

Committee	Dated:
City Bridge Trust Committee	21 March 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

1. Appendix 1 reports communications activity between 15/01/19 and 05/03/19 against each of the four key audiences identified in your Communications Strategy. This shows continued 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 a joint London Funders & London Councils conference exploring the potential impact of the 2019 local government spending review on London's voluntary sector. The Chair of Policy & Resources was amongst the speakers. In addition, as part of the Trust and Corporation's desire to increase engagement with the London Borough's, your Chair recently met with the Leader of the London Borough of Hounslow, accompanied by David Farnsworth. This was an opportunity to share information and discuss possible areas of joint-working. Further meetings are planned with other boroughs, including Waltham Forest and Lambeth.

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. These included Noa Girls, Freightliners City Farm and Brentford FC Community Sports Trust. The Trust also received coverage both in press and on social media following the January Committee meeting having reached the milestone of £400m in total grants awarded since it was established.
5. The Trust's new Stepping Stones Finance Facility, launched at UBS in January was the subject of several items. This follow-on loan facility, which is being delivered in partnership with UBS and Clothworkers Foundation, was the subject of two pieces in Pioneers Post and was also mentioned in the Bates Wells Braithwaite charity briefing. In addition, this was referenced in the latest City of London Members' Briefing.

External Events Register

6. Officers and Members attended a range of internal and external meetings during the period in question. On 30 January the Trust hosted Gingerbread, a current grantee of the Trust which provides services and support for single parents. This event was to launch the key findings of a research report, funded by the Trust, into the profile and needs of single parents. This research will be used to inform the organisation's new service delivery strategy. Your officer Ciaran Rafferty spoke at the event, along with two beneficiaries who shared their personal experiences as single parents and how Gingerbread had supported them.
7. 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"> • After Nyne Magazine • City Matters • City Metric • Epping Forest Guardian • Ham and High • Islington Gazette • Jewish Chronicle • Kensington Chelsea & Westminster Today • London Bulletin • Newham Recorder 	CBT Twitter: <ul style="list-style-type: none"> • 6,712 followers (up by 186 since last meeting) • 69.4K impressions* between 15/01/19 & 05/03/19 CBT Website: <ul style="list-style-type: none"> • 6,342 users • 9,272 sessions • 32,067 page views
Regulators & politicians	<ul style="list-style-type: none"> • Bloomberg Launch event • CBT Criminal Justice Seminar • Charity Tax Group Board meeting • GLA Workshop • Healthy London Partnership Seminar • Institute of Fundraising Meet the Funder event • LB Hounslow Funders Fair & Meeting • LB Hackney Meeting • London Councils Meeting • London Funders / London Councils Conference • Old Bailey Lunch • Philanthropy Collaborative Launch • The Charterhouse Meeting • UBS Launch event 	<ul style="list-style-type: none"> • Bates Wells Braithwaite charity briefing • Pioneers Post 	n/a

Audience	Face to face	Online and Printed Media channels	Online content
Immediate stakeholders**	<ul style="list-style-type: none"> • Bloomberg Launch event • Childhood Trust Meeting • Dragon Café Mental health event • Gingerbread Seminar • Livery Committee Clerks Briefing • Mencap Dinner • Old Bailey Lunch • UBS Launch event • Young Hammersmith & Fulham Foundation Awards 	<ul style="list-style-type: none"> • Charity Today • City Matters • Independent Living • Pos'ability Magazine 	<ul style="list-style-type: none"> • News items on the CoL intranet and e-bulletin. • Regular updates in the Members' Briefing.
Other funders, policy makers & key commentators	<p>Meetings & events with various funders including:</p> <ul style="list-style-type: none"> • Access to Justice Foundation • Baring Foundation • Berkeley Foundation • Calouste Gulbenkian Foundation • Esmée Fairbairn • Garfield Weston Foundation • John Ellerman Foundation • John Lyons Charity • Lloyds Bank Foundation • Paul Hamlyn Foundation • London Marathon Trust • Tottenham Hotspur Foundation • Tudor Trust <p>Other events including:</p> <ul style="list-style-type: none"> • Charities Aid Foundation Seminar • Civil Society: Charity Finance Investment Forum • LGBT Consortium AGM & Round-table event • London Funders Big Network Day Conference 	<ul style="list-style-type: none"> • Bates Wells Braithwaite charity briefing • Charity Today • Independent Living • Pioneers Post • Pos'ability Magazine 	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
15th January – 5th March 2019

