

Committee	Dated:
City Bridge Trust Committee	14 November 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 23/08/18 and 31/10/18 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, David Farnsworth attended at three major party conferences, attending the City of London Corporation Dinner at these events. Other events included a London Councils Grants Committee, a meeting with the Chief Executive of the Association of Police & Crime Commissioners and a meeting with the Labour Party to discuss funding of youth services.

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.
4. A number of recent grants awarded by the Trust were the subject of media coverage. Metro Charity, which supports the LGBT+ community, was the

subject of a London Live interview featuring Chairman Alison Gowman. City Harvest which is working to tackling food poverty was the subject of a BBC London radio interview with David Farnsworth, along with a London Live piece. Finally, BEAT which is supporting Londoners with eating disorders featured in the Evening Standard.

5. In addition, the Trust was the subject of a piece in the Charity Times following the receipt of a Charity Times Award for the Stepping Stones Fund, delivered in partnership with UBS. The award event was attended by your Deputy Chairman, David Farnsworth and Tim Wilson, along with representatives from The Bike Project and Yes Futures, two of the organisations funded under this scheme.

External Events Register

6. 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. These included the reopening of the Kiln Theatre, following a major refurbishment attended by Chairman Alison Gowman & Ciaran Rafferty. In recognition of your support of £100,000 towards making the theatre fully accessible, one of the lobbies as been renamed the 'City Bridge Lobby'.
7. 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"> • Attitude • Barking and Dagenham Post • BBC Radio London • Brixton Bugle • Charity Times • City AM • City Matters • Evening Standard • London Bulletin • London Live • London Post • Pioneers Post • The London Post 	<p>CBT Twitter:</p> <ul style="list-style-type: none"> • 6,292 followers (up by 238 since last meeting) • 99.3K impressions* between 23/08/18 & 31/10/18 <p>CBT Website:</p> <ul style="list-style-type: none"> • 7,276 users • 11,032 sessions
Regulators & politicians	<ul style="list-style-type: none"> • Anti-Modern Slavery Foundation Awards Ceremony • Association of Police & Crime Commissioners Meeting • Centre for London Launch • Charterhouse Drinks reception • Conservative party Conference Dinner • GLA Grants panel • Labour Party Conference Dinner • Labour Party Consultation event • Lib Dem Party Conference Dinner • London Councils Grants committee 	<ul style="list-style-type: none"> • City AM • City Matters • Civil Society • Third Sector 	n/a

Audience	Face to face	Online and Printed Media channels	Online content
Immediate stakeholders**	<ul style="list-style-type: none"> • Anna Freud Centre Breakfast Briefing • Centre for London Launch • Charity Times Award ceremony & Dinner • Charterhouse Drinks reception • City Bridge Trust Members' Strategic away half-day • CoL Members Briefing Lunch • City of London Senior Leaders Forum • CoLC Corporate Strategy Internal meeting • Corporate Citizenship Breakfast • Dragon Awards Award Ceremony & Dinner • Gendered Intelligence Trustee visit • Haberdashers & Clinks Reception, networking and displays • Haberdashers Livery Dinner • Hubbub Volunteering Day • Irish in Britain/Metro Bank Celebration event • Kensington & Chelsea Foundation Anniversary event • Kiln Theatre Opening • Kingston Voluntary Action Funding presentation • LGBT Consortium Network • London Youth Awards presentation & Launch event • NEX Lunch • Prince's Trust Meeting • Rethink Mental Illness Breakfast briefing • St Mungo's Reception & Dinner • UBS Seminar 	<ul style="list-style-type: none"> • Charity Digital News • Charity Times • Charity Today • City AM • City Matters • Civil Society • Fundraising UK • Third Sector 	<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"> • Anti-Modern Slavery Foundation Awards Ceremony • Association of Charitable Foundations Seminar • Barrow Cadbury Funders for Race Equality • Big Lottery Fund Breakfast • Centre for London Launch • Charity Times Award ceremony & Dinner • Children in Need (CiN) Committee Meeting • Civil Society Media Annual Conference • Esmée Fairbairn Foundation Funders Network • GLA Grants panel • Global Donors Forum Awards & Conference • Islington Giving Grants Panel Meeting • Lankelly Chase event • LBG Network Conference • London Community Foundation Living Wage Friendly Funder Steering Committee • London Funders meetings • London Youth Launch event • NCVO Board meeting • New Philanthropy Capital Conference • Paul Hamlyn Foundation Impact Incubator • Trust for London Dinner 	<ul style="list-style-type: none"> • Business News Wales • Charity Times • Civil Society • FE News • Fundraising UK • IHBC online • Marine Industry News • Pioneers Post • Resource.co • Third Sector • Warehouse News • WiredGov 	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

