

Committee	Dated:
City Bridge Trust Committee	30 th January 2020
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 - 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 11/11/19 and 14/01/20 against some of the audiences identified in the Communications vision. 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 presentations by your officers to London Borough of Harrow and ACF, and a meeting at the cabinet office by your Officer James Lee around the development of a Disability strategy for the incoming Government. Your CGO attended an introductory meeting with the incoming CEO of NCVO, Karl Wilding.
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 coverage in the Evening Standard and Asian Age around the grant to the Children Society and there was extensive coverage of your grant to the Business Disability Forum.

External Events Register

5. Officers and Members attended a range of internal and external meetings during the period in question, including the AGM of London Funders, the opening of the new Princes Trust HQ and a meeting with the Cabinet Office's lead on disability about the development of their new five-year strategy.
6. A full list of external events attended by officers and Members on behalf of the Trust can be found at Appendix 3.

Catherine Mahoney

T: 020 7332 3533

E: Catherine.Mahoney@cityofLondon.gov.uk

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"> • Islington Gazette • City Matters • KCW Today • Southwark News • Charity Digital News • London Bulletin • Evening Standard 	CBT Twitter: <ul style="list-style-type: none"> • 7598 followers • 44.2K impressions* since the start of the year (up 34%) CBT Website: <ul style="list-style-type: none"> • 7k users • 10k sessions • 2 mins and 38s average time spent, mainly on the 'What We Fund' page
Regulators & politicians	<ul style="list-style-type: none"> • Meeting at no.10 to discuss the development of the Disability Strategy • LB of Harrow • Ealing CVS 		n/a
Immediate stakeholders**	<ul style="list-style-type: none"> • London Funders • London Youth Awards – City Hall • London Sport 	Charity Digital News Fair Play Talks	<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: Other events including: <ul style="list-style-type: none"> • Media Trust • Afghanistan & Central Asian Association • Princes Trust • Literacy Trust 	<ul style="list-style-type: none"> • Daily Asian Age • Public Sector Executive • Children and Young People Now 	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
11th November – 16th January 2020

Organisation	Publication	# of readers	Overview	Coverage	Date	Web link
Culpeper Community Garden	Islington Gazette	6,496	<i>Islington Gazette</i> reported that Culpeper Community Garden has been given £100,000 to fund a horticulture project supporting vulnerable people by City Bridge Trust, the City of London Corporation's charitable arm. Dhruv Patel, Chairman of the City Bridge Trust is quoted.	Regional	11/11	Islington Gazette
Mental health support for people working for charities	City Matters	20,000	<i>City Matters</i> reported that City Bridge Trust awarded over £79,000 to six London charities that will deliver specialist mental health support to hundreds of people working for charities across the capital. Dhruv Patel, Chairman of the City Bridge Trust is quoted.	London	12/11	City Matters
Jigsaw4u	KCW Today	25,000	<i>KCW Today</i> ran a story about Jigsaw4u, a charity helping young domestic abuse victims receiving a grant of £158,000 from City Bridge Trust to expand its services. Dhruv Patel, Chairman of the City Corporation's City Bridge Trust Committee, was quoted.	Regional	1/11	KCW Today (viewable internally)

Jigsaw4u	City Matters	20,000	A feature covered the City Bridge Trust's funding of Jigsaw4u, a charity helping young domestic abuse victims. Dhruv Patel, Chairman of the City Bridge Trust, was quoted.	London	13/11	City Matters [Viewable internally]
Lions Barber Collective	Barber Magazine		Marianne Fredericks, Chairman of the City of London Corporation's Health and Wellbeing Board, was quoted in an article about the City Corporation's collaboration with the Lions Barber Collective charity to host an event, which was held at Barber-Surgeons' Hall to celebrate the increasingly important role played by barbers in mental health and suicide prevention.	Trade	20/11	Barber Magazine
Human Trafficking Foundation	Southwark News	13,000	<i>Southwark News</i> includes a story about City Bridge Trust, the City of London Corporation's charitable arm, awarding the Human Trafficking Foundation, £123,000 to work with local authorities to help victims of modern slavery.	Local	25/11	Southwark News

	Charity Digital News		The City Bridge Trust was mentioned in an article about the best charity partnerships.	Trade	25/11	Charity Digital News
Business Disability Forum	Fair Play Talks		<i>Fair Play Talks</i> reported on the City Bridge Trust funding the Business Disability Forum to help SMEs make jobs and services more accessible for disabled people. Chairman of the City Bridge Trust Committee Dhruv Patel is quoted.		02/12	Fair Play Talks
The Lion Barber Collective	True Viral News		<i>True Viral News</i> reported on an event held by the Lion Barber Collective and the City of London Corporation to raise awareness about the role of barbers in mental health and suicide prevention.		03/12	True Viral News
Business Disability Forum	FENews	25,000	<i>FENews</i> covered the news the City Bridge Trust is funding the Business Disability Forum (BDF) to help SMEs make jobs and services more accessible for the disabled. Chairman of the City Bridge Trust Committee Dhruv Patel was quoted.	Trade	03/12	FENews

