

Committee	Dated:
City Bridge Trust Committee	2 nd May 2018
Subject: City Bridge Trust Communications & Events attended	Public
Report of: The Chief Grants Officer & Director of City Bridge Trust (CGO)	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 01/03/18 and 18/04/18 against each of the four key audiences identified in your Communications Strategy.
2. This shows continued good levels of engagement against all four audiences. Officers and Member's attended a number of events related to the Commonwealth Heads of Government Meeting. This included a reception hosted by the Queen Elizabeth Diamond Jubilee Trust on Tower Bridge, which was offered as a venue by the Trust through its connections as part of the Bridge House Estates charity and with support from the Remembrancers Department.

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. Several of the grants agreed at your March Committee meeting received press coverage, including CARAS (Community Action for Refugees and Asylum Seekers) which is providing English-language classes for refugees & asylum seekers; and Children's

Trust which is providing support for children who have experienced brain injury.

External Events Register

4. A wide range of events were attended on behalf of the Trust during this period. These included The Prince's Trust Annual National Awards Ceremony, held at the London Palladium, attended by several of your Members and Officers. This was an incredibly inspiring and moving event, which celebrated the achievements of several young people who have been supported by The Prince's Trust's programmes. The event received extensive press coverage, thanks in part to the attendance of a number of celebrity ambassadors, but also due to the exceptional stories told by the young people involved.
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
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"> • Brixton Blog • City AM • City Matters • Croydon Advertiser • East London Advertiser • Epsom Guardian • Ham&High • KCW Today • Newham Recorder • The Croydon Guardian • Wandsworth Guardian • This is Local London • Your Local Guardian 	<p>CBT Twitter:</p> <ul style="list-style-type: none"> • 5,614 followers (up by 221 since last meeting) • 73.7K impressions* between 01/03/18 & 18/02/18 <p>CBT Website:</p> <ul style="list-style-type: none"> • 4,823 users • 7,546 sessions
Regulators & politicians	<ul style="list-style-type: none"> • London Borough of Culture Partners Board Meeting • Centre for Social Justice Awards • Participatory City Funders Board Meeting • Investment Committee Dinner • APPG for London • The Queen Elizabeth Diamond Jubilee Trust Reception • NCVO Reception & dinner • CHOGM Banquet • Prince's Trust Event 	<ul style="list-style-type: none"> • City AM • City Matters • London Economic 	n/a

Audience	Face to face	Online and Printed Media channels	Online content
Immediate stakeholders**	<ul style="list-style-type: none"> • Tower Bridge Reception • The Prince's Trust National Awards • Money Advice Service Workshop • Barbican Performance • Synergy Theatre Project Event • Prince's Trust Meeting • Participatory City Funders Board Meeting • NCVO Board Meeting • Tower Bridge Performance • Channel 4 London Youth Awards • Somerset House Launch • Worshipful Company of Information Technologists Launch • Bromley Community Links Visit • Prince's Trust Event • EY Mosaic's Awards • The Poetry Society Awards • Spark Inside Seminar • ACF Mental Health Network Forum • Islington Giving Funding Panel 	<ul style="list-style-type: none"> • Charity Finance article • Charity Today • Children & Young People Now • City AM • City Matters • Civil Society • Fundraising Magazine 	<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	<ul style="list-style-type: none"> • Mercers Company Meeting • London Resilience Workshop • Systems Change Group Meeting • Worshipful Company of Information Technologists Launch • City Funders roundtable • ACF Older People Network • NCVO Reception & dinner • Islington Giving Funding Panel 	<ul style="list-style-type: none"> • Charity Finance article • Charity Today • Civil Society 	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
1st March – 18th April 2018

Organisation	Publication & Weblink	Readership / Audience	Detail	Coverage	Date
City Bridge Trust	Civil Society	12,000	An opinion piece about charities being transparent and open data. City Bridge Trust is referenced.	National trade	01/03/18
Eye Music trust	City Matters (internal only)	20,000	Alison Gowman is quoted in an article on the Trust's recent donation towards a series of therapeutic workshops for children with special education needs	Local	01/03/18
Helen Bamber Foundation	Ham&High (internal only)	2,400	A piece on a recent grant of £100,000 to help refugees and asylum seekers in London.	Local	09/03/18
CBT	Fundraising Magazine (internal only)	N/A	Alison Gowman shares her tips on putting together the perfect grant application in a magazine aimed at professional fundraisers.	Trade	09/03/18
London Youth	Children & Young People Now	16,000	A reported on a grant of £400,000 towards sports programmes for girls and disabled young people, funding a young 'City Leaders' initiative and research into the needs of London's youth.	Trade	09/03/18