23rd August – 31st October 2018

Organisation / Topic	Publication & Weblink	Readership / Audience	Detail	Coverage	Date
Inspiring Impact	Third Sector	6,200	A report on a recent Big Lottery Fund grant to this organisation references a previous grant from the Trust.	Trade	23/08
Inspiring Impact	WiredGov	-	As above.	Trade	23/08
Community Wealth Fund	Third Sector	6,200	The Trust is mentioned in a story about the community wealth fund to support left-behind communities.	Trade	26/08
Community Wealth Fund	Civil Society	12,000	As above.	Trade	27/08
Community Wealth Fund	UK Fundraising	33,000	As above.	Trade	28/08
Metro Charity	London Post	-	The Trust is referenced in an article about a grant the funder has recently given for additional support services for the LGBT+ community.	London regional	30/08
Metro Charity	Attitude	60,000	As above.	Trade	30/08
Hubbub Foundation	Marine Industry News	41,000	Chairman Alison Gowman is quoted in an article about the world's first plastic fishing boat taking children out on educational trips in the Thames.	Trade	30/08
Metro Charity	London Live	250,000	Chairman Alison Gowman is interviewed about a grant towards additional support services for the LGBT+ community.	London	31/08
Hubbub Foundation	Resource.co	10,399	As above.	Trade	04/09
Grenfell grants	Charity Digital News	11,053	City Bridge Trust is referenced in an article about fundraising efforts for the victims of Grenfell.	Trade	04/09
Metro Charity	City Matters (viewable internally only)	20,000	As above.	London	06/09

Organisation / Topic	Publication & Weblink	Readership / Audience	Detail	Coverage	Date
Central Grants programme	FE News.	28,000	An article reporting that the Corporation's Central Grants Programme's communities funding stream, administered by City Bridge Trust, is now open for applications.	Trade	10/09
Central Grants Programme	Fundraising UK	33,000	As above.	Trade	11/09
Inspiring impact programme	IHBC online	-	Trust funding of £15k is referenced in relation to news that this project has now secured funding of £600k from the Big Lottery Fund.	Trade	14/09
Kiln Theatre	The London Post	-	A report on the refurbishment of this venue and the renaming of a lobby after the Trust in recognition of your support. Chairman Alison Gowman is quoted and pictured.	London	18/09
Central grants programme	City Matters	20,000	As above.	London	19/09
Every One Every Day	Barking and Dagenham Post	5,157	A story on this innovative community partnership which is part-funded by the Trust.	Local	19/09
Stepping Stones Fund	FE News	28,000	A report on the award of almost £500,000 to support charitable organisations looking to get their foot on the ladder of the social investment market. These funds are awarded in partnership with UBS.	Trade	20/09
Lord Mayor's Dragon Awards	FE News	28,000	A report on the Dragon Awards celebrating responsible business. The Lord Mayor, Charles Bowman is quoted and City Bridge Trust is referenced.	Trade	26/09
Cranfield Trust	Business News Wales	5,000	The City Bridge Trust is referenced in <i>Business News Wales</i> in relation to a recent grant.	Regional trade	28/09
Stepping Stones Fund	Pioneers Post	35,000	As above.	Trade	28/09
Stepping Stones Fund	City AM	513,861	As above.	London	28/09
Stepping Stones Fund Charity Times Award	Charity Times	30,000	A piece announcing that the Trust in partnership with UBS received a Charity Times Award for its Stepping Stones Fund, under the category 'Social Investment Initiative'.	Trade	02/10

