Committee	Dated:
City Bridge Trust Committee	31 January 2019
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**

- Appendix 1 reports communications activity between 01/11/18 and 14/01/19
  against each of the four key audiences identified in your Communications
  Strategy. This shows continued strong levels of engagement against all four
  audiences.
- 2. With regards to the Regulators & Politicians audience, your Members and Officers attended several events involving this audience, including dinners hosted by the Charity Commission, NSPCC and those events held in the Palace of Westminster hosted by Wellcome Trust and Vision Care. In addition, several political figures attended the City Bridge Trust dinner including the leaders of the London Boroughs of Hounslow and Lambeth, the Chief Executive and Deputy Chief Executive of the Charity Commission, and the Director for Health, Education and Young People at the Greater London Authority.

### **Media Activity**

 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. These included Bromley MENCAP, City Harvest, The Clink and Why Me? For Restorative Justice.
- 5. The Trust's work during the past year was the subject of two pieces looking back at 2018. Firstly, the Chair of Policy and Resources Catherine McGuinness referred extensively to the Trust's work in her regular column for City Matters newspaper. Finally, your Chair Alison Gowman gave a Q&A to City AM Giving Magazine, looking back at the Trust's work over the past year.

### **External Events Register - ACF Conference**

- 6. On the 7th November 2018, a number of your officers attended the annual Association of Charitable Foundations (ACF) conference. The title of this years' event was 'Borders, barriers, boundaries: A new lens for foundation practice' and was well attended by representatives of major funders from across the UK.
- 7. Following a lively and interesting plenary session and debate on the conference topic, your officers attended a number of individual workshops on a diverse range of subjects of interest to the Trust. These included:
  - Developing a diagnostic tool for capacity building needs
  - Harnessing the benefits of place-based funding a new model for supporting cross-sector collaboration (co-presented by your officer, Ciaran Rafferty)
  - Changing foundation practices to meet changing needs
  - Equality and Diversity in Trusts and Foundations
  - Talking about race challenges and actions
  - Nothing About Us Without Us: Working with disability (Chaired by James Lee, Project Manager of your Bridge to Work programme)
- 8. These sessions raised a number of interesting and practical points for the Trust to take forward, for example in relation to our 'total assets' approach and diversification of the Trust's staff team and Committee.
- 9. In addition, the Conference offered an invaluable networking opportunity with several useful contacts established during the course of the day. The overall feedback from those attending on behalf of the Trust was that this was an invaluable event which was extremely relevant to your mission and will assist your officers in their future work for the Trust.
- 10. 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> <li>Attitude</li> <li>Boyz</li> <li>Bromley Borough News</li> <li>Bromley Times</li> <li>City A.M. Giving Magazine</li> <li>City Matters</li> <li>Croydon Communities Consortium</li> <li>Edenbridge Chronicle</li> <li>Ham and High</li> <li>Hounslow Chronical</li> <li>Islington Gazette</li> <li>London Bulletin</li> <li>London Economic</li> <li>London SE1</li> <li>News Shopper Bromley</li> <li>Pink News</li> <li>Southwark News</li> <li>Sutton Guardian</li> <li>This is Local London</li> <li>Uxbridge &amp; West Drayton Gazette</li> </ul>	CBT Twitter:  • 6,526 followers (up by 234 since last meeting)  • 130.8K impressions* between 01/11/18 & 14/01/19  CBT Website:  • 7,858 users  • 11,961 sessions  • 39,605 page views
Regulators & politicians	<ul> <li>Centre for London Conference</li> <li>Charity Commission Dinner</li> <li>City Bridge Trust Dinner</li> <li>City of London London Goverment Dinner</li> <li>LB Barking &amp; Dagenham Board Meeting</li> <li>London Councils Conference</li> <li>London Funders Reception</li> <li>NSPCC Dinner</li> <li>The Royal Foundation Discussion</li> <li>Vision Care for the Homeless Reception</li> <li>Wellcome Trust launch event</li> </ul>	<ul> <li>City A.M. Giving Magazine</li> <li>City Matters</li> <li>Mental Health Foundation</li> <li>The London Economic</li> </ul>	n/a