Business Disability Forum	Public Sector Executive		See above	Trade	05/12	Public Sector Executive
Business Disability Forum	Recruitment Buzz		See above	Trade	9/12	Recruitment Buzz
Business Disability Forum	London Bulletin		See above	London	9/12	London Bulletin
Herne Hill charity	Southwark News	13,000	Dhruv Patel, Chairman of the City Bridge Trust Committee, was quoted in <i>Southwark News</i> after a Herne Hill charity, which gives free bikes to London's refugees and asylum seekers, received a £100,000 boost to cope with demand.	Local	9/12	Southwark News
Herne Hill charity	Cycling Industry		See Above		9/12	Cycling Industry
Business Disability Forum	FE News	25,000	Coverage was included in <i>FE News</i> of the Business Disability Forum in Southwark receiving £248,000 from City Bridge Trust to help the capital's businesses make their jobs and services more accessible for disabled people. Dhruv Patel, Chairman of the City of London Corporation's City Bridge Trust Committee, was quoted.	Trade	9/12	FE News
Human Trafficking Foundation	Southwark News	13,000	<i>Southwark News</i> ran a story on City Bridge Trust's grant to the Human Trafficking Foundation to combat modern slavery.	Local	12/12	Southwark News (viewable internally only)

The Children's Society	Evening Standard	884,728	<i>Evening Standard</i> reported that City Bridge Trust, the City of London Corporation's charitable funder, has awarded a £120,000 grant to The Children's Society, to support young victims of trafficking. It comes after The Children's Society warned that rising numbers of children are being trafficked from London and other cities and forced to distribute drugs by "county lines" gangs. Dhruv Patel, Chairman of the City Bridge Trust Committee, was quoted.	London	13/01	<i>Evening Standard</i>
	Children and Young People Now	16,000	See above	Trade	13/01	<i>Children and Young People Now</i>
	Daily Asian Age		See above		16/01	<i>Daily Asian Age</i>
			<i>Civil Society</i> runs an OpEd from Dhruv Patel, Chairman of the City Bridge Trust Committee, on social investment. [£]			

CITY BRIDGE TRUST

External Events Register

Attended 11th November – 16th January 2020

Date	Host Organisation	Type of Event	City of London's Representative	Location/Borough	Summary
13 th Nov	London Councils	Meeting	Dhruv Patel	n/a	Grants Committee Meeting
14 th Nov	London Youth	Awards event	Deputy Chair; Ciaran Rafferty	City Hall	The London Youth Annual Awards to celebrate the work of young people and their clubs. Your Deputy Chair presented an award.
18 th Nov	Mansion House	Reception	Fiona Rawes	City of London	'A Better City for all' reception event
14 th Nov	London Youth	Award ceremony	Alison Gowman	City Hall	I gave one of the Awards and made a very short speech/remarks

Date	Host Organisation	Type of Event	City of London's Representative	Location/Borough	Summary
20 th Nov	Museum of London (MoL)	Tour	Ciaran Rafferty; Jack Joslin; Lily Brandhorst	Smithfield	A personal tour of the Smithfield Market site for the proposed new MoL.
20 th Nov	Mansion House	Lord Mayor event	Fiona Rawes	City of London	Annual Address to the Livery
21 st Nov	Spitalfields Music	Project delivery	Tim Wilson	Bethnal Green	An opportunity to see some of Spitalfields Music activities for older care home residents with dementia.
21 st Nov	Capital Group	Event	Dhruv Patel	US Embassy	Celebrating 40 Years in London
21 st Nov	Media Trust	End of programme	Geraldine Page, Catherine Mahoney	Guardian offices	The charities who had been through the Stronger Voices programme shared the positive experiences and the impact the course had.

Date	Host Organisation	Type of Event	City of London's Representative	Location/Borough	Summary
21 Nov	London Funders AGM	AGM	David Farnsworth, Fiona Rawes	City of London	Annual General meeting for London Funders
22 nd Nov	Afghanistan and Central Asian Association	Launch event	Tim Wilson	Feltham	The launch of ACAA's new community centre. Your officer was invited to speak.
25 th November	Metropolitan Police	Seminar	Sam Grimmett Batt	Holloway	Cyber Security Conference providing information about cyber-crimes to small charities and businesses.
25 th November	Islington Giving	Grants Panel	Kate Moralee	Islington	Make decisions on proposed grants for IG
26 th November	Ealing CVS Funding Fair	Funding Presentation	Julia Mirkin	Ealing	Funding Fair for groups in Ealing and Hounslow.
26 th Nov	Voluntary Action Lewisham	Funding Presentation	Ciaran Rafferty	New Cross	Presentation to the local third sector of your Bridging Divides programmes

