

Committee	Dated:
City Bridge Trust Committee	26 th March 2020
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 11/01/20 and 10/03/20 against some of the audiences identified in the Communications vision. This shows continued levels of engagement against our audiences.
2. With regards to the Regulators & Politicians audience, your Members and Officers attended events involving this audience, including the Beacons Collective and London Funders. David Farnsworth attended a round table discussion with new Westminster MP Nickie Aitken, about the CoLC / CBT scope and offer, and she consequently cited CBT's mission and work in her maiden speech.
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 coverage in the Disability Horizon Magazine, a lot of coverage, (including the Evening Standard) of The Children's Society grant. An

op-ed by Dhruv Patel was published in Fundraising magazine about the Small Grants Programme.

External Events Register

5. Officers and Members attended a range of internal and external meetings during the period in question, the Princes Trust HQ, a seminar on health and happiness and the Big Network day with London Funders, and some successful networking dinners, including the CBT annual dinner, and the Mansion House Bishops Dinner.
6. 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).	Newham Recorder Camden News Evening Standard City Matters	CBT Twitter: <ul style="list-style-type: none"> • 7765 followers • 41.3K impressions* CBT Website: <ul style="list-style-type: none"> • 8,808k users - an increase • 13k sessions • 2 mins and 52 s average time spent, mainly on the 'What We Fund' page
Regulators & politicians	<ul style="list-style-type: none"> • NCVO 	Fundraising BBC Parliament	n/a

Audience	Face to face	Online and Printed Media channels	Online content
Immediate stakeholders**	<ul style="list-style-type: none"> • London Funders • Toynbee Hall • Deptford Reach • Princes Trust • Clothworkers Association 	<i>Civil Society</i> <i>Daily Asian Age</i> <i>Children and Young People Now</i> <i>Charity Today</i>	<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> <p>Other events including:</p> <ul style="list-style-type: none"> • Beacon Collective • London Funders • Paul Hamlyn • Clore Foundation 	<ul style="list-style-type: none"> • 	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.

Media Coverage
14 January –10 March 2020

Organisation	Publication	# of readers	Overview	Coverage	Date	Web link
The Children's Society	Newham Recorder	9360	Newham Recorder reports that City Bridge Trust has awarded a £120,000 grant to The Children's Society, to support young victims of trafficking. It comes after The Children's Society warned that rising numbers of children are being trafficked from London and other cities and forced to distribute drugs by "county lines" gangs. Dhruv Patel, Chairman of the City Bridge Trust Committee, is quoted.	Local	14/01	Newham Recorder

The Children's Society	City Matters	20,000	Additional coverage of £120,000 grant to The Children's Society			City Matters
Stepping Stones	Civil Society		Civil Society runs an OpEd from Dhruv Patel, Chairman of the City Bridge Trust Committee, on social investment. [£]	Trade	16/01	Civil Society
The Bike Project	City Matters	20,000	City Matters covers a grant given by the City Bridge Trust, to a Southwark charity giving free bicycles to London's refugees and asylum seekers. The £106,000 grant received will be used to help them integrate and improve access to key services. Dhruv Patel, Chairman of the City of London Corporation's City Bridge Trust Committee, is quoted.	London	16/01	City Matters
CARIS Haringey	Charity Today		Charity Today covers the grant awarded by City Bridge Trust, the charitable arm of the City Corporation, to homeless charity CARIS Haringey. Funds will be used to pay for the charity's food parcel project and will also cover an advice service helping people at risk of	Online	20/01	Charity Today .

			homelessness.			
CARIS Haringey	City Matters	20,000	Additional coverage of grant to CARIS Haringey	London	21/01	City Matters
N/A	Fundraising		Dhruv Patel, Chairman of the City of London Corporation's City Bridge Trust Committee, writes an oped in Fundraising magazine on the charity-funder's new Small Grants programme.	Trade	21/01	Fundraising
Mitcham VR Festival	At the Theatre		At The Theatre references City Bridge Trust in a piece about Mitcham VR Festival - a project Showcasing the latest immersive technologies as part of London Borough of Culture.	Trade	06/02	At The Theatre
Charity Matters Report	City Matters	20,000	City Matters reports on a special London edition of the Charity Matters Report , funded by City Bridge Trust, which is due to be published later this year.	London	11/02	City Matters
Blue Sky Actors	Live Review		The City Bridge Trust is referenced in Live Review in an article after new patrons of Blue Sky Actors – an organisation funded by the Trust – were announced.	Online	20/02	Live Review