Organisation / Topic	Publication & Weblink	Readership / Audience	Detail	Coverage	Date
Painted Hall	After Nyne Magazine	250,000	Arts magazine After Nyne runs a story on the Painted Hall reopening after a two-year conservation project. Funding from CBT is mentioned.	Trade	25/01
Freightliners City Farm	Charity Today News	33,000	Alison Gowman, Chair of the City Bridge Trust Committee, is quoted following the award of a £124,000 grant to support education and community projects.	Local	26/01
Freightliners City Farm	Islington Gazette	6,496	As above.	Local	30/01
Museum of Brands	Kensington Chelsea & Westminster Today	60,000	The Trust, is mentioned in a story about a two-year initiative supporting the wellbeing of people living with dementia.	Local	30/01
Bridge To Work	Independent Living	N/A	The Trust's 'Bridge to Work' scheme, which offers paid internships to young disabled people is referenced on a piece highlighting the RIDI Awards 2019.	Trade	30/01
Stepping Stones Finance Facility	Pioneers Post	35,000	A story on the launch of the Trust's new Stepping Stones Finance Facility, which is being delivered in partnership with UBS and the Clothworkers Foundation.	Trade	01/02
Stepping Stones Finance Facility	Pioneers Post	35,000	A piece by Alison Gowman wrote in Pioneers Post on the Stepping Stones Finance Facility.	Trade	05/02

Organisation / Topic	Publication & Weblink	Readership / Audience	Detail	Coverage	Date
January Grants	Charity Today News	33,000	A report on grants totalling over £4.5 million awarded at January Committee to 35 organisation. The figure brings the overall total awarded by the Trust to the £400m mark. Alison Gowman is quoted.	Trade	06/02
Freightliners City Farm	City Matters	20,000	As above.	Local	08/02
Bridge House Estates	City Metric	146,715	Bridge House Estates is mentioned in an article in City Metric about train stations and boundaries in London.	London	26/02
Central Grants	Epping Forest Guardian	3,495	A story on the City of London Corporation's Central Grants Programme awarding funding to projects supporting community, cultural, environmental, educational and employment projects across London.	Local	26/02
Central Grants	Charity Today	33,000	As above.	Local	27/02
Central Grants	Ham and High [viewable internally]	167,276	As above.	Local	27/02
Stepping Stones Finance Facility	Bates Wells Braithwaite charity briefing	N/A	The new Stepping Stones Finance facility is mentioned in this charity sector briefing.	Trade	27/02
Brentford FC Sports Community Trust	Charity today	33,000	A story on the Hounslow charity receiving funding to open new sports clubs and tournaments for deaf people across West London.	Trade	01/03
Brentford FC Sports Community Trust	Pos'ability Magazine	29,768	As above.	National	03/03

Organisation / Topic	Publication & Weblink	Readership / Audience	Detail	Coverage	Date
Central Grants	Newham Recorder	11,090	Further coverage about the City Corporation's Central Grants Programme, which has awarded funding to projects supporting community, cultural, environmental, educational, and employment projects across London. City Bridge Trust is also mentioned.	Local	04/03
Noa Girls	Jewish Chronicle	158,922	A report on the Trust's grant of £77,320 to the charity Noa Girls for a full-time keyworker, supporting young women and girls from London's Orthodox Jewish community. Alison Gowman is quoted.	National	05/03
Noa Girls	London Bulletin	15,000	As above.	London	05/03

City Bridge Trust Events Attended
Attended 12th January – 4th March 2019

Date	Host Organisation	Type of Event	City of London's Representative	Location/Borough	Summary
14/01/19	CBT	Meeting	Chair Alison Gowman and Fiona Rawes	Guildhall	Meeting with Grant Gordon of Childhood Trust to discuss early action and collaboration on philanthropy and funder plus.
14/01/19	Tottenham Hotspur Foundation	Meeting	Chair Alison Gowman	Haringey	Visit to view their work and discussed shared interests.
15/01/19	Charities Aid Foundation	Seminar	Tim Wilson	City of London	An opportunity to discuss how philanthropic funds can support social investment (this meeting was relevant to the Trust's Stepping Stones programme with UBS).
15/01/19	Livery Committee Courses	Clerks Briefing	David Farnsworth	Guildhall	David provided a presentation on 'Charitable Giving'.
16/01/19	Charity Tax Group	Board meeting	Karen Atkinson	Westminster	Quarterly Directors board meeting.
16/01/19	Philanthropy Collaborative	Launch	Fiona Rawes	The Charterhouse, Clerkenwell	With the new chair of the Philanthropy APPG, Rushanara Ali MP, as guest speaker, this was an impressive launch for the work of the Philanthropy Collaborative.

