

Committee	Dated:
City Bridge Trust Committee	8 May 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: Catherine Mahoney, Charity and Philanthropy 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 05/03/19 and 24/04/19 against each of the four key audiences identified in your Communications Strategy. This shows continued levels of engagement against all four audiences.

Regulators & Politicians audience

2. With regards to the Regulators & Politicians audience, your Members and Officers attended several events. Several London Boroughs were visited, including Hounslow, Camden and Lambeth, whereupon Officers and Members met with Council Leaders and associated charities covering a range of issues, and visiting funded projects. Your Chair and Vice-Chairman visited several boroughs and projects including the Triangle Playground (Lambeth), Chaos Theory (Waltham Forest) and Baobab Centre for Young Survivors in Exile (Islington).

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 grants were highlighted by several London regional media: including £123,600 to Freightliners City Farm, and an £84,000 grant to Blind in Business, supporting visually impaired graduates into work. The unique grant to Survivors UK (£120,000) for counselling services got coverage in both Charity Update and The Evening Standard.
5. A visit to Lambeth Triangle playground by Chair Alison Gowman and Deputy Chairman Dhruv Patel created coverage in both Charity Today and South London Press.

External Events Register

6. Officers and Members attended a range of internal and external meetings during the period in question.
7. Chair Alison Gowman and Funding Manager Shegufta Slawther attended several meetings at the Prince's Trust including a Dinner at Buckingham palace hosted by HRH Prince Charles and the Prince's Trust Awards at the London Palladium.
8. Officer Jenny Field attended the annual conference and reception to mark 100 years of the National Council for Voluntary Organisations, also attended by HM the Queen.
9. A full list of external events attended by officers and Members on behalf of the Trust can be found at Appendix 3.

Catherine Mahoney

Charity and Philanthropy Communications Manager

T: 020 7332 3533

E: Catherine.Mahoney@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"> • Barking and Dagenham Post • City A.M. • City Matters • Evening Standard • Ilford Recorder • Islington Gazette • Newham Recorder • Romford Recorder • South London Press • The Guardian 	<p>CBT Twitter:</p> <ul style="list-style-type: none"> • 6905 followers (up by 193 since last meeting) • 95.3k impressions between 05/03 – 24/04 <p>CBT Website:</p> <ul style="list-style-type: none"> • 5812 users • 8480 sessions • 28,338 page views
Regulators & politicians	<ul style="list-style-type: none"> • LB Hounslow • GLA • London Councils • LB Camden • LB Waltham Forest • LB Lambeth • LB Brent • RB Greenwich • LB Islington • City University of London • Charity Tax Group 	<ul style="list-style-type: none"> • Evening Standard • FE News • The Guardian 	n/a

Audience	Face to face	Online and Printed Media channels	Online content
Immediate stakeholders**	<ul style="list-style-type: none"> • The Clothworkers Company • Prince's Trust • Heart of the City • Kiyan Prince Foundation • Barnet Together (Funders Fair) • Providence Row • Commonwealth Eye Health Consortium • City of London • NCVO • Partnership for Young London • Mansion House • International Cricket Council/UNICEF 	<ul style="list-style-type: none"> • Charity Digital News • Charity Today • Charity Update • City A.M. • City Matters • Civil Society • UK Fundraising 	<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	Meetings & events with various funders including: <ul style="list-style-type: none"> • Lloyds Bank Foundation • Hoare's Bank • PACT • ACF • CAST 	<ul style="list-style-type: none"> • Charity Digital News • Charity Today • Charity Update • Civil Society • FE News • UK Fundraising 	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

5th March – 24th April 2019

Organisation / Topic	Publication & Weblink	Readership / Audience	Detail	Coverage	Date
Freightliners City Farm	Islington Gazette [viewable internally]	6,496	Alison Gowman, Chair of the City Bridge Trust Committee, is quoted following the award of a £123,600 grant to Islington's Freightliners City Farm to support its education and community projects.	Local	08/03
Glasgow UK2030's	Glasgow Live	n/a	Alison Gowman, Chair of City Bridge Trust, is listed as one of the attendees of UK2030's, a project bringing together employers, educators, government and the youth sector to examine areas including health and wellbeing, crime, housing, and personal finances.	Local	12/03
Ethical Property Foundation's Charity	City Matters	20,000	A piece is included on new research published by the Ethical Property Foundation's charity and funded by City Bridge Trust, the City of London Corporation's charitable arm, about London's voluntary sector. The piece mentions the charity offering free property workshops, and affordable property health checks for non-profit tenants - which is also funded by City Bridge Trust.	Local	12/03