Organisation / Topic	Publication & Weblink	Readership / Audience	Detail	Coverage	Date
DEC Appeal	City Matters	20,000	<i>City Matters</i> runs a story on the City of London Corporation's £40,000 donation to the DEC Indonesia appeal.	London	03/10
Stepping Stones Award	FE News	28,000	As above.	Trade	03/10
Brixton Advice Centre	Brixton Bugle (viewable internally only)	12,000	The Trust is referenced about a recent £150,000 grant to support food banks in Brixton.	Local	04/10
September Grants	FE News	28,000	As above	Trade	05/10
City Harvest	BBC Radio London (no longer available)	100,001 to 500,000	David Farnsworth, Director of City Bridge Trust, was interviewed about how its funding will help feed over 60,000 Londoners on low incomes after awarding £79,800 to this charity.	London	11/10
City Harvest	FE News	28,000	As above.	Trade	12/10
City Harvest	London Live	250,000	As above.	London	12/10
City Harvest	Charity Today	50,000	As above.	Trade	13/10
Stepping Stones Award	Charity Times	30,000	As above.	Trade	14/10
September Grants	Charity Times	30,000	A piece about the Trust awarding grants totalling over £2m to 19 charities tackling inequality and disadvantage across London.	Trade	14/10
City Harvest	Warehouse News	15,000	As above.	Trade	22/10
City Harvest	London Bulletin	30,000	As above.	London	23/10
City Harvest	City Matters	20,000	As above.	London	23/10
Beat	Evening Standard	858,504	Chairman Alison Gowman is quoted following the news that the Trust has donated £254,600 to eating disorder charity Beat.	London	25/10
Beat	Charity Today	50,000	As above.	Trade	26/10

City Bridge Trust Events Attended
23rd August 2018 – 31st October 2018

Date	Host Organisation	Type of Event	City of London's Representative	Location/Borough	Summary
31/08/18	CoLC Corporate Strategy	Internal meeting	Joan Millbank	Guildhall	To consider departments' response to climate change and impact on the CoLC and City's environmental sustainability and resilience.
03/09/18	LGBT Consortium	Network	Ciaran Rafferty	London Marathon Trust, Southwark	A networking event for LGBT organisations in Southwark/South London.
03/09/18	Centre for London	Launch	Chairman Alison Gowman, David Farnsworth, Fiona Rawes & Jenny Field	Guildhall	Giving in London report launch
04/09/18	GLA	Grants panel	Ciaran Rafferty	City Hall	A panel to consider applications to the Young Londoners Fund
04/09/18	Trust for London	Dinner	David Farnsworth	EC2Y	Dinner with Bharat Mehta, CEO of Trust for London
05/09/18	London Funders	Funders' meeting	Ciaran Rafferty	Victoria	A catch-up meeting of funders involved in supporting projects in the Grenfell area

Date	Host Organisation	Type of Event	City of London's Representative	Location/Borough	Summary
06/09/18	St Mungo's	Reception & Dinner	Shegufta Rahman	Old Bailey	A reception, tour of Old Bailey and dinner
06/09/18	Association of Police & Crime Commissioners	Meeting	Ciaran Rafferty	Westminster	A meeting with a small group of funders to hear from the (relatively) new Chief Executive of the APCC
10/09/18	Islington Giving	Grants Panel Meeting	Kate Moralee	Islington	Grant making decisions – new approach to raising funds and Young Grantmakers.
10/09/18	London Youth	Launch event	Ciaran Rafferty	Museum of London Docklands	Launch of the London Youth research report on Young People & Building Communities
10/09/18	City of London	Senior Leaders Forum	David Farnsworth, Fiona Rawes & Jenny Field	Livery Hall, Guildhall	A meeting to discuss the Corporate Plan.
10/09/18	Charterhouse	Drinks reception	David Farnsworth	EC2Y	An event attended by City of London Sheriffs and Judges from the Old Bailey
11/09/2018	Price Bailey LLP	Update seminar	Karen Atkinson	City of London - Broadgate	Charity Sector roundup of financial, taxation & governance matters
11/09/18	Global Donors Forum	Conference	David Farnsworth, Fiona Rawes & Tim Wilson	British Museum	A global conference for Muslim Philanthropists. Your officers were conference speakers

