"> <li>• London Councils Grants Committee</li> <li>• LGBT Consortium launch</li> <li>• Charitable Foundations' Chairs meeting</li> <li>• GLA Young Londoners Grant Panel</li> </ul>	<ul style="list-style-type: none"> <li>• Asian Voice</li> </ul>	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**  
**2<sup>nd</sup> July – 3<sup>rd</sup> September 2019**

<b>Organisation/Topic</b>	<b>Publication and Weblink</b>	<b>Readership / Audience</b>	<b>Detail</b>	<b>Coverage</b>	<b>Date</b>	
Crimestoppers	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	<a href="#">City Matters</a>
Core Arts	Hackney Gazette	156,766	Dhruv Patel, Chairman 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	<a href="#">Hackney Gazette</a>
Core Arts	Docklands and East London Advertiser	191,191	As above	Local	04/07	<a href="#">Docklands and East London Advertiser</a>
Core Arts	Hackney Citizen	156,766	As above	Local	11/07	<a href="#">Hackney Citizen</a>

Organisation/Topic	Publication and Weblink	Readership / Audience	Detail	Coverage	Date	
Superhighways collaboration	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	<a href="#">Charity Digital</a>
Core Arts	Docklands & East London Advertiser	191,191	The City Bridge Trust is mentioned in <i>Docklands &amp; East London Advertiser</i> about plans to convert an old tram shed in Hackney Wick into a new community centre. (viewable internally only)	Local	15/07	<a href="#">Docklands &amp; East London Advertiser</a>
Waterloo Community Counselling	<i>New Statesman</i>		A piece in the <i>New Statesman</i> says City Bridge Trust is providing the “necessary grants to supplement a lack of public funding” for counselling services for London’s refugees and asylum seekers.		15/07	<a href="#">New Statesman</a>
The Catalyst	Government Computing		The City Bridge Trust is mentioned as supporting a catalyst partnership to help charities in digital transformation, reports <i>Government Computing</i> .		15/07	<a href="#">Government Computing</a> .
The Catalyst	Civil Society		<i>Civil Society</i> reports that the City Bridge Trust is helping to fund a catalyst to help smaller charities and	Trade	15/07	<a href="#">Civil Society</a>

Organisation/Topic	Publication and Weblink	Readership / Audience	Detail	Coverage	Date	
			civil society organisations use technology more collaboratively.			
Bridge to Work	City A.M.	513,861	<i>City A.M</i> runs a column by Policy Chair Catherine McGuinness about City Bridge Trust's 'Bridge to Work' programme. The scheme provides employment opportunities for disabled Londoners.	London	22/07	<a href="#">City A.M.</a>
London Harvest Festival	London Post		<i>London Post</i> writes a piece about the upcoming 21st London Harvest Festival, which will be held at Woodlands Farm in Greenwich. The City Bridge Trust is referenced.	London	25/07	<a href="#">London Post</a>
Bridge To Work	Recruiting Times.		City Bridge Trust's Bridge To Work initiative supporting young disabled Londoners into work is referenced in an article in <i>Recruiting Times</i> .	Trade	31/07	<a href="#">Recruiting Times.</a>
Food Matters	Hackney Gazette	2,148 weekly	<i>Hackney Gazette</i> runs a story on 'Know Your Onions' - a project run by charity School Food Matters, funded by City Bridge Trust, which is encouraging school children to cook and eat sustainable and healthy meals. (Viewable internally only)	Local	1/08	<a href="#">Hackney Gazette</a>

Organisation/Topic	Publication and Weblink	Readership / Audience	Detail	Coverage	Date	
The Sycamore Trust	Romford Recorder	21,400	The <i>Romford Recorder</i> ran a piece on a Dagenham autism charity being awarded funding from City Bridge Trust, the City of London Corporation's charitable funder.	Regional- Essex	06/08	<a href="#">Romford Recorder</a>
The Sycamore Trust	Barking and Dagenham Post	5,157	As above.	Regional	06/08	<a href="#">Barking and Dagenham Post</a>
The Blue Sky Project	Newham Recorder	8,900	The <i>Newham Recorder</i> reports on City Bridge Trust donating money to a charity helping people with learning difficulties and disabilities to get into theatre.	Regional	07/08	<a href="#">Newham Recorder</a>
Asian Voice Charity Awards	Asian Voice		<i>Asian Voice</i> reports on the winners of its Charity Awards, celebrated at the National Liberal Club. The piece references the City Bridge Trust, which has donated a 'Tower Bridge experience' to one of the winners.		15/08	<a href="#">Asian Voice</a>
Consortium	City Matters	20,000	<i>City Matters</i> reports on national charity 'Consortium' receiving funding from City Bridge Trust to create an online one-stop-shop for all LGBT+ services in London. Dhruv Patel,	London	16/08	<a href="#">City Matters</a>