Grants to 23 London charities	Charity Today		Charity Today carries an article mentioning the City Bridge Trust, after 23 London charities have been granted a share of a multi-million pound investment pot. Dhruv Patel, Chairman of the City Bridge Trust Committee, is quoted		19/02	Charity Today
Grants to 23 London charities	City Matters	20,000	As above		19/02	City Matters
Grants to 23 London charities	SE16		As above		19/02	SE16
Blue Sky Actors	Disability Horizons Matters		Further coverage of City Bridge Trust's grant to theatre charity Blue Sky Actors	London	21/02	Disability Horizons Magazine
N/A	BBC Parliament	Circa 2 million	City Bridge Trust is mentioned on BBC Parliament during a live broadcast from the House of Commons as Nickie Aicken, MP for the Cities of London and Westminster, mentioned the Trust's work across London tackling rough sleeping.	National	24/02	BBC Parliament (viewable internally only)

CITY BRIDGE TRUST

External Events Register
Attended 10th January – 10th March 2020

Date	Host Organisation	Type of Event	City of London's Representative	Location/Borough	Summary
09/01/2020	NCVO	LocalMotion	David Farnsworth, Jenny Field	National Council for Voluntary Organisations Society	CEO's and DDG Meeting
15/01/2020	LLST/London Funders	London Advice Funders Network	Sandra Jones	Conway Hall, WC1	Forum for funders who support advice
16/01/2020		London Government Dinner 2020	David Farnsworth	Mansion House	Annual Dinner for London Councils

20/01/20	Deptford Reach	Learning Visit	Julia Mirkin (only)	Lewisham	CBT Learning visit
21/01/20 20	Saxton Bampfylde	Talking Leadership' at Dinner	David Farnsworth, Fiona Rawes	Saxton Bampfylde, 9 Savoy Street	Clore Foundation Leadership discussion
22/01/20 20	Charity Finance Group	Members meeting	Karen Atkinson	City of London	Charity sector technical update
05/02/20 20	Beacon Organisation's Council	Meeting	Fiona Rawes	10 St Bride St, London	
13/02/20 20	LM's dinner	Dinner to the Archbishops and Bishops	David Farnsworth	Mansion House	Annual Dinner for London's Bishops
13/02/20	South West London Law Centre	Anniversary Event	Shegufta Slawther, Funding Manager	Battersea Arts Centre, Wandsworth	45th anniversary celebration with film screening

13/2/20	Business Healthy / ELBA / Heart of the City	Masterclass - presentation & networking event	Alice Hall	City of London	Doing Good, Feeling Good - Business Healthy event giving insight into the benefits of organisations engaging in volunteering and CSR opportunities
20/02/20	Toynbee Hall;	Learning Visit	Ruth Feder; Giles Shilson	Toynbee Hall;	Very productive Learning Visit
24/02/20 20	London Funders	London Funders Big Network Day	David Farnsworth	City Hall	Chance to network with other funders.
26/02/20	Paul Hamlyn Foundation	Seminar	Julia Mirkin (only)	PHF Offices	Evaluation findings presentation by Renaissi on PHF's Youth Fund

28/02/20	The Prince's Trust	Panel Discussion	Alderman Alison Gowman, Ciaran Rafferty Funding Director, Shegufta Slawther, Funding Manager	The House of Lords	Tackling Youth Violence
03/03/20	CoL	London Funders round table event	Julia Mirkin	CoL	Round table event about Resilience.
03/03/20 20		Action Learning Lunch	David Farnsworth	The Sky Room, The Story Garden	Action learning with other CEOs
03/03/20 20	The Clothworkers Company	Dinner for Masters and Clerks Dinner	David Farnsworth	Clothworkers Hall	

04/03/20	CBT	Committee Dinner	CBT Committee, staff and partners	Barbican	Annual Dinner
05/03/20	Beat	Seminar	Geraldine Page	All London	Eating Disorders Panel Discussion -Treatment Models that Empower Families
10.03.20	Prince's Trust	Dinner	Dhruv Patel and Alison Gowman	Buckingham Palace	A thank you from PT for our support