Date	Host Organisation	Type of Event	City of London's Representative	Location/Borough	Summary
11/09/18	Global Donors Forum and Cass Business School	Awards	Chairman Alison Gowman, David Farnsworth & Fiona Rawes	Mansion House	Muslim Philanthropists event
12/09/18	Kiln Theatre	Opening	Chairman Alison Gowman & Ciaran Rafferty	Kilburn	The re-opening of the theatre after a major refurbishment, to which the Trust contributed
12/09/18	Prince's Trust	Meeting	David Farnsworth	Guildhall	Strategic Advisory Group Committee
13/09/18	Kensington & Chelsea Foundation	Anniversary event	Ciaran Rafferty	Museum of Brands, Ladbroke Grove	An event to mark the 10 th anniversary of the Foundation
13/09/18	Action Learning Set	Roundtable	David Farnsworth	Bloomsbury	A meeting of Funder CEOs.
14/09/18	Gendered Intelligence	Trustee visit	Deputy Edward Lord & David Farnsworth	N1	A visit to a CBT grantee.
14/09/18	Children in Need (CiN)	Committee Meeting	Fiona Rawes	CiN Offices	A meeting of the CiN London & South East Grants Committee
14/09/18	NCVO	Board meeting	Jenny Field	NCVO Offices	Regular board meeting of this organisation (your officer is a Trustee).
17/09/18	The Prince's Trust	Breakfast	Shegufta Rahman	Marriot County Hall Hotel, Westminster Bridge Road	Breakfast and Q&A session with The Prince's Trust's CEO (Nick Stace)

Date	Host Organisation	Type of Event	City of London's Representative	Location/Borough	Summary
17/09/18	Haberdashers & Clinks	Reception, networking and displays	Chairman Alison Gowman, Shegufta Rahman & Kate Moralee	Haberdashers Hall	An insider's view of prisons and probation today
17/09/18	Lib Dem Party	Conference	David Farnsworth	Brighton	A Party Conference Dinner hosting by the City of London.
17/09/18	London Councils	Grants committee	Chairman Alison Gowman	Euston Road Hotel	An executive meeting of the Grants Committee
19/09/18	Big Lottery Fund	Breakfast	David Farnsworth	WC2	Meeting with Dawn Austwick CEO
24/09/18	Corporate Citizenship	Breakfast	David Farnsworth, Fiona Rawes & Jenny Field	Mansion House	City Giving Day event.
24/09/18	Labour Party	Conference	David Farnsworth	Liverpool	A Party Conference Dinner hosting by the City of London.
25/09/18	Esmée Fairbairn Foundation	Criminal Justice Funders Network	Kate Moralee	Camden	Focus on Female Offenders and associated issues.
25/09/18	UBS	Seminar	Chairman Alison Gowman & Tim Wilson	City of London	The launch of a new 'speed mentoring' scheme for Stepping Stones programme participants.
25/09/18	Dragon Awards	Award Ceremony & Dinner	Chairman Alison Gowman, David Farnsworth & Fiona Rawes	Mansion House	An event hosted by the Lord Mayor.

Date	Host Organisation	Type of Event	City of London's Representative	Location/Borough	Summary
26/09/18	Hubbub	Volunteering Day	CBT Staff Team	Docklands, Tower Hamlets	The team spent the afternoon with this grantee, removing plastic polluting the water.
26/09/18	Anna Freud Centre	Breakfast Briefing	Kate Moralee	Camden	Discussion on development of a National Trauma Network to prepare for response to any large-scale trauma event.
26/09/18	Association of Charitable Foundations (ACF)	Seminar	Tim Wilson	Camden	A learning event for Trusts and Foundations with a particular interest in impact and learning
26/09/18	GLA	Grants panel	Ciaran Rafferty	City Hall	Final meeting of the panel to consider applications to the Young Londoners Fund
27/09/18	Barrow Cadbury	Funders for Race Equality	Sandra Jones	Westminster	Regular meeting of trusts and lottery who fund race equality organisations
01/10/18	Conservative party	Conference	David Farnsworth	Birmingham	A Party Conference Dinner hosting by the City of London.
02/10/18	ACF	Publication Launch	Julia Mirkin	CCLA, EC4V 4ET (City)	Launch of ACF's Foundation Giving Trends publication
03/10/2018	Crowe	Breakfast briefing	Karen Atkinson	City of London – St Brides	Update on managing investments and reserves

