

Committee	Dated:
City Bridge Trust Committee	7 September 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 21/06/18 and 22/08/18 against each of the four key audiences identified in your Communications Strategy. This shows continued good levels of engagement against all four audiences.
2. With regards to the Regulators & Politicians audience, the government's Civil Society Strategy (previously mentioned in the Chief Officer's Progress Report) included several references to work of the Trust, largely in relation to the response to Grenfell as part of a coalition of funders. In addition, your Cornerstone Fund is referred to as an example of good cross-sector working. There was considerable social media activity around the Strategy, some of which made reference to the Trust.

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. A number of recent grants awarded by the Trust were the subject of media coverage, including Stepney City Farm, Age UK Bexley and Ealing CVS.

4. In addition, Chairman Alison Gowman was interviewed twice by BBC London Radio discussing projects seeking to help young people into long-term sustainable employment: firstly in relation to your Bridge To Work programme working with disabled Londoners; and secondly in relation to your recent grant to Key4Life helping ex-offenders into work.

External Events Register

5. Officers and Members attended a range of events and meetings on behalf of the Trust during this period, involving fellow funders, civil society organisations and government. However, the total number of events attended is slightly lower than previous reports due to the summer holidays, with very few events attended since the beginning of August.
6. A full list of external events attended by officers and Members on behalf of the Trust can be found at Appendix 3.

Martin Hall

Communications Manager

T: 020 7332 3705

E: Martin.hall@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"> • BBC Radio London • Bexley Times • City Matters • Croydon Citizen • East London Advertiser • Ian Visits • Islington Gazette • Keep The Faith • London Live • London Post • The Guardian • The Voice 	<p>CBT Twitter:</p> <ul style="list-style-type: none"> • 6,054 followers (up by 228 since last meeting) • 115.5K impressions* between 21/06/18 & 22/08/18 <p>CBT Website:</p> <ul style="list-style-type: none"> • 6,664 users • 10,461 sessions
Regulators & politicians	<ul style="list-style-type: none"> • Charity Tax Group Committee meeting • Dept for International Development Global Disability Forum • GLA small grants panel 	<ul style="list-style-type: none"> • FE News 	<ul style="list-style-type: none"> • Civil Society Strategy

Audience	Face to face	Online and Printed Media channels	Online content
Immediate stakeholders**	<ul style="list-style-type: none"> • Queen Elizabeth II Diamond Jubilee Trust Award ceremony • Trust for London summer party • Leathersellers' Livery Company reception • One Westminster Funders' Fair • The Way Ahead conference • LGBT Consortium event • New Philanthropy Capital reception • NCVO dinner • Richmond CVS Meet the Funders event • Adfam launch • Islington Giving Funders Panel • Big Society Capital reception • Crosslight learning visit • Bridge to Work network meeting • GLA Small Grants panel • Mercers Company lunch 	<ul style="list-style-type: none"> • Charity Times • Charity Today • City Matters • Philanthropy News Digest 	<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"> • Trust for London summer party • Islington Giving training • The Way Ahead conference • London Funders City walk • New Philanthropy Capital reception • ACF meeting • UBS seminar • NCVO dinner & meeting • Islington Giving Funders Panel • National Lottery reception • London Funders Children & Young People's Group • Trust for London Moving on Up Advisory Group • Civil Society Futures events • UnLtd & London Citizens discussion group • Lunch & meeting with Big Lottery Fund • Mercers Company lunch 	<ul style="list-style-type: none"> • Charity Times • Charity Today • Civil Society • FE News • Impact Alpha • Philanthropy News Digest 	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

21st April – 22nd August 2018

Organisation / Topic	Publication & Weblink	Readership / Audience	Detail	Coverage	Date
Young Londoners Fund	FE News	10,089	Chairman Alison Gowman is quoted in an article about your £1m grant to the Mayor of London's 'Young Londoners Fund' to support vulnerable young people.	Trade	21/06/18
Social enterprise	Impact Alpha	-	The Trust & City of London Corporation is mentioned in a story about the HCT Group raising additional finance.	Trade	25/06/18
BAME organisations	The Voice	58,334	Story about the Trust's £100k grant to boost London's BAME organisations. Chairman Alison Gowman is quoted.	Trade	04/07/18
Black Training and Enterprise Group (BTEG)	Islington Gazette	28,194	The Trust is mentioned following a £110,000 grant this organisation to train smaller BAME organisations to work collaboratively.	Regional	13/07/18
Bridge To Work	BBC Radio London (link no longer available)	37.8m	Chairman Alison Gowman is interviewed about progress of this programme, supporting young disabled Londoners into work, one-year in.	London	16/07/18
Charity governance	Charity Times	30,000	Opinion piece by Chairman Alison Gowman on the importance of good governance.	Trade	16/07/18
Investing in Londoners	Charity Today	50,000	An article on the latest round of grants to tackle inequality in London, totalling £3.3m. Chairman Alison Gowman is quoted.	Trade	16/07/18
Investing in Londoners	London Post.	-	As above.	London	16/07/18

