

Committee	Dated:
City Bridge Trust Committee	28 th November 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 - Communications Manager, Charity and Philanthropy	

Summary

This paper provides members with an update on the communications work of 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 10/09/19 and 10/11/19 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 visit to Philanthropy House In Brussels, officer Tim Wilson giving a speech at the Church of England Commissioners, and a network meeting to discuss best funding practices for legal advice in London.

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 Jigsaw4U, a domestic abuse charity in the South London Press, and a grant to Culpeper Garden in Islington for £100k, which was

reported in the Islington Gazette and Horticulture Week. The Risk and Resilience grant to support the mental health of charity workers achieved a lot of coverage in Charity Today, City Matters and the Newham Recorder.

5. The Financial Times ran a story detailing the transformative musical theatre production by London's east end youth in Waltham Forest – citing CBT as the Funder.
6. UK Fundraising ran an article detailing how six funders - including CBT - have joined together to develop ideas to boost communities in new place-based initiative LocalMotion.

External Events Register

7. Officers and Members attended a range of internal and external meetings during the period in question, including the Dragon Awards at Mansion House and holding the successful Telling Stories event at the Barbican, showcasing the impact of ten of our grantees.
8. 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"> • <u>City Matters</u> • <u>Newham Recorder</u> • <u>KCW Today</u> • <u>City Matters</u> • <u>South London Press</u> • <u>Islington Gazette</u> 	<p>CBT Twitter:</p> <ul style="list-style-type: none"> • 7433 followers • 91.2K impressions* between 10/09/19 & 10/11/19 <p>CBT Website:</p> <ul style="list-style-type: none"> • 7362 users • 11,002 sessions • 2 mins and 52s average time spent, mainly on the 'What We Fund' page
Regulators & politicians	<ul style="list-style-type: none"> • Present at three main Party Conferences • Philanthropy House meeting in Brussels • CAF (global Giving Trends) • CASS 	<ul style="list-style-type: none"> • <u>Civil Society</u> • <u>FE News</u> • <u>FE News</u> 	n/a
Immediate stakeholders**	<ul style="list-style-type: none"> • London Funders • Bridges Fund Management annual investor day • London Muslim Centre reception • Spitalfields Crypt Trust Site Visit • GLA grants panel • Princes Trust London & South East Awards 	<ul style="list-style-type: none"> • <u>Charity Today</u> • <u>City Matters</u> 	<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	<p>Meetings & events with various funders including: Other events including:</p> <ul style="list-style-type: none"> • Metropolitan Thames Valley Housing Migration Foundation • Lloyds Register Foundation network learning event • Plaisterers Livery Company • London Advice Funders Network • ACF Housing network • NPC Ignites 2019 • The Queen's Young Leaders Programme • National Advice Funders Network • Homeless Link • City AM Awards • Charity Finance Group 	<ul style="list-style-type: none"> • <u>Digital Leaders</u> • <u>24 housing</u> • <u>UK Fundraising</u> • <u>Horticulture Week</u> 	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
10th September – 12th November 2019

Organisation/Topic	Publication and Weblink	Readership / Audience	Detail	Coverage	Date	
Centrepont charity	City Matters	20,000	Dhruv Patel, Chairman of the City of London Corporation's City Bridge Trust Committee, was quoted following a £100k grant donation from City Bridge Trust to Centrepont charity to tackle youth homelessness in the capital. [viewable internally only]	London	10/09	City Matters
Crimestoppers	Crimestoppers blog		Dhruv Patel, Chairman of the City Bridge Trust Committee, is quoted on a blog after the Trust awarded the organisation £96,200 for a project to tackle 'high-harm' crimes that go unseen and unchallenged.		12/09	Crimestoppers
	Fundraising.co.uk		City Bridge Trust was included in a list of 10 corporate partnerships benefitting good causes in the UK	Trade	13/09	Fundraising.co.uk

Clic Sargent	Charity Today		runs a story on City Bridge Trust awarding funding to charity Clic Sargent to support the families of children with cancer to cope financially. The Chairman of City Bridge Trust Committee, Dhruv Patel, is quoted.	Trade	18/09	Charity Today
Embrace Child Victims of Crime (Embrace CVoC).	City Matters		Chairman of the City Bridge Trust Committee, Dhruv Patel, is quoted in in news the Trust has awarded nearly £50,0000 to Embrace Child Victims of Crime (Embrace CVoC).	London	26/09	City Matters
Funder's Den	Fundraising.co.uk		The City Bridge Trust is mentioned by in a list of charitable bodies taking part in Funder's Den, an event at City Hall for small Black, Asian, multi-ethnic and refugee (BAMER) led charities.	Trade	27/09	Fundraising.co.uk
Waltham Forest	Financial Times		An article in the about a musical written by a youth group in Waltham	National	01/10	Financial Times

