

<b>Committee</b>	<b>Dated:</b>
City Bridge Trust Committee	11 May 2017
<b>Subject:</b> City Bridge Trust Communications	<b>Public</b>
<b>Report of:</b> The Chief Grants Officer	<b>For Information</b>
<b>Report author:</b> Martin Hall, Communications Manager	

### Summary

This paper provides members 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 01/03/17 and 23/04/17 against each of the four key audiences identified in your Communications Strategy.
2. This shows good levels of activity towards the Londoners, Immediate stakeholders and other funders, policy makers & key commentators audiences. However, there was very little recorded activity aimed at regulators & politicians. These audiences will be specifically targeted in future, with due consideration to upcoming local and national elections.

#### Media Activity

3. Appendix 2 provides a detailed breakdown of the media activity supporting delivery of your Communications Strategy during this period. The majority of activity was via print or online media, however the Trust was also featured twice on broadcast media, firstly an interview with your Chairman discussing your Crowdfunder initiative took place with LondonLive Freeview TV channel; and secondly a piece on your recent grant to Ability Bow was featured on BBC London News, which also included a short interview with the Chairman.

## **External Events Register**

4. A range of events were attended on behalf of the Turst over the last two months. These included speaking engagements at conferences hosted by London Volunary Service Council (LVSC) and Charity Tax Group; meetings with key partners including London Youth and The Prince's Trust; and training workshops on topics such as Crowdfunding, media skills and charity fraud.
5. 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	Direct Marketing
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>BBC London (TV)</li> <li>BBC News Online</li> <li>Classical Music</li> <li>East London Advertiser</li> <li>Evening Standard</li> <li>Get West London</li> <li>Islington Gazette</li> <li>London Bulletin</li> <li>London Live (TV)</li> <li>London Loves Business</li> <li>Pioneers Post</li> <li>Society of London Theatre</li> <li>South London Press</li> <li>The London Economic</li> <li>TWIN FM</li> </ul>	<ul style="list-style-type: none"> <li>CBT Twitter (4,253 followers. 87.9k impressions* between 01/03/17 &amp; 21/04/17)</li> <li>CBT Website (2,391 users between 01/03/17 &amp; 21/04/17)</li> </ul>	<ul style="list-style-type: none"> <li>City AM advert (9<sup>th</sup> March 2017) promoting the Trust's Strategic Review and online survey.</li> </ul>
Regulators & politicians	<ul style="list-style-type: none"> <li>GLA (London City of Culture meeting)</li> <li>Inside Government Conference (Strategic Review presentation)</li> <li>LB Brent (Meeting)</li> </ul>	<ul style="list-style-type: none"> <li>The Brent Magazine</li> </ul>	None to report	None to report
Immediate stakeholders**	<ul style="list-style-type: none"> <li>Clothworkers Company (Livery Dinner)</li> <li>Beacon Awards Ceremony</li> </ul>	<ul style="list-style-type: none"> <li>City Matters</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>	<ul style="list-style-type: none"> <li>City AM advert (9th March 2017) promoting the Trust's Strategic Review and online survey.</li> </ul>
Other funders,	Various events including:	<ul style="list-style-type: none"> <li>Alliance Magazine</li> </ul>	None to report	None to report

Audience	Face to face	Online and Printed Media channels	Online content	Direct Marketing
policy makers & key commentators	<ul style="list-style-type: none"> <li>• LVSC Conference</li> <li>• Civil Society Forum</li> <li>• Esmee Fairbairn (Roundtable)</li> <li>• The Lankelly Chase Foundation (Report Launch)</li> <li>• Association of Charitable Foundations (Lunch)</li> </ul>	<ul style="list-style-type: none"> <li>• Charity Times</li> <li>• Charity Today</li> <li>• Civil Society</li> <li>• Classical Music</li> <li>• Concord Register</li> <li>• Crowdfund Insider</li> <li>• Financial News</li> <li>• Fundraising Magazine</li> <li>• Green Tourism</li> <li>• The Stage</li> <li>• Third Sector</li> <li>• UK Fundraising</li> </ul>		