Organisation / Topic	Publication & Weblink	Readership / Audience	Detail	Coverage	Date
Moving on Up	Voice Online	58,334	The Trust's support for the Moving on Up project is mentioned in an article about a new study looking at the diversity of the City's finance sector workforce.	Trade	18/07/18
Stepping Stones Fund	Charity Times	30,000	The Trust's Stepping Stones Fund was announced as having been shortlisted for a Charity Times award under the Social Investment Initiative category.	Trade	20/07/18
Roots and Shoots	FE news	10,089	An article on the Trust's grant for an educational environmental programme for Londoners. Chairman Alison Gowman is quoted.	Trade	20/07/18
Age UK Bexley	Charity Today	50,000	A piece about the Trust awarding £90,300 for a Men in Sheds programme. Chairman Alison Gowman is quoted.	Trade	26/07/18
The Reader	Croydon Citizen	-	A story on a recent grant to improve wellbeing, build community and reduce the social isolation of the older people in the borough, through the delivery of 'Shared Reading' groups.	Regional	27/07/18
Moving on Up	Keep The Faith	-	As above.	Trade	27/07/18
Age UK Bexley	Bexley Times	15,659	As above.	Local	27/07/18
Stop The Traffik	London Live	-	Chairman Alison Gowman took part in a panel as part of an initiative, funded by the Trust, which aims to highlight the signs of modern day slavery.	London	01/08/18
Roots and Shoots	City Matters	20,000	As above.	London	01/08/18

Organisation / Topic	Publication & Weblink	Readership / Audience	Detail	Coverage	Date
Stepney City Farm	Ian Visits	-	A report on a grant of £45,600 to help pay for staffing salaries over a period of expansion as a result of regaining land previously used for Crossrail tunnelling works.	London	09/08/18
Stepney City Farm	East London Advertiser	6,917	As above.	Local	10/08/18
Charity data management	Philanthropy News Digest	76,000	A Stepping Stones grant to charity Khulisa is referenced in an article about how charities manage their data.	Trade	13/08/18
Homelessness Strategy	The Guardian	148,169	Chairman Alison Gowman writes a letter to in response to the government's announcement of funding to end rough sleeping in England by 2027.	London	15/08/18
Key4Life	BBC Radio London (starts at 1hr 16mins)	37.8m	Chairman Alison Gowman and Sarah Farrell, Fundraising & Operations Manager at Key4Life, are interviewed about a £115,000 grant from the Trust to boost the organisation's work with young male ex-offenders.	London	17/08/18
Inspiring Impact	Civil Society	12,000	A report on a recent Big Lottery Fund grant to this organisation references a previous grant from the Trust.	Trade	22/08/18

City Bridge Trust Events Attended
21st June – 22nd August 2018

Date	Host Organisation	Type of Event	City of London's Representative	Location/Borough	Summary
26/06/18	Charity Tax Group	Committee meeting	Karen Atkinson	Westminster	Management committee meeting.
26/06/18	Queen Elizabeth II Diamond Jubilee Trust	Award ceremony	David Farnsworth	SW1 (Buckingham Palace)	Event to present The Queen's Young Leaders Awards.
27/06/18	Trust for London	Summer Party	Alison Gowman, David Farnsworth, Jenny Field	Sea Containers House, SE1	An annual social & networking event attended by funders & charity figures
28/06/18	Leathersellers' Livery Company	Reception	Alison Gowman	Leathersellers' Hall	Annual Charity evening.
03/07/18	Islington Giving	Training – for Islington Giving Youth Panel	Kate Moralee	Camden	Attended training session for Young Grant Makers delivered by Youth Bank International.
03/07/18	One Westminster	Funders' Fair	Ciaran Rafferty	Kensington Town Hall	A very well attended event for organisations from Westminster, Kensington & Chelsea and Hammersmith & Fulham.
03/07/18	The Way Ahead	Conference	Jenny Field	City Hall	A conference attended by stakeholders involved in the Way Ahead, hosted by the GLA.
05/07/18	London Funders	City walk	Jenny Field	City of London	A networking & social event attended by colleagues from funders.