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			Chairman of the City Bridge Trust Committee, is quoted.			
	City Matters	20,000	<i>City Matters</i> includes an article about City Bridge Trust, the City of London Corporation's charitable arm, donating of £6.3m to 42 London charities, the biggest amount of money it has ever given in a single funding round. Dhruv Patel, Chairman of the City of London Corporation's City Bridge Trust Committee, is quoted.	London	22/08	<a href="#">City Matters</a>
	MyLondon		<i>MyLondon</i> reports on a 22-year-old woman from Crystal Palace who was offered a job as an audio-visual operator after she contacted the Prince's Trust, which received funding from the City Bridge Trust.	London	29/08	<a href="#">MyLondon</a>
Embrace Child Victims of Crime	Evening Standard	884,728	<i>Evening Standard</i> reports that the charity, Embrace Child Victims of Crime, has been awarded a £50,000 grant from City Bridge Trust to provide extra therapy sessions for service users. [viewable internally]	London	30/08	<a href="#">Evening Standard</a>

Organisation/Topic	Publication and Weblink	Readership / Audience	Detail	Coverage	Date	
Centrepoint charity	FE News	13,418	<i>FE News</i> runs a story following a £100k grant donation from City Bridge Trust to Centrepoint charity to tackle youth homelessness in the capital.	Trade	02/09	<a href="#">FE News</a>
Islington Giving Board	Charity Update		The City Bridge Trust is mentioned in <i>Charity Update</i> about a coalition of funders who have joined the Islington Giving Board. The board will contribute £90,000 over three years to tackle the effects of inequality in Islington by supporting young people, families and the elderly in the borough.	Trade	03/09	<a href="#">Charity Update</a>

**External Events Register**  
**Attended 5<sup>th</sup> July– 30<sup>th</sup> August 2019**

<b>Date</b>	<b>Host Organisation</b>	<b>Type of Event</b>	<b>City of London's Representative</b>	<b>Location/Borough</b>	<b>Summary</b>
02/07/2019	Tower Bridge	125th Anniversary celebration	David Farnsworth, Fiona Rawes, Dhruv Patel, Alison Gowman, Catherine Mahoney	City of London	125th Anniversary celebration
08/08/2019	CoLC	Lecture and Dinner	Dhruv Patel	Chief Commoners Parlour	"The Turning Tide: the City and the River" lecture.
08/07/2019	House of Commons	APPG on Philanthropy and Social investment	David Farnsworth, Fiona Rawes	Westminster	Launch of the APPG on Philanthropy and Social investment
09/07/2019	CBT	Lunch with Matthew Bowcock CBE from Beacon	Dhruv Patel, Fiona Rawes	Guildhall Club	Lunch

Date	Host Organisation	Type of Event	City of London's Representative	Location/Borough	Summary
10/07/2019	London Councils	London Councils Grants Committee	Dhruv Patel Sandra Jones	London Councils	Meeting
10/07/2019	Association of Charitable Foundations	Charitable Foundations' Chairs meeting	Dhruv Patel	ACF	Evening Reception for Chairs to network
11/07/19	IVAR (Institute for Voluntary Action Research)	Workshop	Jemma Grieve Comes	Esmee offices, Kings Cross	A gathering of funders and funded organisations to explore ways to take forward the 'principles for grant reporting' aimed at making grant reporting a shared and more useful experience.
11/07/2019	CAST	Event and workshop	Dhruv Patel, David Farnsworth, Catherine Mahoney Fiona Rawes, Jenny Field	Church House	Launch of <i>Catalyst</i> , an initiative to upskill the voluntary sector on digital skills. DF gave a talk.