\* 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

Organisation	Publication	Readership	Detail	Coverage	Date	Weblink
Refugee Action	Get West London	13,782	Report on a grant given to Refugee Action – a rehabilitation charity for refugees.	Regional	01/03	<a href="#">Get West London</a>
Royal Trinity Hospice	London Bulletin	15,000	The oldest hospice in the UK – Royal Trinity Hospice – has been given a £107,000 grant.	Regional	02/03	<a href="#">London Bulletin</a>
Age UK	Evening Standard	858,504	Reports on Age Allies scheme, a three-year programme to tackle discrimination and improve services.	London	03/03	<a href="#">Evening Standard</a>
Cripplegate Foundation	Charity Today	50,000	A story about the £141,000 grant to tackle poverty and isolation amongst Islington's older people	National trade	06/03	<a href="#">Charity Today</a>
Cripplegate Foundation	London Bulletin	15,000	As above	Regional	06/03	<a href="#">London Bulletin</a>
Cripplegate Foundation	Islington Gazette	4,399	As above	Local	07/03	<a href="#">Islington Gazette</a>
City Philanthropy	City Matters	20,000	Cheryl Chapman, Director of City Philanthropy, features talking about women in philanthropy on International Women's Day.	London	08/03	<a href="#">City Matters</a>
City Philanthropy	Alliance Magazine	17,000	As above	National trade	08/03	<a href="#">Alliance Magazine</a>
City Bridge Trust	Fundraising Magazine	5,000	<i>Fundraising Magazine</i> runs a story on City Bridge Trust in their bi-monthly 'meet the funder' feature. Chairman Alison Gowman is quoted.	National Trade	08/03	<a href="#">Fundraising Magazine</a> (internal only)
Royal Trinity Hospice	South London Press	22,500	Report on a £107,000 grant.	Local	10/03	<a href="#">South London Press</a> (internal only)
Central Grants Programme	Classical Music	20,000	A story on the latest round of grants given out by the Central Grants Programme, including a grant to the London Symphony Orchestra.	National trade	10/03	<a href="#">Classical Music</a>

Organisation	Publication	Readership	Detail	Coverage	Date	Weblink
Central Grants Programme	Green Tourism	-	Report that the Central Grants Programme has distributed financial support to eight London organisations, focused on cultural projects and aiming to unlock “imagination, creativity and innovation”.	National trade	13/03	<a href="#">Green Tourism</a>
Place 2 Be	The Brent Magazine	100,000	Report in the LB Brent’s internal publication that Place2Be, a charity that offers emotional and therapeutic support to schools in the borough, has received funding.	Local	13/03	<a href="#">Brent Magazine</a> (internal only)
Strategic Review	Charity Times	30,000	The Trust is featured in an article about the Strategic review. David Farnsworth and Sufina Ahmad are interviewed.	National trade	14/03	<a href="#">Charity Times Magazine</a> (internal only pg 29-31)
Crowdfunder Initiative	London Live	250,000	Alderman Alison Gowman, is interviewed on <i>London Live</i> to discuss its new Crowdfunding initiative with Trust for London.	London	15/03	<a href="#">London Live</a> (large download)
Crowdfunder Initiative	City Matters	20,000	Report on £100,000 Crowdfunding initiative fund for organisations seeking to address inequality. Alderman Alison Gowman is quoted.	London	15/03	<a href="#">City Matters</a> (internal only)
Central Grants Programme	City Matters	20,000	Report on CoLC’s Central Grants Programme focused on cultural projects and aiming to unlock “imagination, creativity and innovation”.	London	15/03	<a href="#">City Matters</a> (internal only)
Stagetext-Central Grants	UK Fundraising	33,000	Report on a £6,800 grant by the CoLC’s Central Grants Programme. The charity will use the grant to enable more deaf, deafened and hard of hearing people to access theatres in the Square Mile.	National trade	16/03	<a href="#">UK Fundraising</a>
Crowdfunder Initiative	UK Fundraising	33,000	Report on £100,000 Crowdfunding initiative fund for organisations seeking to address inequality.	National trade	17/03	<a href="#">UK Fundraising</a>
Stagetext – Central Grants	The Stage	30,000	As above.	National trade	17/03	<a href="#">The Stage</a>