			Forest mentions a donation they received from City Bridge Trust (£).			
Lions Barber Collective charity	The Hairdressers Journal		A story was published on the Lions Barber Collective charity and the City of London Corporation teaming up to host an event today at the historic Barber Surgeons' Hall, celebrating the emerging role of barbers in mental health and male suicide prevention.	Trade	03/10	The Hairdressers Journal
	Digital Leaders		An opinion piece on praises the City Bridge Trust for its role in approaching digitisation for the UK economy.	Trade	04/10	Digital Leaders
Lions Barber Collective charity	BBC London		<i>BBC London</i> ran a segment on the Lions Barber Collective charity and the City of London Corporation teaming up to host an event at the historic Barber Surgeons' Hall,	London	07/10	BBC London

			celebrating the emerging role of barbers in mental health and male suicide prevention.			
British Refugee Council	Newham Recorder	8,900	A story was included on the British Refugee Council receiving funding from City Bridge Trust. The Chairman of the City Bridge Trust Committee was quoted. (viewable internally only)	Regional	09/10	Newham Recorder
Lions Barber Collective charity	MyLondon		Further coverage in of the Lions Barber Collective charity and the City of London Corporation teaming up to host an event at the historic Barber Surgeons' Hall, celebrating the emerging role of barbers in mental health and male suicide prevention.	London	09/10	MyLondon
supporting the resilience and mental health of voluntary sector workers	Charity Today		ran a story on City Bridge Trust granting over £70k to initiatives supporting the resilience and mental health of	Online national trade	10/10	Charity Today

			voluntary sector workers. The Chairman of the City Bridge Trust Committee was quoted.			
Foundation Giving Trends 2019	Civil Society	12,000	Civil Society ran a story on the Foundation Giving Trends 2019 being published, with in-depth analysis of the giving and income trends at the largest 300 foundations in the UK. Bridge House Estates is included in the report.	National trade	10/10	Civil Society
Lions Barber Collective charity	Quartz magazine	n/a	Further coverage of the Lions Barber Collective charity and the City of London Corporation teaming up to host an event at the historic Barber Surgeons' Hall, celebrating the emerging role of barbers in mental health and male suicide prevention in		10/10	Quartz magazine.
Mental health support for people working for charities	FE News	10,089	Further coverage of the City Bridge Trust funding to support the resilience of voluntary sector staff	Trade	10/09	FE News.

			in Chairman Dhruv Patel was quoted.			
Albert Kennedy Trust (akt),	FE News	10,089	<i>FE News</i> wrote about City Bridge Trust, the City of London Corporation's charitable funder, awarding £57,000 to Albert Kennedy Trust (akt), which works with young people who are homeless or at risk of becoming homeless	Trade	10/10	<i>FE News</i>
Mental health support for people working for charities	KCW Today	25,000	Chairman of the City Bridge Trust Committee Dhruv Patel was quoted in in relation to the Trust awarding six charities money for mental health support.	Regional	16/10	<i>KCW Today</i>
Lions Barber Collective charity	London Post	n/a	The reported that the Lions Barber Collective charity and the City of London Corporation hosted an event on Monday to highlight the 'emerging role' of barbers in mental health and suicide prevention.	London	17/10	<i>London Post</i>

British Refugee Council	City Matters	20,000	A story was included on the British Refugee Council receiving funding from City Bridge Trust. The Chairman of the City Bridge Trust Committee is quoted. [Viewable internally only]	London	17/10	City Matters
Jigsaw4u	South London Press	22,500	The <i>South London Press</i> carried a story about City Bridge Trust's grant to a domestic abuse charity working in the London Boroughs of Merton and Sutton. Dhruv Patel, Chairman of the City Bridge Trust Committee, was quoted.	Regional-South London	25/10	South London Press
QPR in the Community Trust	24 housing	n/a	24 housing covered the five-year grant to QPR in the Community Trust awarded by the City Bridge Trust to deliver three over-60s projects. Dhruv Patel, Chairman of the City of London Corporation's City Bridge		28/10	24 housing