Audience	Face to face	Online and Printed Media channels	Online content
Immediate stakeholders**	<ul> <li>ACF Mental Health Network meeting</li> <li>Aston Mansfield Meet the Funder</li> <li>Barking &amp; Dagenham Council Board Meeting</li> <li>Barking and Dagenham CVS Funding Presentation</li> <li>Business of Trust Celebration event</li> <li>City Bridge Trust Dinner</li> <li>City of London Corporation Dinner</li> <li>Croydon Voluntary Action Seminar</li> <li>Data4Good conference</li> <li>Digital Skills Summit</li> <li>Ealing CVS Funding Presentation</li> <li>Ethical Property Foundation Launch</li> <li>London Councils Conference</li> <li>London's Giving Celebration Event</li> <li>Mercer's Company Meeting</li> <li>NCVO Dinner</li> <li>NSPCC Dinner</li> <li>Prisoners Abroad Reception</li> <li>StreetGames Launch</li> <li>Trailblazers Mentoring Reception</li> <li>Vision Care for the Homeless Reception</li> </ul>	<ul> <li>Charity Times</li> <li>Charity Today</li> <li>Civil Society</li> <li>FM world</li> <li>Third Sector</li> <li>UK Fundraising</li> </ul>	<ul> <li>News items on the CoL intranet and e-bulletin.</li> <li>Regular updates in the Members' Briefing.</li> </ul>

Audience Fa	ace to face	Online and Printed Media channels	Online content
	ACF Conference & other events Aston Mansfield Meet the Funder Barking & Dagenham Council Board Meeting Barrow Cadbury Funders for Race Equality Big Lottery Early Action Task Force Centre for London Conference City Bridge Trust Dinner City of London Corporation Digital Skills Summit Civil Society Media Drinks reception Crowe Breakfast Briefing Data4Good conference Ethical Property Foundation Launch Heart of the City training event Islington Giving events Lloyds Bank Foundation Steering Group London Funders events London's Giving Celebration Event Mercer's Company Meeting Metropolitan Thames Valley Migrant Foundation Away day NCVO events NSPCC Dinner Switching Focus Conference The Access Project Event The Royal Foundation Discussion Wellcome Trust Report Launch Youth Music Meeting	<ul> <li>Charity Times</li> <li>Charity Today</li> <li>Civil Society</li> <li>FE News</li> <li>London Economic</li> <li>Mental Health Foundation</li> <li>Recruitment Buzz</li> <li>Third Sector</li> <li>UK Fundraising</li> </ul>	n/a

<sup>\*</sup> An Impression is the number of times CBT tweets have been delivered to other accounts and potentially viewed.

<sup>\*\*</sup> 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 1<sup>st</sup> November 2018 – 14<sup>th</sup> January 2019

Organisation / Topic	Publication & Weblink	Readership / Audience	Detail	Coverage	Date
Bromley Mencap This is Local London 19,130		Alison Gowman was quoted regarding a grant of over £141,000 to <i>Bromley Mencap</i> , a charity which provides specialist job training for disabled people.	Regional	01/11	
Bromley Mencap	Edenbridge Chronicle	4,000 As above.		Regional	02/11
Bromley Mencap	Bromley Times	5,854	As above.	Regional	05/11
Bromley Mencap	News Shopper Bromley	40,592	As above.	Regional	05/11
Bromley Mencap	Bromley Borough News	2,000	As above.	Regional	08/11
Bromley Mencap	Charity Today	50,000	As above.	Trade	08/11
City Harvest	Uxbridge & West Drayton Gazette (internally only)	160,543	Alison Gowman is quoted in a report about the charitable funder's grant.	Regional	09/11
City Harvest	Staines Chronicle and informer (internally only)	180,663	As above.	Regional	09/11

Organisation / Topic	Publication & Weblink	Readership / Audience	Detail	Coverage	Date
City Harvest	Hounslow Chronical & Informer	160,543	60,543 As above.		09/11
The Reader	Croydon Communities Consortium	n/a	n/a A piece about <i>The Reader</i> , an organisation funded by the Trust.		12/11
The Clink	Sutton Guardian (internally only)	39,076	A report on a grant award to a charity that offers catering and horticulture training to inmates at High Downs Prison.	Local	14/11
The Clink	FE News	10,089	10,089 As above.		15/11
The Clink	This is Local London	19,130	As above.	Local	16/11
St John's Church Waterloo	London SE1	25,165	A report on a recent grant towards the 'Reignite 2021' campaign to renovate the building for the 70th anniversary of the Festival of Britain.	Local	17/11
The Clink	Recruitment Buzz	13,651	As above.	Trade	19/11
Ethical Property Foundation	FM world	14,996	A report on research published by the Ethical Property Foundation and the Charity Finance Group. The research was funded by the Trust.	Trade	22/11
Ethical Property Foundation	Civil Society	12,000	As above	Trade	22/11
Ethical Property Foundation	Third Sector	6,200	As above	Trade	22/11