Organisation	Publication	Readership	Detail	Coverage	Date	Weblink
Stepping Stones	Charity Times	30,000	Alderman Alison Gowman is quoted in a story on the Stepping Stones Fund.	National trade	21/03	<a href="#">Charity Times</a>
Crowdfunder	Crowdfund Insider	170,000	Alderman Alison Gowman is quoted in a <i>Crowdfund Insider</i> story on the new £100,000 Crowdfunder initiative.	National trade	22/03	<a href="#">Crowdfund Insider</a>
Stepping Stones	Third Sector	6,200	Alderman Alison Gowman is quoted in a <i>Third Sector</i> story on the Stepping Stones Fund.	National trade	22/03	<a href="#">Third Sector</a>
Stagetext – Central Grants	City Matters	20,000	As above.	London	24/03	<a href="#">City Matters</a> (internal only)
Stepping Stones	City Matters	20,000	Announcement of a £500,000 funding pot for the Stepping Stones programme.	London	24/03	<a href="#">City Matters</a> (internal only)
Beacon Awards	Financial News	17,294	Report on the nominees for the 2017 Beacon Awards. Alderman Alison Gowman is quoted.	National	27/03	<a href="#">Financial News</a>
DEC appeal	UK Fundraising	33,000	The City of London Corporation's £55,000 donation to help ease the famine crisis in East Africa appears in <i>UK Fundraising</i>	National trade	27/03	<a href="#">UK Fundraising</a>
Bridge To Work	The London Economic	-	The Trust's Bridge to Work Programme is covered by London Economic	London	27/03	<a href="#">The London Economic.</a>
Bridge To Work	Charity Today	50,000	As above.	National trade	27/03	<a href="#">Charity Today</a>
Stepping Stones	Pioneers Post	35,000	Report on the City Bridge Trust's Stepping Stones Fund.	National trade	27/03	<a href="#">Pioneers Post</a>
City Bridge Trust	Concord Register	-	City Bridge Trust is referenced in a story in the Concord Register about City elections.	National trade	27/03	<a href="#">Concord Register</a>
DEC appeal	City Matters	20,000	As above	London	30/03	<a href="#">City Matters</a> (internal only)

Organisation	Publication	Readership	Detail	Coverage	Date	Weblink
Bridge to Work	UK Fundraising	33,000	As above	National trade	31/03	<a href="#">UK fundraising</a>
Bridge To Work	The London Bulletin	15,000	As above	London	03/04	<a href="#">London Bulletin</a>
Stepping Stones	The London Bulletin	15,000	Report on £500,000 Stepping Stones funding to help charities break into the social investment market.	London	03/04	<a href="#">London Bulletin</a>
Bridge To Work	TWIN fm	16,600	Report on the announcement of a new £3.3million fund designed to open up employment opportunities for young disabled Londoners.	Regional	03/04	<a href="#">TWIN FM</a>
Bridge To Work	The Evening Standard	858,504	As above	London	03/04	<a href="#">Evening Standard</a> (internal only)
Stepping Stones	UK Fundraising	33,000	As above	National Trade	04/04	<a href="#">Fundraising UK</a>
Dragon awards/CBT	London Loves Business	-	Report on the 30 <sup>th</sup> Anniversary of the Dragon Awards taking place in September. The Lord Mayor, the City of London Corporation and City Bridge Trust are referenced	London	05/04	<a href="#">London Loves Business</a>
Beacon awards/city Philanthropy	City Matters	20,000	Three inspirational givers are in the running for the top gong in the City Philanthropy category – sponsored by the City Bridge Trust – at this year's Beacon Awards.	London	06/04	<a href="#">City Matters</a> (internal only)
Bridge To Work	City Matters	20,000	As above	London	06/04	<a href="#">City Matters</a> (internal only)
London Funders	Civil Society Media	27,000	A story about City Bridge Trust Director David Farnsworth being made Chair of London Funders.	National trade	10/04	<a href="#">Civil Society</a>
Ability Bow	Charity Today	50,000	Alderman Alison Gowman is quoted following recent grants made to community organisations in London.	National trade	11/04	<a href="#">Charity Today</a>