Organisation	Publication & Weblink	Readership / Audience	Detail	Coverage	Date
High Trees	Brixton Blog	12,000	A report on a recent award of three-year funding for a "Strength in Words" programme which will work with individuals to improve their English through a programme of classroom based ESOL courses, conversation clubs, learning trips and community volunteering.	Local	09/03/18
Age UK	Yorkshire Post	254,407	A grant for a pilot project to tackle scams targeting the elderly was featured.	Local	19/03/18
Bridge to Work	City AM	513,861	Lord Mayor of the City of London, Charles Bowman referenced the Trust's Bridge to Work programme in his column on the importance of removing the stigma around mental health in the City.	London	19/03/18
Social Investment Fund	Charity Today	50,000	Peter Hewitt, Chairman of the Social Investment Board is quoted announcing that the Social Investment Fund has made 20 investments, totalling nearly £13m since 2012, have helped marginalised people right across the UK with particular successes in London.	Trade	21/03/18
CARAS (Community Action for Refugees and Asylum Seekers)	London Economic	122,984	A story on a recent grant to provide language classes for refugees in south London.	London	23/03/18

Organisation	Publication & Weblink	Readership / Audience	Detail	Coverage	Date
CARAS	Charity Today	50,000	As above.	Trade	23/03/18
London APPG	Civil Society	12,000	Coverage of the London All Party Parliamentary Group in in Chairman Alison Gowman spoke about the funding landscape in London and City Bridge Trust.	Trade	23/03/18
4in10	KCW Today	60,000	The Trust is referenced in an article about the 4in10 project supporting children in London living in poverty.	Local	26/03/18
CARAS	The Croydon Guardian	55,288	As above.	Local	26/03/18
CARAS	Croydon Advertiser	117,179	As above.	Local	26/03/18
CARAS	This is Local London	18,814	As above.	Local	27/03/18
CARAS	The Wandsworth Guardian	51,309	As above.	Local	27/03/18
Social Investment Fund	City Matters	20,000	As above	London	28/03/18

Organisation	Publication & Weblink	Readership / Audience	Detail	Coverage	Date
Alternatives Trust	Charity Today	50,000	A story about a grant to support vulnerable pregnant women in East London. The cash has been given to the charity to support the women and their families find a hostel or refuge as well as long-term housing and immigration status.	Trade	29/03/18
Alternatives Trust	Newham Recorder	31,029	As above.	Local	29/03/18
Alternatives Trust	East London Advertiser	15,907	As above	Local	29/03/18
Responsible Investment	Charity Finance article (internal only)	12,000	Andrew McMurtrie, Chairman of the City of London Corporation's Financial Investment Board, is quoted in an article about the City Corporation's stance on responsible investment	Trade	04/04/18
Children's Trust	Epsom Guardian	30,500	The City of London Corporation's charitable arm, City Bridge Trust is referenced in Epsom Guardian, for its grant to the organisation, which supports children with brain injuries.	Local	16/04/18
Children's Trust	Your Local Guardian	30,500	As above	Local	17/04/18

**Appendix 3: Events Attended
1st March – 19th April 2018**

Date	Host Organisation	Type of Event	City of London's Representative	Location / Borough	Summary
05/03/18	Tower Bridge	Reception	Chairman Alison Gowman, Deputy Chairman, Peter Dunphy, David Farnsworth & other Trust staff	Tower Bridge Engine Rooms	A private viewing of the Bridge House Estates Exhibition
06/03/18	The Prince's Trust	National Awards	Deputy Chairman, Chief Commoner, Peter Dunphy, Sandra Davidson, Shegufta Rahman & Martin Hall	London Palladium	Annual National Prince's Trust Awards Ceremony
08/03/18	Mercers Company	Meeting	Chairman Alison Gowman	City of London	Meeting with Rob Abernethy Clerk to the Mercers' Livery Company to discuss Livery liaison.
09/03/18	London Resilience	Workshop	David Farnsworth	Livery Hall	Community Resilience Workshop.
12/03/18	Money Advice Service	Workshop	Sandra Jones	Camden	Funders Insight and Evaluation Cohort with Money Advice Service.

Date	Host Organisation	Type of Event	City of London's Representative	Location / Borough	Summary
13/03/18	Barbican	Performance	Chairman Alison Gowman	Barbican	A performance of the Barbican Box initiative with schools supported by the Trust.
13/03/18	Synergy Theatre Project	Event	Sandra Davidson	Oval House, Lambeth	An opportunity to see a theatre production by prisoners and ex-prisoners called 'Blackout' a true story of a young man boy charged with attempted murder.
13/03/18	GLA	London Borough of Culture – Partners Board Meeting	Jack Joslin	London Wide	Opportunity for the board to meet the representatives of Waltham Forest to discuss their winning programme.
13/03/18	Centre for Social Justice	Awards	Jeremy Mayhew, Member	Central London	An event at which organisations which impressively help turn around people's lives were recognised.
13/03/18	Systems Change Group	Meeting	Jenny Field	London Funders	Regular meeting attended by various trusts & foundations.
14/03/18	Prince's Trust	Meeting	Chairman Alison Gowman	City of London	A quarterly strategic meeting.