<b>Date</b>	<b>Host Organisation</b>	<b>Type of Event</b>	<b>City of London's Representative</b>	<b>Location/Borough</b>	<b>Summary</b>
11/07/2019	LB Bromley	Meeting	Dhruv Patel, David Farnsworth	LB Bromley Offices	Discuss needs/gaps in Bromley
15/07/19	GLA/Mayor of London	Speech	Ciaran Rafferty	Salmon Youth Centre, Southwark	A speech by the Mayor to outline City Hall's approach to youth violence.
15/07/2019	Age UK	Visit	David Farnsworth, Dhruv Patel, DCCS staff	Age UK Offices	General Meeting
15/07/2019	Greater London Authority	Training Sessions	Shegufta Slawther, Funding Manager	City Hall	Young Londoners Fund Scorer Training
16/7/19	Islington Giving	Grant Panel	Kate Moralee	Islington	Regular decision-making grant panel for Islington Giving
16/07/2019	NACC	Reception	Dhruv Patel, David	Mercers Hall	Evening reception

Date	Host Organisation	Type of Event	City of London's Representative	Location/Borough	Summary
			Farnsworth, Fiona Rawes		
17/07/2019	Barrow Cadbury	Funders for Race Equality Alliance	Sandra Jones	Equally Ours	A forum of organisations that fund race equality projects and organisations.
17/7/2019	Sir John Cass Foundation	Annual Board lunch	Dhruv Patel	Skinner's Hall	Annual Board meeting
21/08/19	CBT	Inception meeting for RRR evaluation	Julia Mirkin, Funding Manager and Ruth Feder, Head of Impact and Evaluation	City of London	To agree management and reporting arrangements for the RRR evaluation.
22/07/2019	CBT	Meeting	Dhruv Patel	Guildhall	Meeting with Carol Mack of ACF
23/07/19	Consortium & Hero	Launch	Ciaran Rafferty	Amnesty Building, Shoreditch	A successful very launch event of the interactive map of LGBT

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					services in London, funded by the Trust.
23/08/19	CBT	2nd selection panel meeting for RRR	Julia Mirkin, Funding Manager	City of London	To make funding recommendations to the Committee from the shortlisted RRR proposals.
24/07/19	DePaul	Celebration	Kate Moralee	Westminster	30 year anniversary celebration at HoL
25/07/19	AccessAble/TFL/City Hall/	Launch of new initiative and app	Catherine Mahoney, James Lee	Mondrian, Southbank	Launch of Accessibility Southbank
29/07/19	Trust for London	Action Learning Set	Shegufta Slawther, Funding Manager	Trust for London Office	Action Learning Set for Funding Managers
2/8/19	Streetwise Opera	Performance	Kate Moralee	Westminster	Streetwise Opera public performance at Royal Opera House

<b>Date</b>	<b>Host Organisation</b>	<b>Type of Event</b>	<b>City of London's Representative</b>	<b>Location/Borough</b>	<b>Summary</b>
07/08/19	Whizz-Kidz	Awards	Ciaran Rafferty	King's Fund, Marylebone	An event to present awards to children and young people for designing their own wheelchairs.
13/8/19	Islington Giving	Funder roundtable	Kate Moralee	Islington	Sharing learning from the closure of the Women's Therapy Centre in Islington
15/08/19	Young Westminster Foundation	Exhibition	Ciaran Rafferty	Carnaby St	A photography exhibition to showcase the anniversary of one of the first youth clubs in London.
19/08/19	GLA	Grants Panel	Ciaran Rafferty	City Hall	Your officer is part of the grants panel to consider applications to the Mayor's Young Londoners Fund for small grants.
29/08/19	CBT	Network Meeting	Ciaran Rafferty	Guildhall	A regular and informative network meeting of the projects delivering your Bridge to Work programme plus some guest speakers.



Date	Host Organisation	Type of Event	City of London's Representative	Location/Borough	Summary
29/08/2019	London Youth	Celebration of City Leaders Course	Alison Gowman	St Luke's Community Centre Central Street Islington	Event to celebrate and award prizes to those on the City Leaders Course supported by CBT
29/08/19	London Youth	Awards	Deputy Chairman; Ciaran Rafferty	St Luke's Community Centre, Islington	The Deputy Chairman presented one of the awards to celebrate those young people who took part in this year's City Leaders programme, which the Trust is co-funding.