Organisation	Publication	Readership	Detail	Coverage	Date	Weblink
Ability Bow	BBC London	1,000,000	<i>BBC London News</i> runs a story on City Bridge Trust's £98,000 grant to disabled gym in Tower Hamlets. Alderman Alison Gowman is interviewed.	Regional	11/04	<a href="#">BBC London News</a> (via YouTube)
Stagetext – Central Grants	Society of London Theatre	-	The CoLC's grant through the new Central Grants programme is featured.	National trade	12/04	<a href="#">The Society of London Theatre</a> (internal only) .
Arthritis Care	Charity Today	50,000	Report on a £154,000 grant by City Bridge Trust to help young Londoners living with arthritis.	National Trade	13/04	<a href="#">Charity Today</a>
Ability Bow	London Bulletin	15,000	A story on £98,000 grant to a gym for people with disabilities	London	19/04	<a href="#">London Bulletin</a>
Vision Care For Homeless People	The London Economic	-	Grant towards eye care services for homeless Londoners.	London	20/04	<a href="#">The London Economic</a>
Vision Care For Homeless People	Charity Today	50,000	As above.	National Trade	20/04	<a href="#">Charity Today</a>

**Appendix 3: External Events Register  
Attended 1st March – April 25th 2017**

Date	Organisation	Type of Event	City of London's Representative	Location/Borough	Summary
01/03/2017	LVSC	Civil Society Conference	Sufina Ahmad, Head of Strategic Review	Camden	London For All Conference organised by London Voluntary Service Council (LVSC) – attended as a panel speaker to discuss draft CBT strategy and The Way Ahead work
01/03/2017	GLA	Meeting	Ciaran Rafferty, Principal Grants Officer	City Hall	Meeting with other supporting partners to be updated on the London Borough of Culture
02/03/2017	Moore Stephens	Seminar	Karen Atkinson, Chamberlains	Aldersgate	Fundraising and charity taxation update
02/03/2017	Shelter	Report Launch	Sufina Ahmad, Head of Strategic Review	Westminster	Launch of the report – 'New Civic Housebuilding' - by Shelter.
02/03/2017	The Charterhouse	Reception	Deputy Director, Jenny Field and Principal Grants and Social Investment Officer	Islington	A reception titled "Revealing the Charterhouse" where the works done to open the site to a wider visitor audience were unveiled. The Trust contributed towards access improvement costs.

Date	Organisation	Type of Event	City of London's Representative	Location/Borough	Summary
03/03/2017	London Emergencies Trust	Directors meeting	Director of City Bridge Trust – David Farnsworth	City of London	Meeting of the LET to discuss recent events in Westminster.
03/03/2017	The Prince's Trust	Centre Tour	CBT Committee Chairman, Alison Gowman; Grants Officer, Shegufta Rahman	Lambeth	Tour of the Kennington Centre and opportunity to sit in on an 'Identity and Stereotypes' follow-on session for a Fairbridge cohort.
06/03/2017	Civil Society	Forum	Karen Atkinson, Chamberlains	Teddington	Charity Finance Investment Forum
07/03/2017	London Youth	Luncheon	CBT Committee Chairman, Alison Gowman	City of London	Lunch event with London Youth at Armourers' Hall to celebrate Prince Philip's 70 years of patronage.
07/03/2017	Clothworkers	Dinner	Tim Wilson, Principal Grants and Social Investment Officer	City of London	Your officer was invited to the annual Master's dinner following work he did with the Livery Company to explore social investment.
09/03/2017	Cranfield Trust	Reception	Deputy Chairman, Ian Seaton and various officers	City of London	The Cranfield Trust reception in the Guildhall.