Date	Host Organisation	Type of Event	City of London's Representative	Location/Borough	Summary
05/07/18	Prince's Trust	Reception	Alison Gowman	Lambeth Palace	Evening for Prince's Trust Ambassadors.
09/07/18	LGBT Consortium	Meeting/Network event	Ciaran Rafferty	Soho	A meeting to hear of progress on the LGBT services mapping project which you are supporting.
09/07/18	New Philanthropy Capital	Reception	Fiona Rawes	SE1	A networking event.
10/07/18	ACF	Meeting	Alison Gowman	Schroders	Networking event for Chairs of charitable foundations
10/07/18	UBS	Seminar and networking	Tim Wilson	City of London	An event highlighting UBS' support to social entrepreneurs through its partnership with UnLtd.
10/07/18	NCVO	Dinner	Jenny Field	St Barnabus House, Soho	Dinner on the topic of what funders can do to promote good governance.
10/07/2018	Richmond CVS	Meet the Funders	Shegufta Rahman	Richmond	Meet the funders event with presentation and Q&A
11/07/18	Adfam	Launch of #stigmamakesmefeel campaign	Kate Moralee	Westminster	Launch of a social media campaign – stories from people with lived experience.
16/07/18	NCVO	Board meeting & Roundtable	Jenny Field	NCVO offices	A meeting of the NCVO board (your officer is a Trustee) and meeting of funders.
17/07/18	Islington Giving	Funders Panel	Kate Moralee	Camden	Decisions made on grant recommendations

Date	Host Organisation	Type of Event	City of London's Representative	Location/Borough	Summary
17/07/18	National Lottery	Reception	Fiona Rawes	House of Commons	Celebrating the Best of the National Lottery
18/07/18	Big Society Capital	Summer reception	Tim Wilson	Kings Cross	An opportunity to meet and engage with the social investment wholesaler's wider network.
18/07/18	London Funders	Children & Young People's Group	Ciaran Rafferty	King's Cross	A regular interest-group meeting
19/07/18	The Prince's Trust	Get Hired! Event	Shegufta Rahman	Prince's Trust House, City of London	Get Hired! Event with multiple employers running 'speed-dating' style job interviews
20/07/18	Trust for London	Moving on Up Advisory Group	Ciaran Rafferty	Little Britain	First meeting of the Advisory Group for the Phase 2 project.
24/07/18	Dept for International Development	Global Disability Forum	Ciaran Rafferty, James Lee	Olympic Park	An interesting event to hear of the support for disabled people in various countries
24/07/18	Civil Society Futures Event	Roundtable	David Farnsworth, Jenny Field	Guildhall	A meeting hosted by the Trust attended by funders & sector leaders.
24/07/18	Crosslight	Learning visit	David Farnsworth, Alison Gowman	W6	A visit to a CBT grantee under your Reducing Poverty priority.
25/07/18	UnLtd & London Citizens	Discussion group	Ciaran Rafferty	Whitechapel	A meeting of interested parties to discuss ways to support young people to gain citizenship

Date	Host Organisation	Type of Event	City of London's Representative	Location/Borough	Summary
26/07/18	City Bridge Trust	Lunch & meeting	Various CBT staff members	Basinghall Suite, Guildhall	A meeting with colleagues from the Big Lottery Fund to share ideas & learn about each others work.
31/07/18	Civil Society Futures	Discussion	Jenny Field	Paul Hamlyn Foundation, WC1	A further meeting involving a number of funders.
01/08/18	Trust for London	Meeting	Ciaran Rafferty	Little Britain	The first meeting of the Advisory Group for the joint project to support Disabled-led organisations.
02/08/18	City Bridge Trust	Bridge to Work Network meeting	Ciaran Rafferty, James Lee, Lily Brandhorst	Guildhall	A meeting to hear of the progress of the Bridge to Work projects.
08/08/18	GLA	Small Grants panel	Ciaran Rafferty	City Hall	Officers' panel to consider applications for Small Grants in the Young Londoners Fund
09/08/18	Mercers Company	Lunch	David Farnsworth, Fiona Rawes	EC1	A lunch meeting with the Interim Director of Philanthropy and former Master Mercer.