

Committee	Dated:
City Bridge Trust Committee	20 September 2017
Subject: City Bridge Trust Communications	Public
Report of: The Chief Grants Officer	For Information
Report author: 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 14/07/17 and 08/09/17 against each of the four key audiences identified in your Communications Strategy.
2. This shows good levels of activity towards all four audiences. There was particularly strong engagement with regulators and politicians, including meetings with the Head of the Number 10 Policy Unit, and the Deputy Mayor for Social Integration, Social Mobility and Community Engagement.

Media Activity

3. Appendix 2 provides a detailed breakdown of the media activity supporting delivery of your Communications Strategy during this period. Following the work of Kristina Drake, Media Officer, there continued to be high levels of coverage, particularly around your Bridge to Work programmes and the Grenfell summer grants programme which featured on Sky News, LBC Radio and in the Evening Standard.

External Events Register

4. A range of events were attended on behalf of the Trust during this period. These included a staff training session looking at the type of common access issues which organisations should consider in relation their building and services. The course was provided by the Centre for Accessible Environments, who are in receipt of a grant from yourselves to run an Access and Sustainability advice service for organisations seeking a grant on your Making London More Inclusive capital grants programme.
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"> • Barking and Dagenham Post • Bromley Times • Charity Times • Charity Today • City Matters • Disability News • Enfield Independent • Evening Standard • Financial Times • Get West London • KCW Today • LBC • London Bulletin • London Live • Mercury • Pos'Ability Magazine • Sky News • South London Press • Spirit FM • The Voice • Tottenham & Wood Green Independent • Waltham Forest Guardian 	<p>CBT Twitter:</p> <ul style="list-style-type: none"> • 4,745 followers (up by 164 since last meeting). • 116k impressions* between <p>CBT Website:</p> <ul style="list-style-type: none"> • 4,725 users • 7,104 sessions 	None to report

Audience	Face to face	Online and Printed Media channels	Online content	Direct Marketing
Regulators & politicians	<ul style="list-style-type: none"> Argentinian Embassy CoL Parliamentary Terrace Reception Greater London Authority London Councils Number 10 Policy Unit Office of Civil Society 	<ul style="list-style-type: none"> Financial Times Legal Cheek London Loves Business The Law Society Gazette 	Continued Twitter activity relating to the London Borough of Culture programme under the hashtag #MyLocalCulture	None to report
Immediate stakeholders**	<ul style="list-style-type: none"> Centre for Accessible Environments training CBT Team Away Day Charterhouse Event Prince's Trust Meeting 	<ul style="list-style-type: none"> City Matters Charity Today Financial Times 	<ul style="list-style-type: none"> News items on the CoL intranet and e-bulletin. Regular updates in the Members' Briefing. 	None to report
Other funders, policy makers & key commentators	Various events including a meeting of a consortium of funders to review support for summer activities in the Grenfell area, hosted by John Lyon's Charity.	<ul style="list-style-type: none"> Charity Today Fundraising UK Horticulture Week Legal Cheek The Law Society Gazette 	None to report	None to report

* 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
14th July 2017 to 5th September 2017

Organisation	Publication & Weblink	Readership	Detail	Coverage	Date
Parklife London	Horticulture Week	6,300	Report on the London Assembly's 'Park Life' report, which references the City Bridge Trust's own Parklife London website (www.parklifelondon.org.uk).	National trade	17/07/17
Moving On Up - Black Training and Enterprise Group	The Voice	30,000	A feature on the £1million 'Moving on Up Initiative', a project aimed at supporting young black men through education and employment jointly funded with Trust for London.	Regional	18/07/17
Bridge To Work – Centre for Mental Health	Bromley Times	87,000	Bromley's young people with mental health conditions are set to benefit from the £1.5million 'Bridge to Work' employment scheme run in collaboration with The Centre for Mental Health.	Regional	18/07/17
Bridge To Work	Pos'Ability Magazine	-	Continued coverage of the Trust's new 'Bridge To Work' programme, which supports young disabled Londoners into work.	Trade	18/07/17
Bridge To Work	Disability News	-	As above.	Trade	18/07/17
Bridge To Work	London Live (via YouTube)	250,000	Chairman Alison Gowman was interviewed about the 'Bridge To Work' programme.	London broadcaster	21/07/17
Grenfell summer programme	KCW Today	60,000	Coverage on grants to 18 organisations for summer activity programmes aimed at young people affected by the Grenfell fire. Chairman Alderman Alison Gowman is quoted.	Regional	24/07/17