Date	Organisation	Type of Event	City of London's Representative	Location/Borough	Summary
13/03/2017	Guys and St Thomas' Charitable Trust	Breakfast Roundtable	Sufina Ahmad, Head of Strategic Review	Lambeth	Discussion on tackling health challenges in urban, diverse and deprived areas – with speakers from across London and one representative from the US.
13/03/2017	Bank of England	Lecture at the Bank of England invited by Pitzhanger Trust	CBT Committee Chairman, Alison Gowman	City of London	Lecture at the Bank of England invited by Pitzhanger Trust
14/03/2017	Trust for London	Report Launch	Sufina Ahmad, Head of Strategic Review	Southwark	Launch of Trust for London's recent report as part of its series on minimum income standards for London. Sufina also acted as a table facilitator.
15/03/2017	Trust for London	Advisory Group	Ciaran Rafferty, Principal Grants Officer	City of London	Regular meeting of the Moving on Up project Advisory Group
15/03/2017	Prince's Trust	Awards ceremony	CBT Committee Chairman, Alison Gowman; Town Clerk, John Barradell; Head of Strategic Review, Sufina Ahmad	London Palladium	Prince's Trust awards Celebrate Success
17/03/2017	Esmée Fairbairn and IVAR	Learning/ Sharing/ Networking	Kate Moralee, Sandra Davidson, Julia Mirkin – Grants officers	Camden	Roundtable for funders discussing the role of Social Investment in making social change happen, with specific reference to small and medium sized charities.

Date	Organisation	Type of Event	City of London's Representative	Location/Borough	Summary
20/03/2017	The Lankelly Chase Foundation	Report Launch	Sufina Ahmad, Head of Strategic Review	Westminster	Celebration and launch of insights from Lankelly Chase's Systems Changers programme.
20/03/2017	London Youth	Meeting	CBT Committee Chairman, Alison Gowman	Camden	Meeting with London Youth CEO Rosemary Watt-Wyness
20/03/2017	UBS & City Bridge Trust	Panel	Principal Grants and Social Investment Officer, Tim Wilson; Grants Officer, Shegufta Rahman; Project Manager, James Lee	City of London	Meet the Social Investors event hosted at UBS Broadgate Offices.
21/03/2017	Crowdfunder	Workshop	Several Trust officers	City of London	Workshop to understand the Crowdfunding arena and platform, supporting the crowdfunding initiative of CBT in partnership with Trust for London and The Social Innovation Partnership
21/03/2017	Prince's Trust	Meeting	Deputy Chairman, Ian Seaton	City of London	A meeting with the Prince's Trust.
21/03/2017	London Youth	Meeting	CBT Committee Chairman, Alison Gowman	Canary Wharf	London Youth City Leaders' selection at Barclays

Date	Organisation	Type of Event	City of London's Representative	Location/Borough	Summary
22/03/2017	Lloyds Bank Foundation England & Wales	Report Launch	Sufina Ahmad, Ciaran Rafferty, Kyro Brooks, Sandra Davidson, Julia Mirkin	City of London	Launch of the report 'Thinking Forward' about the future needs of small charities.
22/03/2017	Greenwich Foundation	Launch event	CBT Committee Chairman, Alison Gowman	Greenwich	Launch of the Greenwich Foundation cleaning of the Painted Hall at Old Royal Naval College
22/03/2017	Beacon Awards	Awards Ceremony	Director of City Bridge Trust, David Farnsworth	City of London	Awards ceremony for the Beacon awards
23/03/2017	Charity Finance Group	Workshop	Karen Atkinson, Chamberlains	City of London	Fraud in grant-making workshop
27/03/2017	Cazenove	Workshop	Karen Atkinson, Chamberlains	City of London	Event to discuss the Common Reporting Standard
28/03/2017	Charity Tax Group	Conference	Karen Atkinson, Chamberlains	Euston	Presenting at the Annual CTG Conference
28/03/2017	Inside Government	Conference	Sufina Ahmad, Head of Strategic Review; Grants Officer, Shegufta Rahman	Westminster	Preventing and Tackling Violence Against Women and Girls Conference at Hallam Conference Centre