Organisation / Topic	Publication & Weblink	Readership / Audience	Detail	Coverage	Date
CBT November Grants	Charity Times	30,000	A report on the award of £4m to 51 charities to help them tackle disadvantage and inequality across London. Chair Alison Gowman is quoted.	Trade	26/11
CBT November grants	TLE	159,510	As above	Trade	26/11
CBT November grants	Charity Today	33,000	As above	Trade	28/11
Feature on City Bridge Trust	The London Economic	159,510	A feature on the work of the Trust following an interview with Chair Alison Gowman	London	29/11
Men's Mental Health	Mental Health Foundation	n/a	The Trust is referenced in an article about a grant awarded to help it develop its selfmanagement work.	Trade	29/11
CBT support for HIV/AIDS charities	Boyz	50,000	The Trust is referenced in an article about the funder's work to support HIV/AIDS charities in London.	Trade	29/11
City Bridge Trust work in 2018	<u>City Matters</u>	30,000	The Policy Chair wrote reflecting on the City Corporation's charitable work over the year in the City. The Trust is referenced.	London	12/12
City Bridge Trust work in 2018	City A.M. Giving Magazine (internal only)	513,861	A Q&A with Chair Alison Gowman, looking back at the year and focussing on the work of the trust in the education and employability sector in London.	London	13/12

Organisation / Topic	Publication & Weblink	Readership / Audience	Detail	Coverage	Date
London Euphonia Orchestra (LEO)	Classical Music	20,000 A piece reporting that a community orchestra developing Square Mile-based amateur musicians has received a £5,000 grant from the Corporation's Central Grants Programme to hold a series of City concerts over the next year.		Trade	13/12
London Euphonia Orchestra	London Bulletin	15,000	As above.	London	14/12
Support for Law Centres	Ham and High	6,332	A story about recent grants made by the Trust to support several Law Centres. The awards will help them to cope with an increase in demand following the roll out of Universal Credit in some of London's Boroughs. Chair Alison Gowman was quoted.	London	20/12
Support for Law Centres	Islington Gazette	6,121	As above.	Local	20/12
Support for Law Centres	London Economic	159,510	As above.	Local	20/12
Ethical Property Foundation	Charity Times	30,000	The Trust is referenced in an opinion piece by the CEO of Ethical Property Foundation following the publication of the first London Charity Property Survey.	Trade	20/12
Support for Law Centres	FE News	n/a	As above.	Trade	20/12

Organisation / Topic	Publication & Weblink	Readership / Audience	Detail	Coverage	Date
Hammersmith and Fulham Law Centre	The Justice Gap (link no longer available)	n/a	The Trust's funding for a child poverty solicitor at this organisation is referenced in article about the use of foodbanks over Christmas.	Trade	21/12
Support for Law Centres	UK Fundraising	50,000	As above.	Trade	24/12
Why Me? For Restorative Justice	Pink News	640,372	The Trust is mentioned after donating £57,000 to this charity to support LGBT+ victims of hate crimes.	Trade	04/01
Why Me? For Restorative Justice	<u>Attitude</u>	60,000	As above.	Trade	06/01
Why Me? For Restorative Justice	Southwark News	13,000	As above.	Local	08/01

# City Bridge Trust Events Attended 1st November 2018 – 14th January 2019

Date	Host Organisation	Type of Event	City of London's Representative	Location/ Borough	Summary
02/11/18	Trailblazers Mentoring	Reception	Chair Alison Gowman	Southbank Festival Hall	A reception to celebrate the organisation's 20 <sup>th</sup> anniversary.
06/11/18	Centre for Effective Philanthropy	Webinar	Tim Wilson	US and Europe	Your officer took part in a webinar to discuss how funders seek and learn from grantee feedback.
06/11/18	Prisoners Abroad	Reception	Jenny Field	Foreign and Commonwealth Office, Westminster	A reception to mark the organisation's 40th anniversary.
06/11/18	Vision Care for the Homeless	Reception	Chair Alison Gowman	House of Lords	An afternoon tea reception hosted by The Lord Filkin CBE.
07/11/18	Crowe	Breakfast Briefing	Karen Atkinson	St Bride's, City of London	Risk management review.
07/11/18	Centre for London	Conference	Chair Alison Gowman & David Farnsworth	Congress Centre, Camden	An annual conference. This year's topic was: "Rethinking the way London operates for new times and how it can become an inclusive, working capital".
07/11/18	Business of Trust	Celebration event	David Farnsworth	Mansion House	Relaunch for business leaders.
07/11/18	Association of Charitable Foundations (ACF)	Conference	Various CBT staff members	BMA House, Camden	The annual national conference of the charitable foundation sector. See the main report for further details.