Organisation	Publication & Weblink	Readership	Detail	Coverage	Date
Grenfell summer programme	Fundraising UK	33,000	As above.	Trade	24/07/17
Grenfell summer programme	London Bulletin	15,000	As above.	London-wide	24/07/17
Grenfell Summer programme	Get West London	660,314	As above.	London-wide	24/07/17
Grenfell Summer Programme	Evening Standard	858,504	As above.	London-wide	25/07/17
Grenfell Summer Programme	LBC (no link available)	1,283,000	Chairman Alison Gowman interviewed about the grant and activity programmes in the Grenfell area.	London-wide broadcaster	25/07/17
Grenfell Summer Programme	City Matters (internal only)	20,000	As above	London-wide	26/07/17
Bridge To Work – Centre for Mental Health	City Matters (internal only)	20,000	As above.	London-wide	26/07/17
Grenfell Summer Programme	Sky News	2,000,000	Chairman Alison Gowman was interviewed at the Westway Sports Centre for a report about summer activities for Grenfell survivors.	National	27/07/17
Grenfell Summer Programme	Charity Today	50,000	As above.	Trade	27/07/17
999 Club & Lady Florence Trust	South London Press (internal only)	22,500	Chairman Alison Gowman is quoted regarding a £123k grant for advice and support services for homeless people in Lewisham.	Regional	02/08/17

Organisation	Publication & Weblink	Readership	Detail	Coverage	Date
999 Club & Lady Florence Trust	Mercury (internal only)	43,745	As above	Regional	02/08/17
City Bridge Trust	City Matters (internal only)	20,000	Column by Policy and Resources Chairman, Catherine McGuinness which refers to the work of the Trust, and especially its role in assisting victims of the Grenfell Tower fire.	London-wide	02/08/17
999 Club & Lady Florence Trust	City Matters (internal only)	20,000	As above.	London-wide	02/08/17
Grenfell Summer Programme	Spirit FM	75,000	As above.	Regional broadcaster	11/08/17
Legal Education Foundation's Justice First Fellowship	Legal Cheek	150,000	City Bridge Trust referred to along with BBC Children in Need as funding solicitor trainee posts at Just for Kids Law, Coram Children's Legal Centre and Migrant and Refugee Children's Legal Unit.	Trade	14/08/17
Respond	City Matters (internal only)	20,000	Report on an award of over £95,000 to Respond, a charity that supports offenders with learning disabilities and autism in a bid to prevent re-offending. Chairman Alison Gowman is quoted.	London-wide	16/08/17
HMDT Music	Enfield Independent (internal only)	50,714	A front-page story about a grant for an educational music project which helps young offenders while in prison and in the process of getting their lives back on track. Chairman Alison Gowman is quoted.	Local	17/08/17

Organisation	Publication & Weblink	Readership	Detail	Coverage	Date
South London Theatre	South London Press	22,500	The Trust is listed as having funded the refurbishment of a Grade II listed former fire station used by the South London Theatre group.	Regional	18/08/17
Carney's Community	South London Press	22,500	Report on a grant of just over £69,000 towards a new programme to help change the lives of vulnerable young people through boxing and mentoring.	Regional	18/08/17
Carney's Community	Charity Today	50,000	As above	Trade	18/08/17
HMDT Music	Tottenham & Wood Green Independent (internal only)	18,154	As above	Regional	21/08/17
Hackney Community Law Centre	The Law Society Gazette	397,245	The Trust's grant of £160,000 towards legal trainee posts at North Kensington Law Centre, Hackney Community Law Centre, and the Legal Advice Centre (University House), are reported.	Trade	22/08/17
Carney's Community	Charity Today	50,000	As above.	Trade	24/08/17
Age UK	Evening Standard (internal only)	858,504	Report on a joint initiative between Action Fraud and Age UK, funded Trust, to safeguard elderly Londoners from financial fraud and cyber crime.	London-wide	29/08/17
Age UK	Financial Times	-	As above.	National	30/08/17

Organisation	Publication & Weblink	Readership	Detail	Coverage	Date
City Bridge Trust	Charity Times	30,000	A report on the latest rounds of grants in which over £2million was awarded to 20 charitable organisations across London.	Trade	30/08/17
Age UK	London Loves Business	115,000	As above.	London-wide	30/08/17
Participatory City	Barking and Dagenham Post	5,157	Report on this initiative in LB of Barking & Dagenham which the trust is jointly funding along with Esmée Fairbairn Foundation and Big Lottery Fund.	Regional	30/08/17
Carney's Community	City Matters (internal only)	20,000	As above.	London-wide	31/08/17
Bridge To Work – Centre for Mental Health	Personnel Today	-	As above.	Trade	31/08/17
Age UK	Charity Today	50,000	As above.	Trade	01/09/17
Stay Safe East	Waltham Forest Guardian	12,900	Report on a grant of £103,700 towards supporting disabled and deaf victims of violence.	Regional	05/09/17
Plan Zeroes	Charity Today	50,000	Report on the Trust's grant of £108,400 to expand their work redistributing unwanted food to charities.	Trade	07/09/17
HMDT Music	Islington Gazette (internal only)	5,722	As above.	Regional	07/09/17