Date	Host Organisation	Type of Event	City of London's Representative	Location/Borough	Summary
16/01/19	London Funders	Meeting	Jenny Field	Grays Inn Road, London	A meeting of the Way Ahead – Systems Change Group
16/01/19	Calouste Gulbenkian Foundation	Event	Jenny Field	Hoxton Square	An event supporting the Community Wealth Fund which seeks to make use of unclaimed financial assets.
22/01/19	Old Bailey	Lunch	Chair Alison Gowman, Ciaran Rafferty	Old Bailey	One of a regular series of lunch events to introduce some of your grantees to the work of the Old Bailey. This lunch was for some of the grant recipients of your emergency funding to the Grenfell community.
23/01/19	Asylum Support Appeals Project	Site visit	Tim Wilson	East India Dock	A learning visit to see an asylum appeal hearing arranged by an organisation funded by the Metropolitan Migration Foundation. Your officer is on MMF's grants' committee. The organisation had an application pending with City Bridge Trust at the time of visit.

Date	Host Organisation	Type of Event	City of London's Representative	Location/Borough	Summary
25/01/19	UBS	Launch event	Chair, Deputy Chairman, David Farnsworth and various officers	City of London	A launch event for the new Stepping Stones Finance Facility from City Bridge Trust, UBS and the Clothworkers' Foundation. Your Chair and Tim Wilson gave opening remarks alongside representatives from the partner organisations.
26/01/19	LGBT Consortium	AGM	Ciaran Rafferty	CAN Building, Old St	Your officer attended the latter part of the AGM as part of a panel of funders.
28/01/19	Rocket Science UK	External Meeting	Jenny Field	Islington	A meeting to discuss Funder Plus.
29/01/19	The Charterhouse	Meeting	David Farnsworth	The Charterhouse, City of London	A meeting of the Museum and Learning Working Group.
30/01/19	CBT / Gingerbread	Seminar	Deputy Chairman, Ciaran Rafferty and several CBT staff.	The City Centre, City of London	An event to launch the key findings of the research report, funded by the Trust, into the profile and needs of single parents.
30/01/19	Dragon Café, Shoe Lane library	Mental health event	Martin Hall and Julia Mirkin	City of London	Dragon Café offers regular mental health events. This visit was research for the Resilience project, for which there is a strategic initiative proposal in your papers.

Date	Host Organisation	Type of Event	City of London's Representative	Location/Borough	Summary
30/01/19	London Funders	Trustee Board Meeting	David Farnsworth	Grays Inn Rd, London	A regular Trustee meeting of this organisation, of which your Officer is Chair.
31/01/19	Institute for Voluntary Action Research	Seminar	Jemma Grieve Combes, Ruth Feder	CCLA	A roundtable for leaders in evaluation deepen and share their practice by examining in-depth case studies and sharing knowledge. This year's theme was 'Making Learning everyday' – directly relevant to CBT's aspiration to become learning organisation.
05/02/19	Institute of Fundraising	Meet the Funder event	David Farnsworth	Bloomsbury	David was part of a panel discussion on opportunities for funders.
06/02/19	Bloomberg	Launch event	Tim Wilson and Hannah Davey	City of London	The launch of a new investment and grant scheme to support the development and preservation of art studio space in Greater London. The Mayor of London gave an opening address.
06/02/19	CBT	Seminar	Chair, Deputy Chairman & several CBT Staff Members	Basinghall Suite, Guildhall	A seminar on criminal justice – see CGO report elsewhere in these papers.
07/02/19	The Baring Foundation	Meeting	David Farnsworth	City of London	Private Meeting for funders at the Baring Foundation.

Date	Host Organisation	Type of Event	City of London's Representative	Location/Borough	Summary
07/02/19	London Councils	Meeting	Chair Alison Gowman	Toynbee Hall, Tower Hamlets	A meeting of the Grants Executive.
08/02/19	London Sport	Meeting	Ciaran Rafferty	London Sport office, Borough	A meeting to discuss potential opportunities for collaborative working.
11/02/19	NCVO	NCVO Trading Board	Jenny Field	Islington	A regular board meeting of this organisation, of which your Officer is a Trustee.
12/02/19	Access Foundation	Seminar	Tim Wilson	Islington	A seminar to discuss findings from a social investment readiness grant programme funded by the Access Foundation.
12/02/19	Bank of America Merrill Lynch	Presentation	Fiona Rawes	City of London	A showcase for the work of Pro Bono Economics which is chaired by Andy Haldane who is a heavy-weight and very compelling champion for the value of volunteering to UK Society.
12/02/19	London Marathon Trust & John Lyons Charity	Meeting	Ciaran Rafferty	LMT office, Borough	A meeting to discuss potential opportunities for collaborative working.
13/02/19	Healthy London Partnership	Seminar	Ciaran Rafferty	More London, SE1	A seminar to be appraised of the Mayor's health strategy and the introduction of social prescribing.

