

Committee	Dated:
City Bridge Trust (CBT) Committee	28 th November 2019
Subject: Communications Vision and Plan, 2019-23	Public
Report of: The Chief Grants Officer & Director of City Bridge Trust (CGO)	For information
Report author: Catherine Mahoney - Communications Manager, Charity and Philanthropy	

Summary

This report sets out the strategic communications vision and plan to support the delivery of the Bridging Divides and the Philanthropy Strategies. Appendix 1 provides an overview and a more detailed vision is available on request.

Recommendation

Members are asked to:

- Receive the report and note its contents.

Main Report

Background

1. In April 2019, CBT employed a Communications Manager for Charity and Philanthropy. This role is to enhance the efforts to deliver the Bridging Divides and Philanthropy strategies via enhanced strategic communications.
2. This direction and aims in this communications vision have been informed by collaborative meetings with the CBT Committee and staff team.

Introduction and Context

1. CBT is the charitable funding arm of Bridge House Estates, and its sole trustee is the CoLC. CBT is London's largest independent charitable funder, distributing at least £20 million a year to reduce inequality and make London a city where all people and communities can thrive, especially those experiencing disadvantage and marginalisation.

2. This Vision has been designed by the Strategic Communications Manager for Charity and Philanthropy, in collaboration with the CBT Committee and the officer team; the Director of Communications for CoLC and the media team. This Vision supports the delivery of the Bridging Divides & Philanthropy Strategies; whilst also being aligned to the CoLC's Corporate Plan aims and outcomes to contribute to a flourishing society, shape outstanding environments and supports a thriving economy.
3. This Vision sets out how targeted, joined up and strategic communications will strengthen, build and enhance the reputation of Bridge House Estates' funding arm, CBT, and the CoLC in general, giving us a greater platform and influence amongst our target audiences and stakeholders. By 2023, both CBT and the CoLC will have enhanced their reputation and profile for high impact philanthropy, including as powerful conveners and collaborators in this space. CBT will have strengthened its identity as a learning organisation and built a stronger reputation as an authority both on existing and emerging social issues and solutions, as well as the funding techniques to support them.
4. A summary of the Communications Vision and Plan, 2018 – 23 is provided at appendix 1.

Appendix 1: Communications Vision and Plan, 2018 – 23: *Sharing our stories, successes and impact to achieve our mission*

Strategic Communications:

Strategic communication is often defined as “the purposeful use of communication by an organisation to fulfill its mission.” Strategic communication is a powerful force for good in public service. When practised effectively it can help improve and enhance lives.

Who we will work with:

Key audiences and stakeholders, internally and externally, including foundations and charities, civil society, the media, CBT grantees, Central and Local Government, policy makers, opinion leaders, the GLA/ Mayor of London and Business Leads. Internally, we will align with , the City Corporation Communications and Media Team, the Remembrancer’s Team, the Social Mobility and Responsible Business Teams, Mansion House and the Lord Mayors Appeal.

Communications Vision

The Communications vision is to support and increase the impact of the Bridging Divides vision: ‘For London to be a city where all individuals and communities can thrive, especially those experiencing disadvantage and marginalisation’;

and the Philanthropy Strategy vision: ‘Individuals and communities, especially those experiencing disadvantage and marginalisation, thrive as a result of higher impact and higher value philanthropy’.

Overall Communications Aim

Targeted, joined up and strategic communications will strengthen, build and enhance the reputation of the CBT and CoLC in general, giving us a greater platform and influence amongst our target audiences

1.Profile, influence and impact of CBT strengthened and promoted

2. CBT has a stronger reputation as an authority on existing and emerging social issues and solutions

3.The CoLC and CBT strengthen their positioning as powerful convenors and collaborators in the Philanthropy space

This work supports the delivery of the following strategies:

Bridging Divides, CBT Impact and Learning Strategy, Philanthropy, Volunteering, Social Mobility, Responsible Business and the pending Charities Review and Bridge House Estates Review

Our Activities

Our focus will be to **align our messaging** and **proactively share stories, in an innovative way** in multiple formats and to a wide range of our stakeholder audiences.

Why is aligning and storytelling important:

- Tells a joined up and more powerful story about city philanthropy
- Results in a louder collective voice
- Ensures we are communicating as one on our philanthropic work
- Creates increased, and more impactful opportunities to influence key audiences
- Uses our total assets story to position our philanthropy story within London, the UK and overseas
- Creates more coherence and alignment around Responsible Business and Social Mobility strategies
- Convenes strong coalitions and partnerships with our funding partners and stakeholders

What stories will we tell:

- What works and what doesn't - internally and externally
- Impact and change achieved
- How to role model and communicate effective Philanthropy
- Problems and issues as they arise
- Solutions to problems identified.

How will we tell our stories:

- Internal Communications, Speechwriting, Public Affairs
- Media & PR Activity, Social & Digital Media
- Deploying ambassadors and spokespeople
- Impact and Learning Reports
- Events

- Gives civil society a platform.

Measures of Success