			Trust, was quoted.			
LocalMotion,	UK Fundraising	33,000	City Bridge Trust was mentioned as one of the six funders of new place-based initiative LocalMotion. LocalMotion aims to work with local partners to find solutions to social, environmental and economic issues on their doorstep.	National Trade	31/10	UK Fundraising
Culpeper Community Garden	Horticulture Week	6,300	<i>Horticulture Week</i> covered the grant awarded by the City Bridge Trust, the City of London Corporation's charitable arm, to Islington-based Culpeper Community Garden for more than £100k to provide ongoing support to vulnerable and disadvantaged Londoners.	National Trade	05/11	Horticulture Week
Culpeper Community Garden	Islington Gazette	6,496	<i>Islington Gazette</i> reported that Culpeper Community Garden has been given £100,000 to	Regional	11/11	Islington Gazette

			fund a horticulture project supporting vulnerable people by City Bridge Trust, the City of London Corporation's charitable arm. Dhruv Patel, Chairman of the City Bridge Trust is quoted.			
Mental health support for people working for charities	City Matters	20,000	<i>City Matters</i> reported that City Bridge Trust awarded over £79,000 to six London charities that will deliver specialist mental health support to hundreds of people working for charities across the capital. Dhruv Patel, Chairman of the City Bridge Trust is quoted.	London	12/11	City Matters

External Events Register

Attended 10th September – 10th November 2019

Date	Host Organisation	Type of Event	City of London's Representative	Location/Borough	Summary
12/09/19	English National Ballet	New Building	Dhruv Patel	London City Island	Presentation and Tour of the new home for ENB
13/09/19	Spitalfields Crypt Trust	Site visit	Tim Wilson	Hackney	An opportunity to visit this grantee's social enterprise café, see where City Bridge-funded services take place and meet key staff.
16/09/19	Lib Dem Party Conference	Political Party Conference Dinner	David Farnsworth	The Hilton Hotel, Bournemouth	David attended the Lib Dem party conference dinner
17/09/19	CoL	Investment Committee Strategy Dinner	David Farnsworth	Members Private Dining Room	Investment Committee Strategy Meeting, Reception and Dinner

17/09/19	Bridges Fund Management	Annual investor day	Tim Wilson	Royal Society of Arts	Annual learning event highlighting Bridges' work. This year's keynote was delivered by the filmmaker Richard Curtis.
17/09/19	Princes Trust	New Building Tour	Dhruv Patel	Southwark	Presentation and Tour of the new home for PT
17/09/19	Fishmongers Livery	Meeting	Dhruv Patel	CoL	Discuss ways to work together
18/09/19	London Muslim Centre	Reception and Dinner	David Farnsworth	London Muslim Centre, 46 Whitechapel Road, London E1 1JX	Reception and dinner
18/09/19	Bexley Crossroads	Learning Visit	Dhruv Patel & Kate Moralee	Bexley	Learning Visit
18/10/19	Waltham Forest Borough of Culture	CBT funded grant visit	Dhruv Patel	Epping Forest	Reception and GIANT performance
21/10/19	Legal Advice Centre	Learning Visit	Dhruv Patel and Sam Grimmett-Batt	CoL	Learning visit

21/09/19	Queens Young Leader Programme		Dhruv Patel	SW1	Panel Discussion and Reception
23/09/19	Labour Party Conference	Private dinner	David Farnsworth	The Grand Hotel, Brighton	David attended the private dinner for the labour party conference
24/09/2019	CoL	Awards ceremony	David Farnsworth Fiona Rawes, Catherine Mahoney	Mansion House	The Lord Mayor's Dragon Awards celebrates excellence in social impact both within Greater London and nationally
24/09/19	London Funders	Meeting	Ciaran Rafferty, Sandra Davidson, Jack Joslin	Guildhall	A meeting of funders of Small Grants, following the recent survey commissioned by the Trust
24/09/2019	Dragon Awards	Awards Ceremony	David Farnsworth, Fiona Rawes, Catherine Mahoney	Mansion House	The Lord Mayor's Dragon Awards celebrates excellence in social impact both within Greater London and nationally
25/09/19	Metropolitan Thames Valley Housing Migration Foundation	Committee meeting	Tim Wilson	Camden	A grants' committee meeting. Your officer is a member.
27/09/19	GLA	Grants Panel	Ciaran Rafferty	City Hall	A meeting to consider applications to Round 2 of the Mayor's Young Londoners Fund

31/09/19	Down's Syndrome Association	Learning visit	Dhruv Patel & Natalie Jordan	Middlesex	Visit to see how this grant partner is progressing
01/10/19	Lloyds Register Foundation	Grant Funders Network	Fiona Rawes, Kate Moralee, Sam Grimmet Batt	Lloyd's Register Foundation, 71 Fenchurch Street, London EC3M 4BS	Fiona, Kate and Sam attended this learning event for the grant funding community
01/10/19	Plaisterer's Livery Company	Reception and Dinner	David Farnsworth	Plaisterer's Hal, 1 London Wall	This was Alison Gowman's first event as Master Plaisterer
1/10/2019	Grant Funder Network	Network for Funding Managers	Kate Moralee and Samantha Grimmett-Batt	City of London	This event had a presentation from Lloyds Register Foundation about its work and from ACF about the Stronger Foundations Programme
01/10/2019	London Advice Funders Network	Meeting	Sandra Jones	Lift Islington	Network meeting of those organisations funding legal advice in London, facilitated by London Funders.
9/10/2019	ACF	Issue Based network	Kate Moralee	Tower Hamlets	Housing and Homelessness Network focussing on underpinning funding decisions with robust and reliable evidence.