Date	Host Organisation	Type of Event	City of London's Representative	Location/Borough	Summary
14/02/19	Garfield Weston Foundation	Meeting	Julia Mirkin	Mayfair	Meeting about core funding.
14/02/19	London Funders	Big Network Day Conference	David Farnsworth, Jemma Grieve Combes, Ruth Feder	GLA Building, City Hall	A networking day for organisations funding in London on the theme of 'people, partnerships and potential'. As well as plenary sessions attended a workshop focused on how the sector can get the most out of data.
14/02/19	Esmée Fairbairn	Meeting	Jenny Field	Islington	Monthly LocalMotion Working Group Meeting
15/02/19	GLA	Workshop	Ciaran Rafferty	City Hall, SE1	A workshop to give feedback and advice to unsuccessful applicants to the Mayor's Young Londoners Fund.
19/02/19	London Funders	Meeting	Julia Mirkin	Kings Cross	Meeting about Resilience of frontline workers.
19/02/19	n/a	Funeral	Ciaran Rafferty	Putney Vale Crematorium	Your officer attended the funeral of your past Chairman, Patrick Roney CBE.
20/02/19	London borough of Hackney	Meeting	Julia Mirkin	Hackney	Meeting with Public Health Strategist about the resilience of frontline workers.

Date	Host Organisation	Type of Event	City of London's Representative	Location/Borough	Summary
20/02/19	London Funders / London Councils	Conference	David Farnsworth	Livery Hall, Guildhall	An event looking at the potential impact of the 2019 local government spending review on London's voluntary sector. The Chair of Policy & Resources was amongst the speakers.
20/02/19	Calouste Gulbenkian Foundation	Launch event	Fiona Rawes & Jenny Field	Hoxton Square, Hackney	The launch of a new book about renowned philanthropist Calouste Gulbenkian, followed by an interesting panel debate including Paul Hamlyn Foundation on the value of founders on Foundation boards.
21/02/19	London Funders	Funders' forum	Julia Mirkin	Kings Cross	Cross-funder meeting about the resilience of frontline workers
25/02/19	Berkeley Foundation	Meeting	Julia Mirkin	Euston	Meeting about core funding.
25/02/19	Lloyds Bank Foundation	Meeting	Jenny Field	Southwark	Diagnostics Steering Group.
25/02/19	Mencap	Dinner	Chair Alison Gowman	Mansion House	An annual fundraising event.
26/02/19	London Borough of Hounslow	Funders Fair	Shegufta Slawther	Hounslow Civic Centre	Your officer gave a presentation on Bridging Divides at the fair.
26/02/19	Tudor Trust	Meeting	Julia Mirkin	Holland Park	Meeting about core funding.

Date	Host Organisation	Type of Event	City of London's Representative	Location/Borough	Summary
26/02/19	Young Hammersmith & Fulham Foundation	Awards	Ciaran Rafferty	St Paul's Church, Hammersmith	A marvellous event to celebrate the achievements of local young people.
27/02/19	Paul Hamlyn Foundation	Meeting	Julia Mirkin	Kings Cross	Meeting about core funding.
27/02/19	John Ellerman Foundation	Meeting	Julia Mirkin	Embankment	Meeting about core funding.
27/02/19	Access to Justice Foundation & London Funders	Meeting	Julia Mirkin	London Bridge	Meeting about current practice in resilience.
01/03/19	Esmée Fairbairn Foundation / LGBT Consortium	Round-table event	Ciaran Rafferty	Esmée Fairbairn office, Kings Cross	A very useful discussion amongst selected funders of the best approaches to supporting the LGBT sector.
04-05/03/19	Civil Society: Charity Finance	Investment Forum	Karen Atkinson	Lensbury, Teddington	Charity Investment Forum – annual event for charities with significant investments.
06/03/19	LB Hounslow	Meeting	Chair Alison Gowman, David Farnsworth	Hounslow	Meeting Leader of Hounslow to discuss CBT funded projects in the borough.