Date	Host Organisation	Type of Event	City of London's Representative	Location / Borough	Summary
19/03/18	Barking and Dagenham Council	Participatory City – Funders Board Meeting	Jack Joslin	Barking and Dagenham	Meeting to discuss the implementation of the Participatory Programme in B&D.
19/03/18	NCVO	Board Meeting	Jenny Field	Islington	A Board meeting for NCVO, of which your Officer is a Trustee.
20/03/18	Tower Bridge	Performance	Chairman Alison Gowman	Tower Bridge	A visit to see the Blackout performance at Tower Bridge.
20/03/18	City of London	Investment Committee Dinner	Members and officers	Barbican	The Chief Executive of LandAid (a City Bridge Trust grantee) gave the keynote address at this dinner.
21/03/18	Channel 4	London Youth Awards	Jack Joslin	London Wide	London Youth Awards Ceremony and AGM.
21/03/18	Somerset House	Launch	Tim Wilson	Somerset House	The launch of Edible Utopia, an initiative bringing some of the public space at Somerset House into use as an area to grow food.

Date	Host Organisation	Type of Event	City of London's Representative	Location / Borough	Summary
21/03/18	Parliament	All Party Parliamentary Group for London	Chairman Alison Gowman together with several Trust officers	Westminster	The APPG heard submissions from City Bridge Trust, London Funders, Trust for London and Beyond Food regarding challenges and opportunities facing the sector in the capital.
26/03/18	Worshipful Company of Information Technologists	Launch	Chairman Alison Gowman	City of London	The launch of the Worshipful Company of Information Technologists Award for Charity.
27/03/18	Bromley Community Links	Visit	Chairman Alison Gowman, Julia Mirkin	Bromley	Attended a learning visit with Julia Mirkin at Trust grantee Bromley Community Links.
27/03/18	Prince's Trust	Event	Chairman Alison Gowman	Sea Containers' House	Enterprise ambassadors event.
28/03/18	EY	Mosaic's Regional Enterprise Challenge Awards	Shegufta Rahman	Canary Wharf	Your officer sat on the judges panel for this regional final event.
28/03/18	The Poetry Society	National Awards Ceremony	Shegufta Rahman	Savile Club	Annual Ted Hughes Award and National Poetry Competition Awards Reception.

Date	Host Organisation	Type of Event	City of London's Representative	Location / Borough	Summary
29/03/18	Spark Inside	Seminar	Jack Joslin	London Wide	A Seminar showcasing the Hero's Journey life coaching provision Spark Inside deliver for young people in the Prison System.
04/04/18	City of London	City Funders roundtable	David Farnsworth, Tim Wilson	London Funders	A round-table meeting of City-based funders (including several Livery Companies) to discuss areas of common concern and possible collaboration.
11/04/18	Association of Charitable Foundations (ACF)	Older People Network	Sandra Davidson	ACF	A meeting with of funders with a shared interest looking at ways of tackling loneliness in older age. Guest speakers were from the Campaign to End Loneliness.
11/04/18	Tricycle Theatre	Launch/reception	Ciaran Rafferty	Kilburn	An event to launch the theatre's new name – Kiln Theatre
11/04/18	GLA	Meeting	Ciaran Rafferty	City Hall	A meeting to discuss the delivery of the Mayor's £45m investment in young people

Date	Host Organisation	Type of Event	City of London's Representative	Location / Borough	Summary
16/04/18	ACF	Mental Health Network Forum	Kate Moralee	Camden	Main content of the discussion is mental health during pregnancy and the first year after birth
16/04/18	The Queen Elizabeth Diamond Jubilee Trust	Reception	Chief Commoner, David Farnsworth & Scott Nixon	Tower Bridge	Event held as part of the Commonwealth Heads of Government Meeting, which brought together NGOs, funders and officials, with a particular focus on the issue of avoidable blindness in Commonwealth countries.
16/04/18	NCVO	Reception & dinner	Jenny Field	Central London	An annual event attended by civil society sector leaders.
17/04/18	Cripplegate Foundation	Islington Giving Funding Panel	Kate Moralee	Camden	Funding Panel making decisions for Islington Giving.
17/04/18	City of London	CHOGM Banquet	David Farnsworth	Guildhall	A banquet for Commonwealth Leaders, hosted by The Lord Mayor Charles Bowman. Speakers included billionaire philanthropist Bill Gates.

Date	Host Organisation	Type of Event	City of London's Representative	Location / Borough	Summary
17/04/18	Paul Hamlyn Foundation	Research findings	Ciaran Rafferty	King's Cross	A seminar to share findings of research into how to engage young people in social action
18/04/18	Prince's Trust	Event	David Farnsworth, Dhruv Patel	St James's Palace	Event held as part of the Commonwealth Heads of Government Meeting.
19/04/18	Home Office	Consultation seminar	Ciaran Rafferty	SW1	Consultation with a small group of trusts/foundations on vulnerable people and abuse.