10/10/19	NPC Ignites 2019	Conference	Fiona Rawes / Catherine Mahoney	Friend's House, 173-177 Euston Road, London NW1 2BJ	Fiona and Cathy attended conference - NPC Ignites will examine the key issues facing civil society leaders today and explore cutting edge responses. Topics ranged from Brexit to systems change and from place-based approaches to shared measurement
10/10/19	CoL / Media Trust	Telling your Stories Film Event	Several members and Officers	Barbican, Cinema 3	Event to show and celebrate Media Trust films made under the Telling Stories Media Trust grant
11/10/19	CBT	Strategy half day	CBT Board Committee / Senior Officers	Toynbee Hall	Annual strategy meeting
14/10/19	Prince's Trust	Awards for London and South East	Alison McGowan, Cathy Mahoney	Chartered Accountants' Hall. Moor Place	Prince's Trust award night - helped greet winners with other donors
15/10/19	CoL – Brussels Office	Reception	David Farnsworth, Dhruv Patel, Alison Gowman	Concert Noble, Brussels	David, Fiona, Dhruv and Alison attended Philanthropy House in Brussels. David, Dhruv and Alison then attended the reception before travelling back to UK
16/10/19	CoL	High Commissioners Banquet	Fiona Rawes	Guildhall	Fiona attended High Commissioners Banquet

17/10/19	NCVO	NCVO Trustee Board pre away day drinks and dinner	Jenny Field		Jenny attended drinks and dinner for NCVO
21/10/19	CoL	Presentation dinner for Lord Mayor Elect	David Farnsworth	Haberdashers Hall	David attended presentation dinner for Lord Mayor Elect
21/10/19	CoL	Panel Discussion on The Queen's Young Leaders Programme	David Farnsworth	Old Library, Guildhall	David attended panel discussion and reception to mark the conclusion of The Queen's Young Leaders Programme
22/10/19	CAF	CAF World Giving Index 10 th Anniversary	Fiona Rawes	Aga Khan Centre, 10 Handyside Street, London N1C 4DN	CAF event where we celebrate the 10th anniversary of the CAF World Giving Index and discuss global giving trends
23/10/19	Social Impact Investor's Group	Seminar	Tim Wilson	City of London	Your officer was invited to speak to an audience of grant-making foundations about City Bridge Trust's Stepping Stones programme.

29/10/2019	National Advice Funders Network	Meeting	Sandra Jones	Freshfields, Fleet Street	Network meeting of organisations who fund or support not for profit legal advice, facilitated by Access to Justice Foundation
30/10/19	CASS	Charity talks	Fiona Rawes	Cass Business School, 106 Bunhill Row, London EC1Y 8TZ	Charity talk on the future of volunteering and its role in society
2/11/2019	Homeless Link	Masterclass	Kate Moralee	Tower Hamlets	Systems leadership masterclass – how this approach could help in your work.
4/11/2019	Barbican centre	Celebration of 10 years of Barbican learning	Alison McGowan	Barbican Centre	Celebration and thanks to collaborators over 10 years
05/11/2019	Bail for Immigration Detainees	Site visit	Tim Wilson	Colnbrook Immigration Removal Centre (near Heathrow Airport)	Your officer was the guest of Trust-grantee Bail for Immigration Detainees to see its programme of legal advice and support in operation.
05/11/19	The London Conference	Conference	David Farnsworth	The Royal Institution, 21 Albemarle Street, W1S 4BS	David attended part of the London Conference
06/11/19	ACF	ACF Conference	David Farnsworth, Fiona Rawes, Jenny Field	BMA House, Tavistock Square	A number of CBT colleagues attended the ACF conference

07/11/19	City AM	The 10 th Annual City Am Awards 2019	David Farnsworth	Leonardo Royal Hotel, 10 Godliman Street EC4V 5AJ	David attended this black-tie event
07/11/2019	Charity Finance Group	Annual Dinner	Karen Atkinson	Lancaster Gate Hotel, Bayswater	Annual dinner attended by senior finance individuals across the charity sector