Date	Host Organisation	Type of Event	City of London's Representative	Location/Borough	Summary
03/10/18	Charity Times	Award ceremony & Dinner	Deputy Chairman Dhruv Patel, David Farnsworth & Tim Wilson	Waterloo	The 2018 Charity Times Awards where Stepping Stones won the category for Social Investment Initiative
03/10/18	Lankelly Chase		Chairman Alison Gowman		Trustee engagement on funder co-operation model
04/10/18	Haberdashers Livery	Dinner	Chairman Alison Gowman & Jenny Field	Haberdashers' Hall	Your Officer was a guest at the annual Haberdashers' Dinner.
08/10/18	Labour Party	Consultation event	Ciaran Rafferty	Westminster	A meeting with some funders and youth organisations to inform the Labour Party on the financial needs of youth services
09/10/18	London Community Foundation	Living Wage Friendly Funder Steering Committee	Jack Joslin	Lambeth	A meeting to discuss the Living Wage Friendly Funder scheme and its development.
09/10/18	Macquarie	CSR Network	Fiona Rawes	Macquarie offices	A regular networking meeting.
09/10/18	Paul Hamlyn Foundation	Impact Incubator, gathering	Fiona Rawes	WC1	This partnership between six foundations seeks to develop new approaches to social issues in the UK

Date	Host Organisation	Type of Event	City of London's Representative	Location/Borough	Summary
10/10/18	London Funders	Network meeting	Julia Mirkin & Ciaran Rafferty	Mercers' Livery Company	A meeting of funders to consider the mental health needs of front line workers in the voluntary sector
10/10/18	New Philanthropy Capital	Conference	Fiona Rawes	NW1	Annual Ignites Conference.
11/10/2018	Civil Society Media	Annual Conference	Karen Atkinson & Clare Wand	City of London - Bishopsgate	Charity Finance Summit – K Atkinson presenting at conference. Panel Session relating to the importance of core costs recovery
15/10/18	Anti-Modern Slavery Foundation	Awards Ceremony	Wendy Mead & Kate Moralee	Speakers House, Westminster	Media awards raising the profile of Human Trafficking and Modern Day Slavery
16/10/18	Kingston Voluntary Action	Funding presentation	Ciaran Rafferty	Kingston	A well organised and well attended meeting to hear about your funding programmes and systems
16/10/18	Magistrates Association	Meeting	Ciaran Rafferty	MA office, Vauxhall	A meeting with the CEO of the MA to discuss issues in common (see item in CGO report)

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16/10/18	City Bridge Trust	Briefing Lunch	Various Members & Trust staff	Guildhall Club Private Dining Room	Chairman Alison Gowman hosted a briefing lunch on the various sources of funding available for charities & individuals.
17/10/18	LBG Network	Conference	Fiona Rawes	KPMG	Annual conference on corporate citizenship.
17/10/18	London Funders	Board meeting and AGM	David Farnsworth, Jenny Field & Fiona Rawes	E1	Regular meeting of the London Funders Board, which your Director Chairs.
18/10/18	ACF	Lunch	David Farnsworth	EC2Y	Lunch with Carol Mack, CEO of ACF
24/10/18	Rethink Mental Illness	Breakfast briefing	Julia Mirkin	Rethink Mental Illness, Embankment SE1 7TP (Lambeth)	Overview of new strategy
24/10/18	City Bridge Trust	Members' Strategic away half-day	Various CBT Members & Staff	DLA Piper	Annual Member away half-day.
25/10/18	NEX	Lunch	David Farnsworth	EC2	Thank you lunch hosted by Michael Spencer in honour of LM Charles Bowman
26/10/18	London Youth	Awards presentation	Ciaran Rafferty	Moorgate	An event to present awards to the young City Leaders
29/10/18	Irish in Britain/Metro Bank	Celebration event	Kate Moralee & Marek Habrda	Westminster	Celebration of Volunteer Achievements