Organisation / Topic	Publication & Weblink	Readership / Audience	Detail	Coverage	Date
Local motion collaboration	Civil Society	12,000	City Bridge Trust, the City of London Corporation's charitable arm, is mentioned as one of six grant-makers recruiting a cross-foundation director to help the foundations pool knowledge and resources.	Trade	14/03
Heart of the city	City A.M.	513,861	Lord Mayor Peter Estlin writes about the importance of small and medium-size enterprises and their impact on the agenda of responsible business. Heart of the City, funded by the City Corporation, and City Bridge Trust, are both referenced.	London	18/03
Blind in Business	FE News	10,089	Coverage of City Bridge Trust's grant to charity Blind in Business to support graduates with visual impairments into work is included. Alison Gowman, Chair of City Bridge Trust is quoted.	Trade	19/03
Blind in Business	Charity Today	33,000	As Above.	Trade	20/03
Maternity Action	Charity Today	33,000	As story is included about City Bridge Trust, the City of London Corporation's charitable funder, awarding Islington-based Maternity Action £138,000 for a London helpline supporting pregnant women with employment advice. Chair of the City of London Corporation's City Bridge Trust Committee Alison Gowman is quoted.	Trade	22/03
Maternity Action	FENews	10,089	As Above.	Trade	22/02

Organisation / Topic	Publication & Weblink	Readership / Audience	Detail	Coverage	Date
Central Grants Programme	City Matters [viewable internally only]	20,000	Coverage about the City Corporation's Central Grants Programme, which has awarded 12 voluntary groups funding to projects supporting community, cultural, environmental, educational, and employment projects across London. City Bridge Trust is also mentioned. Graeme Smith, Chairman of the City Corporation's Open Spaces Committee, is quoted.	Local	25/03
Maternity Action	Charity Today	33,000	Charity Today reported that City Bridge Trust, the City of London Corporation's charitable funder, has awarded Islington-based Maternity Action £138,000 for a London helpline supporting pregnant women with employment advice. Alison Gowman, Chair of the City Bridge Trust Committee, is quoted.	Trade	22/03
Brentford Community FC	The Guardian	136,834	An article in <i>The Guardian</i> mentions City Bridge Trust following an interview with Britain's only full time deaf football coach.	National	26/03
Women in Prison (WIP)	FENews	10,089	FENews quotes Alison Gowman, Chair of the City Bridge Trust Committee, following a £446,000 grant being awarded to Women in Prison (WIP) by the City Bridge Trust.	Trade	02/04
Lambeth Triangle Adventure Playground community project	Charity Today	33,000	Alison Gowman, Chair of the City Corporation's City Bridge Trust Committee and Dhruv Patel, Deputy Chairman of the City Bridge Trust Committee, are mentioned in a piece following a tour of the capital's oldest adventure playground which has become a hub for hundreds of local children to learn and play.	Trade	05/04

Organisation / Topic	Publication & Weblink	Readership / Audience	Detail	Coverage	Date
The Dormant Assets Scheme	Civil Society	12,000	The City Bridge Trust is mentioned following news the government has published an independent report commissioned from finance industry champions setting out how to expand the dormant assets scheme and release more funds for “good causes.	Trade	05/04
Blind in Business	City Matters	20,000	A story is included about City Bridge Trust, the City of London Corporation’s charitable funder, awarding £84,000 to the Blind In Business Charitable Trust to pay for one-to-one sessions with the charity’s experts in sight loss and job training	Local	07/04
Thames Discovery Programme	Current Archeology		The City Bridge Trust is mentioned in a piece about the Thames Discovery Programme – whose volunteers record the archaeology of the Thames foreshore.	Trade	05/04
SurvivorsUK	Charity Update		The City Bridge Trust is referenced in Charity Update after it awarded <i>SurvivorsUK</i> £120,000 for counselling services for male survivors of sexual abuse. Alison Gowman, Chair of the City of London Corporation’s City Bridge Trust Committee is quoted.	Trade	9/04
SurvivorsUK	Evening Standard	858,504 daily	The City Corporation is mentioned in a piece in the <i>Evening Standard</i> after it’s charitable funder, the City Bridge Trust, awarded SurvivorsUK £120,000 for counselling services for male survivors of sexual abuse.	London	12/04