Date	Organisation	Type of Event	City of London's Representative	Location/Borough	Summary
29/03/2017	Partnership for Young London	Voluntary Sector Forum	Sufina Ahmad, Head of Strategic Review	City of London	Attended this forum to discuss the CBT draft strategy and gather views from charities working in the City.
29/03/2017	Poetry Society	Award Ceremony	CBT Committee Chairman, Alison Gowman	City of London	Poetry Society annual Poetry awards
30/03/2017	BAMER Cross Funders Alliance	Cross-funders meeting	Sandra Jones, Grants Officer	Camden	A meeting to look at ways funders might work together around issues affecting BAMER organisations
30/03/2017	Refugee Council	Meet the Funders Event	Grants Officer, Shegufta Rahman; Grants Officer, Geraldine Page	Islington	Meet the Funders Event where your officer delivered a presentation on Investing in Londoners.
31/03/2017	Barbican	Concert	CBT Committee Chairman, Alison Gowman	City of London	Barbican Centre concert
05/04/2017	London Youth	Young Ambassadors event	Deputy Chairman, Ian Seaton	City of London	Attendance at the London Youth's Young Ambassadors event where groups from 3/4 youth clubs each presented a project whose viability was then judged at Cinven's offices, St Paul's.

Date	Organisation	Type of Event	City of London's Representative	Location/Borough	Summary
07/04/2017	Association of Charitable Foundations	Lunch	Director of City Bridge Trust – David Farnsworth	City of London	Introduction to the new CEO of ACF, Carol Mack.
10/04/2017	City Bridge Trust/Bridge to Work	Meeting	Ciaran Rafferty Ciaran Rafferty, Principal Grants Officer /James Lee – Project Manager, Bridge to Work.	City of London	A meeting of the proposed delivery partners of the Bridge to Work programme
11/04/2017	Wilton's Music Hall	Performance	CBT Committee Chairman, Alison Gowman, Jeremy Mayhew	Tower Hamlets	Wilton's Music Hall performance
11/04/2017	Ability Bow	Interview	CBT Committee Chairman, Alison Gowman	Tower Hamlets	Interview with BBC London at Ability Bow
18/04/2017	Vox media	Media training	CBT Committee Chairman, Alison Gowman; Director of City Bridge Trust – David Farnsworth	Guildhall	Media Training.
18/04/2017	Institute for Apprenticeships	Launch Event	Jack Joslin, Grants officer & Karen Atkinson, Chamberlains.	City of London	Launch of the Institute for Apprenticeships, held at Mansion House



Date	Organisation	Type of Event	City of London's Representative	Location/Borough	Summary
19/04/2017	Brent Council	Meeting	CBT Committee Chairman, Alison Gowman, Director of City Bridge Trust – David Farnsworth	City of London	Meeting with Councillor Kabir of London Borough of Brent
24/04/2017	Charity Tax Group	Committee meeting	Karen Atkinson, Chamberlains	Westminster	Regular management meeting for organisation
25/04/2017 – 26/04/2017	The Innovation Enterprise	Two-day Conference	Sufina Ahmad, Head of Strategic Review	City of London	Chief Strategy Officer Summit, which Sufina is attending due to Kate Smith (Head of Corporate Strategy at the CoLC) not being able to attend. Theme of the conference is how to develop a culture of strategic management.