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27 th November	Nick Stanhope, Shift Design	Meeting	Julia Mirkin	City of London	Discussion about Learning Partner brief for Core Funding pilots
27 th Nov	LB Harrow	Funding Presentation	Ciaran Rafferty	Harrow Civic Centre	Presentation of your programmes and processes
27 th Nov	NSPCC	Dinner	Kate Moralee, Dhruv Patel	Temple Place	Donors dinner with presentation on history of NSPCC and relevance in present day
28 th Nov	London Sport	Panel event	Ciaran Rafferty	Bermondsey	Your officer was part of a panel to discuss the funding of sport in the capital
28 th Nov	Literacy Trust	Breakfast event	Fiona Rawes	Westminster	Discussion on levels of literacy, hosted by Literacy Trust Chair of Trustees Dame Julia Cleverdon.
2 nd Dec	AFC	IB Network	Kate Moralee	Tower Hamlets	Presentation on changes to commissioning frameworks and impact on probation services.

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3 rd December	Price Bailey	Seminar	Karen Atkinson	City of London	Technical seminar discussing charity risk and reserves
3 rd December	Mental Health UK and Rethink Mental Illness	Meeting	Julia Mirkin	Vauxhall	To discuss the Bloom resilience project, delivered by Mental health UK.
3 rd Dec	London Funders	Network – Housing and Homelessness	Kate Moralee	Islington	Presentations by Stonewall Housing and Housing Justice discussing LGBTQ+ accommodation provision and night shelter provision.
3 rd Dec	ACF	Seminar	Shegufta Slawther	Tower Hamlets	Guest Speaker - 'Introduction to Issues in Grantmaking'
4 th Dec	Cranfield Trust	Seminar	Tim Wilson	City of London	An event to celebrate the charity's 30 th anniversary. HRH The Princess Royal delivered the keynote address.
2 nd Dec	Interlink	Meet the Funders	Sam Grimmett Batt and Natalie Jordan	Hackney Presentation by Stonewall	An opportunity for fundraisers to learn more about funders. Your officers

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					delivered a presentation followed by Q&A.
2 nd Dec	Guys & St Thomas' Trust	Funder Comms Managers Forum	Catherine Mahoney	London Bridge	Bi-Monthly meeting to discuss learning, issues and potential collaborations between Comms Managers of Trusts and Foundations
4 th Dec	Heart of the City	Lunch & AGM	Dhruv Patel	Bank of England	Council & AGM Meeting of HoTC
5 th Dec	Prince's Trust	Fairbridge celebration Event	Catherine Mahoney, Shegufta Slawther	Kennington Fairbridge Centre	An award celebration to recognise the graduates from a course for young people
5 th December	London Funders	Meeting	Julia Mirkin	City of London	To discuss <i>Responding to the Resilience Risk</i> initiative.
5 th Dec	Centrebridge Partners	Breakfast event	Fiona Rawes	Westminster	Power of collaborative funding

Date	Host Organisation	Type of Event	City of London's Representative	Location/Borough	Summary
7 th Dec	English National Ballet	Dress rehearsal	Ciaran Rafferty; Scott Nixon	Coliseum	You are funding the ENB community programme hence an invitation to attend a rehearsal of a forthcoming show.
9 th Dec	Barbican	Reception	Fiona Rawes	City of London	Barbican Christmas reception
13 th Dec	Prince's Trust	Fairbridge celebration Event	Catherine Mahoney	Kennington Fairbridge Centre	An award celebration to recognise the graduates from a course for young people at risk of being excluded.
13 th Dec	London Youth	Spotlight Youth Club	Chair; Ciaran Rafferty	Langdon Park	An opportunity to visit a thriving youth club in the company of Sir Ken Olisa, the new President of London Youth
16 th December	Renaissi	RRR Management meeting	Julia Mirkin	City of London	Monthly management meeting

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17 th Dec	Princes Trust	Launch event	Dhruv Patel	Waterloo	New London Centre Opening
7 th Jan 2020	Islington Giving	Wrap Up meeting	Sam Grimmett Batt, Kate Moralee, Fiona Rawes	Islington	Review of the Young Grant Makers programme 2019 and learning for grant makers (CBT and CiN)
9 th Jan 2020	Cabinet Office	Meeting	James Lee	Westminster	Sharing information with colleagues in Cabinet Office/No10 about our support for disabled people and their organisations to help shape agenda for coming year within government.
14 th Jan 2020	Ten Years Time	Launch Event	Kate Moralee	Camden	Launch of the Climate Change and Social Change: How Funders can act on both report - panel and Q&A's.