Organisation / Topic	Publication & Weblink	Readership / Audience	Detail	Coverage	Date
Inspiring Impact Programme	UK Fundraising	33,000	<i>UK Fundraising</i> runs an article about the Inspiring Impact programme's launch of a new website today, offering a suite of free guides to help small and medium sized charities measure the impact of their work. City Bridge Trust, the City Corporation's charitable arm, is referenced as one of the funders.	National Trade	15/04
Inspiring Impact Programme	Charity Digital News		As above	Trade	15/04
Inspiring Impact Programme	Charity Update		As above	Trade	15/04
Blind in Business	Ilford Recorder	4,099	Continuing coverage of City Bridge Trust's £84,000 grant to charity Blind in Business to support graduates with visual impairments into work. Alison Gowman, Chair of City Bridge Trust is quoted.	Regional-North east London	15/04
Blind in Business	Newham Recorder	8,900	As above	Regional	15/04
Blind in Business	Romford Recorder	21,000	As above	Regional - Essex	15/04
Blind in Business	Barking and Dagenham Post	5,157	As above	Regional	15/04

Organisation / Topic	Publication & Weblink	Readership / Audience	Detail	Coverage	Date
Lambeth Triangle Adventure Playground community project	South London Press . [Viewable internally only]	22,500	The Chair of City Bridge Trust, Alison Gowman, and Deputy Chair Dhruv Patel are both mentioned in a story speaking about their visit to Lambeth's Triangle Adventure Playground community project, which is part funded by the trust.	Regional	23/04

Appendix 3: Events attended
5th March – 24th April 2019

Date	Host Organisation	Type of Event	City of London's Representative	Location/Borough	Summary
05/03/19	The Clothworkers Company	Dinner	David Farnsworth, Tim Wilson	Clothworkers Hall, City of London	A dinner hosted by the Master of the Clothworker Company for Masters and Clerks.
06/03/19	LB Hounslow	Meeting	Alison Gowman, David Farnsworth	Hounslow	Visit to meet Leader of Hounslow Council, Steve Curran and colleagues to discuss CBT and City matters
07/03/19	Prince's Trust	Meeting	Alison Gowman	City of London	A meeting of the Prince's Trust advisory board.
07/03/19	Heart of the City	Reception	Alison Gowman	Bank of England	An event to launch a new business plan hosted by Mark Carney, Governor of the Bank of England and Co-President of Heart of the City.
11/03/19	Prince's Trust	Visit	Alison Gowman	Glasgow	Visit to meet projects with the Prince's Trust taskforce into young people UK 2030.

Date	Host Organisation	Type of Event	City of London's Representative	Location/Borough	Summary
12/03/19	The Prince's Trust	Programme Workshop	Shegufta Slawther	Poplar, LB Tower Hamlets	'Seeing is Believing' – example workshop for key stakeholders.
12/03/19	London Plus / GLA	Morning Workshop	Jenny Field	City Hall, SE1	A meeting of the Civil Society Infrastructure Network on the theme of digital leadership.
13/03/19	The Prince's Trust	Dinner	Alderman Alison Gowman, Shegufta Slawther	Buckingham Palace	Dinner hosted by HRH Prince Charles for supporters of The Prince's Trust
13/03/19	The Prince's Trust	Prince's Trust Awards	Shegufta Slawther, Sandra Davidson, Kristina Drake	Palladium Theatre	Annual Prince's Trust Awards Ceremony attended by celebrities and HRH The Prince of Wales.
13/03/19	ACF	Stronger Foundations – impact and learning group	Jemma Grieve Combes	Camden	Part of time-limited flagship project to identify excellent practice for grant-makers. This session focused on grantee feedback.
15/03/19	GLA	Funding panel	Ciaran Rafferty	City Hall	A meeting of panel members to review funding criteria for the next round of the Young Londoners Fund
19/03/19	ACF	Meeting	Tim Wilson	Barrow Cadbury Trust	A meeting of ACF's Poverty Issue Based Network looking at changes and challenges in voluntary sector advice provision.

Date	Host Organisation	Type of Event	City of London's Representative	Location/Borough	Summary
19/03/19	Kiyan Prince Foundation	Event	Alison Gowman	Old Bailey	Attended a celebration of Dr Mark Prince OBE, founder of the Kiyan Prince Foundation working against knife crime.
20/03/19	London Councils	Meeting	Alison Gowman	London Councils, Southwark	A regular meeting of the London Councils grants committee.
20/03/19	Prince's Trust	Event	Alison Gowman	Soho Hotel, Westminster	An enterprise event attended by Victoria Beckham.
22/03/19	LB Waltham Forest	Visit	Alison Gowman, Dhruv Patel & David Farnsworth	Waltham Forest	A visit to grantee Chaos Theory to meet representatives of the charity and LB Waltham Forest.
25/03/19	LB Camden	Meeting	Dhruv Patel	Camden	Accompanied the Chair of Policy & Resources Catherine McGuinness to a meeting with the Leader of LB Camden.
25/03/19	Barnet Together	Funders Fair	Shegufta Slawther, Samantha Grimmett-Batt	Finchley Central	Your officer gave a presentation on the Trust's Bridging Divides programmes.