Appendix 3: External Events Attended
14th July 2017 to 5th September 2017

Date	Host Organisation	Type of Event	City of London's Representative	Location/Borough	Summary
18/07/17	London Councils	Presentation	David Farnsworth, Jenny Field, Chairman Alison Gowman	Southwark	To provide an introduction to The Way Ahead and Cornerstone Fund to London Councils.
18/07/17	City of London	City of London Parliamentary Terrace Reception	David Farnsworth	Westminster	The City of London Parliamentary Reception provides an opportunity at the start of a new Parliament for City businesses to meet Ministers and members of both Houses of Parliament on an informal basis.
18/07/17	Trust for London	Reception	Ciaran Rafferty, Principal Grants Officer; Sandra Davidson, Grants Officer	Hamilton House, Bloomsbury	An end-of-project seminar/reception for the Moving on Up project which the Trust co-funded.
20/07/17	City Bridge Trust	Team Away Day	CBT staff	Tower Bridge	Strategic planning day regarding the implementation of the 2018-23 Funding Strategy. A session was also held with colleagues from the Tower Bridge team.
24/07/17	Columbian Embassy	Meeting	David Farnsworth	Westminster	Meeting with Nestor Osorio, Colombian Ambassador.

Date	Host Organisation	Type of Event	City of London's Representative	Location/Borough	Summary
24/07/17	Prince's Trust	Meeting	Chairman Alison Gowman, David Farnsworth & Shegufta Rahman, Grants Officer	Guildhall	Strategic group meeting
24/07/17	City Bridge Trust & Trust for London	Screening	Chairman Alison Gowman, David Farnsworth & other CBT staff	The Charterhouse	See CGOs report for full details
26/07/17	Weil, Gotshal & Manges LLP	Seminar	Tim Wilson, Principal Grants and Social Investment Officer	City	A seminar of social investors and charitable foundations looking at the work they might do to develop the charity sector through the combined use of repayable and grant finance.
26/07/17	London Funders	Event	Chairman Alison Gowman, David Farnsworth, Jenny Field	Senator House, Queen Victoria Street	Farewell event for David Warner Director of London Funders.
01/08/17	Greater London Authority	Meeting	David Farnsworth	Southwark	Meeting with Matthew Ryder, Deputy Mayor for Social Integration, Social Mobility and Community Engagement
03/08/17	Centre for Accessible Environments	Training	Various CBT staff	Guildhall	Disability access training, also attended by staff from the Remembrancers events team.

Date	Host Organisation	Type of Event	City of London's Representative	Location/Borough	Summary
04/08/17	Rehabilitation of Addicted Prisoners Trust	Chief Officer learning visit	David Farnsworth, Deputy Chairman Dhruv Patel	Camden	Chief Officer grantee visit.
09/08/17	Social Investment Business	Seminar	Tim Wilson, Principal Grants and Social Investment Officer	Southwark	A discussion between City Bridge Trust, Trust for London, Social Investment Business and CAN Invest to look at the development of a London Impact Fund offering lower cost credit to charities in London.
09/08/17	Metro Centre	Learning visit	Ciaran Rafferty, Principal Grants Officer	Greenwich	An informative visit to a grantee
10/08/17	City Bridge Trust	Rounders match	Most CBT staff	Regents Park	An annual social event with several other funders including: BBC Children in Need, John Lyon's Charity, Trust for London, Paul Hamlyn Foundation
15/08/17	Buttle UK	Meeting	Ciaran Rafferty, Principal Grants Officer; Shegufta Rahman, Grants Officer	Victoria	A catch-up meeting to discuss your partnership programme with Buttle UK and to plan a future learning conference.

Date	Host Organisation	Type of Event	City of London's Representative	Location/Borough	Summary
21/08/17	Number 10 Policy Unit	Meeting	David Farnsworth	Westminster	David Farnsworth joined Catherine McGuinness Policy Chairman and Damian Nussbaum to meet with James Marshall (Head of Policy at Number 10).
29/08/17	Office of Civil Society	Round table	David Farnsworth	Westminster	Meeting with OCS & other government officials to inform design of the government's Shared Prosperity Fund, which will be the successor to ESF funding.
04/09/17	John Lyon's Charity	Meeting	Ciaran Rafferty, Principal Grants Officer	Sloane Square	A meeting of a consortium of funders to review our support for summer activities in the Grenfell area.