Date	Host Organisation	Type of Event	City of London's Representative	Location/ Borough	Summary
07/11/18	Ethical Property Foundation	Launch	Chair Alison Gowman	Law Society	Launch of a survey of charities and property.
08/11/18	City Bridge Trust	Dinner	CBT Members & staff.	Old Bailey, City of London	The annual Chairman's Dinner, attended by grantees, funders, City of London Members & staff and other City & charity representatives.
13/11/18	Wellcome Trust	Report Launch	Shegufta Slawther & James Lee	Members' Dining Room, House of Commons	Launch of MH:2K's national recommendations on youth mental health.
13/11/18	NCVO Trading Board	Board meeting	Jenny Field	NCVO Offices, Islington	A regular board meeting of this organisation of which your officer is a Trustee.
14/11/18	Data Orchard	Data4Good conference	Jemma Grieve Combes	Birmingham	First ever UK-wide 'data4good' conference to explore how charities can be using data and technology to design better services, achieve better outcomes and deliver greater impact.
14/11/18	NCVO	Dinner	Chair Alison Gowman	NCVO	Dinner with other chairs of charities.
17/11/18	London Councils	Conference	Chair Alison Gowman	Guildhall	Annual London Councils Summit attended by representatives of all 32 Boroughs.
19/11/18	Mercer's Company	Meeting	Julia Mirkin	Mercer's Company, City	Development meeting for Resilience of Frontline Workers project.

Date	Host Organisation	Type of Event	City of London's Representative	Location/ Borough	Summary
19/11/18	ACF	Mental Health Network meeting	Julia Mirkin & Kate Moralee	ACF, Camden	Overview of mental health policy developments provided by Centre for Mental Health and presentation on Strategic Commissioning.
19/11/18	London Funders	Presentation	Fiona Rawes	Graeae Theatre, Hackney	A "Member Talk" featuring a presentation from Ford Foundation on social change philanthropy and funding disability.
19/11/18	London Funders	Reception	Chair Alison Gowman, Jenny Field & Julia Mirkin	House of Lords	A reception for individuals & organisations involved in the London Emergencies Trust and to launch a review of its work.
20/11/18	ACF	Seminar	Tim Wilson	Westminster	Your officer delivered a seminar together with the Joseph Rowntree Foundation and Bank Workers' Charity for Trusts and Foundations who were interested to explore the social investment market. Several Livery Companies attended.
21/11/18	The Royal Foundation	Discussion between Young People & Funders	Shegufta Slawther	Wallacespace St Pancras	Workshop convened by HRH, Prince Harry, Duke of Sussex, to discuss how funders can collaborate to tackle youth violence.

Date	Host Organisation	Type of Event	City of London's Representative	Location/ Borough	Summary
21/11/18	Aston Mansfield	Meet the Funder	Kate Moralee	Newham	Bridging Divides presentation and surgeries for charitable organisations in Newham
22/11/18	Croydon Voluntary Action	Seminar	Tim Wilson	Croydon	Your officer presented details of the Trust's Bridging Divides' strategy and took questions from an audience of local charities.
22/11/18	NSPCC	Dinner	Chair Alison Gowman	Coram Foundation	Dinner for NSPCC supporters. The after-dinner speech was delivered by Lord Andrew Adonis.
27/11/18	Islington Giving	Islington Giving Funding Panel	Kate Moralee	Islington	Approved recommended grants and discussed 2019 and 2020 budgets/forecasts.
27/11/18	Islington Giving	Funders learning event	Kate Moralee	Islington	Over 20 Funders attended this event where the Programme Leaders and Young People shared their experience of the Young Grant Makers programme and learning for both Islington Giving and impact for the young people.
28/11/18	Metropolitan Thames Valley Migrant Foundation	Away day	Tim Wilson	City of London	An away day for the Foundation's advisory committee. Your officer has recently joined as a member.
28/11/18	Switching Focus	Conference	Chair Alison Gowman	LSE	Conference about improving disabled people's employment and pay.