Date	Host Organisation	Type of Event	City of London's Representative	Location/Borough	Summary
26/03/19	Providence Row	Visit	Dhruv Patel	Dellow Centre, Tower Hamlets	A visit on behalf of Community & Children's Services Committee to an organisation funded previously by the Trust.
28/03/19	Lloyds Bank Foundation	Learning event	Ruth Feder, Tim Wilson	Docklands	Presentations by Lloyds about the learning from their 5-year Funder Plus programme
28/03/19	Commonwealth Eye Health Consortium	Reception	David Farnsworth	St James' Palace	Reception to mark the achievements of the Commonwealth Eye Health Consortium
28/03/19	City of London	Dinner	David Farnsworth, Karen Atkinson	Mansion House	Dinner to meet the Masters, Prime Wardens and Upper Bailiff of the Livery Companies
28/03/19	LB Lambeth	Visit	Alison Gowman, Dhruv Patel & Jenny Field	Lambeth	A visit to grantee Triangle Adventure Playground to representatives of the charity and LB Lambeth.
29/03/19	Prince's Trust	Visit	Alison Gowman	Bristol	A visit to meet enquiry colleagues to write report for the Prince's Trust taskforce into young people UK 2030

Date	Host Organisation	Type of Event	City of London's Representative	Location/Borough	Summary
01/04/19	City University of London	Dinner	David Farnsworth and Fiona Rawes	Mansion House	The annual Rector's Dinner attended by over 250 staff, alumni, friends and supporters of City University, hosted by The Rt. Hon. The Lord Mayor Alderman Peter Estlin.
02/04/19	Cast	Design Hop Workshop	Carole Wilkins	Mansion House	Discussion on digital changes and Funding Requirements.
02/04/19	NCVO	Reception following annual conference	Jenny Field	Windsor Castle, Berkshire	A reception to mark 100 years of the National Council for Voluntary Organisations (NCVO), attended by HM The Queen, accompanied by The Princess Royal and The Duke and Duchess of Gloucester.
03/04/19	LB Brent	Visit	Alison Gowman	Brent	A visit to meet Leader of LB Brent Mohammed Butt and Brent CEO with Catherine McGuinness to discuss City and CBT matters.
04/04/19	Hoare's Bank	Meeting	Alison Gowman, Fiona Rawes	City of London	A meeting with Alexander Hoare and Rennie Hoare to discuss philanthropy.
06/04/19	Partnership for Young London	Event	Alison Gowman	Old Bailey	An event to debate lowering the age of voting attended by young people from across the UK.

Date	Host Organisation	Type of Event	City of London's Representative	Location/Borough	Summary
11/04/19	PACT	Lecture	Alison Gowman	Old Bailey	The annual Sir Harold Wood Memorial Lecture given by the HH Judge Nicholas Hilliard QC.
12/04/19	Mansion House	Roundtable	Shegufta Slawther	Mansion House	UK CDI Roundtable & Reception
16/04/19	CAST – Centre for Acceleration of Social Technology	Funder Design Hop	Dhruv Patel, Fiona Rawes, Samantha Grimmett Batt	Mansion House	Hosted in association with City of London, ACF and London Funders. A workshop type event exploring some of the practical challenges and opportunities when funding digital. In total around 50 funders attended over the course of 3 sessions.
16/04/19	International Cricket Council / UNICEF.	Launch	Alison Gowman	Livery Hall, Guildhall	The launch of the OneDay4Children initiative using the 2019 Cricket World Cup to raise funds for projects helping children in developing nations.
23/04/19	RB Greenwich	Meeting	Alison Gowman	Greenwich	Accompanied Catherine McGuinness to meeting with the Leader of RB Greenwich, Danny Thorpe.
24/04/19	LB Islington	Visit	Alison Gowman, David Farnsworth	Islington	A visit to grantee Baobab to meet representatives of the charity and LB Islington Leader Richard Watts.

Date	Host Organisation	Type of Event	City of London's Representative	Location/Borough	Summary
14/03/19	Charity Tax Group	Directors Board meeting	Karen Atkinson	Church House, Westminster	Quarterly Directors Board Meeting
04/04/19	Charity Tax Group Annual Conference	Annual Conference	Karen Atkinson	Offices of the Wellcome Trust	Annual Conference with guest speakers from various charities, sector bodies, professional advisors & HMRC. Key note speech by Robert Jenrick MP, Exchequer Secretary to the Treasury (responsible for charity taxation)