Date	Host Organisation	Type of Event	City of London's Representative	Location/ Borough	Summary
29/11/18	Trust for London	Moving on Up Advisory Group	Ciaran Rafferty	Islington	A regular meeting of the Advisory Group for the MoU project which you are co-funding.
30/11/18	City of London Corporation	Digital Skills Summit	Several CBT Members & staff	Mansion House	The Lord Mayor's Digital Skills Summit which included a session for grant-making Trusts and Foundations to address their role in tackling disadvantage through digital.
04/12/18	Civil Society Media	Drinks reception	Karen Atkinson	Brewers Hall, Aldermanbury	Event to celebrate 250th issue of Charity Finance.
04/12/18	London Councils	Leaders' Meeting	Ciaran Rafferty	London Councils' office, Southwark	Your officer attended in support of your Chair of Policy in light of one of the agenda items being on Youth Violence
04/12/18	CoE Children's Society	Launch event	Ciaran Rafferty	CS office, Islington	A launch of the charity's annual and excellent report on the wellbeing of children and young people
04/12/18	Ealing CVS	Bridging Divides Funding Presentation	Julia Mirkin	CAN Mezzanine, Hounslow	Presentation to local voluntary groups from Ealing & Hounslow on Bridging Divides funding strategy
04/12/18	London's Giving Celebration	Event	Jenny Field & Fiona Rawes	Macquarie Group, City of London	An event bringing together all of the place-based giving schemes across London along with funders & supporters.

Date	Host Organisation	Type of Event	City of London's Representative	Location/ Borough	Summary
04/12/18	ACF	Seminar	Tim Wilson	Camden	The first network meeting of ACF's new "Tackling Poverty" group. There was a presentation from the Frameworks Institute examining public responses to poverty arising from the way the issue is framed in media and political discourse.
05/12/18	Youth Music	Meeting	Jack Joslin	Southwark	Living Wage Friendly Funder Steering Group Meeting.
06/12/18	ACF	Stronger Foundations – impact and learning group	Jemma Grieve Combes	Camden	Part of time-limited flagship ACF project to identify excellent practice for grant- makers. This session focused on place-based giving.
06/12/18	The Access Project	Event	Fiona Rawes	Westminster	An event to mark the 10 <sup>th</sup> anniversary of this organisation.
08/01/19	GLA	Meeting	Ciaran Rafferty	City Hall	A meeting to plan for a series of workshops to be held with unsuccessful applicants to the Mayor's Young Londoners Fund.
09/01/19	HOME	Meeting	Ciaran Rafferty	City Centre	HOME is an informal collective of LGBT charities which is looking to establish a shared building/base. Your officer attended for information, having arranged for the group to use the CoL facility.

Date	Host Organisation	Type of Event	City of London's Representative	Location/ Borough	Summary
10/12/18	Barrow Cadbury	Funders for Race Equality	Sandra Jones	Barrow Cadbury	A forum of organisations that fund race equality projects and organisation.
10/12/18	Big Lottery	Early Action Task Force	Kate Moralee	Westminster	How we talk about Early Action - What's next for Early Action. Presentation of a report by BritainThinks followed by a discussion.
10/12/18	NCVO Board meeting & dinner	Meeting + dinner	Jenny Field	NCVO	A regular board meeting of this organisation of which your officer is a Trustee.
11/12/18	Islington Giving	Christmas Celebration	Kate Moralee	Islington	A celebration & networking event.
13/12/18	StreetGames	London Fit and Fed Strategy Meeting & 2019 Launch	Geraldine Page	Held at City Hall / London Wide	Discussion on the role that the third sector can play in addressing the 'holiday gap' caused by the hunger, inactivity, and isolation faced by children and young people growing up in poverty across the capital.
14/12/18	Lloyds Bank Foundation	Steering Group	Jenny Field	Pentagon House, Southwark	A meeting of the Diagnostic project steering group attended by funders & charities.
17/12/18	Barking & Dagenham Council	Board Meeting	Jack Joslin	Barking & Dagenham	A meeting of the Every One Every Day Participatory City Foundation Funders Board.

Date	Host Organisation	Type of Event	City of London's Representative	Location/ Borough	Summary
18/12/18	London Funders	Meeting	Julia Mirkin	City	Resilience of Frontline Workers project meeting.
19/12/18	Prince's Trust	Meeting	Chair Alison Gowman, Shegufta Slawther	City of London	A meeting of the Strategic Advisory Group.
09/01/19	Heart of the City/Grant Thornton	Introduction to Corporate Relationships	Kate Moralee	City of London	Training offered to CBT grantees – maximum capacity, extensive waiting list, training very well received.
09/01/19	Charity Commission Dinner	Dinner	David Farnsworth	City of London	the relationship between the Commission and trusts/foundations.
10/01/19	Barking and Dagenham CVS	Funding Presentation	Jack Joslin	Barking & Dagenham	Funding Presentation to Barking and Dagenham charities on funding available under Bridging Divides.
10/01/19	City of London Corporation	Dinner	David Farnsworth	Mansion House	Annual London Government Dinner hosted by the Lord Mayor and attended by the Mayor of London and representatives of the 32 London Boroughs.