

<b>Committee</b>	<b>Dated:</b>
City Bridge Trust Committee	<b>17<sup>th</sup> September 2020</b>
<b>Subject:</b> City Bridge Trust Communications & Events Attended	<b>Public</b>
<b>Report of:</b> The Chief Grants Officer & Director of City Bridge Trust (CGO)	<b>For Information</b>
<b>Report author:</b> 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 01/07/2020 and 31/08/2020 against some of the audiences identified in the communications vision. This shows continued levels of engagement against our audiences.
2. Appendix 2 provides a detailed breakdown of the media activity supporting delivery of your Communications Strategy during this period, led by Tim Fletcher.
3. Some of the grants awarded during this unusual period were covered in several media outlets. This includes grants awarded under Bridging Divides and the London Community Response Fund as well as the City Corporation's International Disaster's Fund to both Beirut and COVID-19. Coverage includes grants to: Islington Chinese Association, Havering Woman's Aid, Action on Disability and Jewish Woman's Aid.
4. Several articles about CBT's adaptability and collaborative response to COVID were covered in specialist and London media including City Matters, UK Fundraising, Civil Society, MyLondon and Third Sector.
5. In total, we achieved 58 items of media coverage, 42 of them generated from news releases. 11 news releases were issued.
6. Members and Officers were able to virtually attend several seminars and events and some details are outlined in Appendix 3.

## Appendix 1: Key Audience Groups

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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).	<i>London Post</i> <i>Ham &amp; High</i> <i>City Matters</i> <i>Romford Recorder</i>	CBT Twitter: <ul style="list-style-type: none"> <li>• 8388 followers</li> <li>• 52.1K impressions*</li> </ul> CBT Website: <ul style="list-style-type: none"> <li>• 4612 users</li> <li>• 6311 sessions</li> <li>• 1 mins and 42 s average time spent, mainly on the 'What We Fund' page</li> </ul>
Regulators & politicians	<ul style="list-style-type: none"> <li>• Danny Kruger MP</li> </ul>	<i>Guardian</i>	n/a

Audience	Face to face	Online and Printed Media channels	Online content
Immediate stakeholders**	<ul style="list-style-type: none"> <li>• London Funders</li> <li>• Trust for London</li> <li>• GLA</li> <li>• London Councils</li> <li>• London Plus</li> <li>• Clothworkers Association</li> </ul>	<ul style="list-style-type: none"> <li>• <i>Charity Today</i></li> <li>• <i>UK Fundraising</i></li> <li>• <i>Civil Society</i></li> <li>• <i>Disability News</i></li> <li>• <i>Third Sector</i></li> </ul>	<ul style="list-style-type: none"> <li>• News items on the CoL intranet and e-bulletin.</li> <li>• Regular updates in the Members' Briefing.</li> </ul>
Other funders, policy makers & key commentators	<p>Meetings &amp; events with various funders including:</p> <ul style="list-style-type: none"> <li>• Beacon Collective</li> <li>• Paul Hamlyn</li> <li>• National Lottery</li> <li>• Baring Foundation</li> <li>• Metropolitan Migration Foundation</li> <li>• NFP Synergy</li> <li>• New Philanthropy Capital</li> <li>• Young Foundation</li> </ul>	<ul style="list-style-type: none"> <li>• <i>Jewish News</i></li> <li>• <i>Pioneers Post</i></li> <li>• <i>CCTV</i></li> </ul>	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

**June – August 31<sup>st</sup> 2020**

### Media Coverage – 20 June to 28 August 2020

Fund	Date	Story link	Subject	Audience	From news release
City Bridge Trust	21/06	<a href="#">City Matters</a>	City Bridge Trust has relaxed conditions for the use of its funding to help charities facing an 'existential threat' as a result of the coronavirus pandemic. City Bridge Trust Committee chairman Dhruv Patel is quoted.	City	<a href="#">Funding lifeline for coronavirus-hit charities battling for survival</a> (Jun 18)
	24/06	<a href="#">UK Fundraising</a>		Specialist	
	24/06	<a href="#">Third Sector</a>		Specialist	
City Bridge Trust	26/06	<a href="#">London-TV</a>	A new London Funders report shows how place-based giving schemes can help shape positive recovery for communities in the wake of the pandemic. Dhruv Patel is quoted.	London	
City Bridge Trust	24/06	<a href="#">City AM</a>	A £200,000 City Bridge Trust grant to west London-based charity Maggie's will help people cope with the 'bombshell' financial impact of cancer. Dhruv Patel is quoted.	London	<a href="#">£200k funding to help 'bombshell' financial impact of cancer</a> (Jun 25)
	24/06	<a href="#">MSN News</a>		International	
	25/06	<a href="#">London Post</a>		London	
	25/06	<a href="#">Charity Today</a>		Specialist	
	26/06	<a href="#">Radio Jackie</a>		Local	
	27/06	<a href="#">City Matters</a>		City	

City Bridge Trust	29/06	<a href="#">Pioneers Post</a>	In an article on diversity in the third sector by social entrepreneur Yvonne Field, City Bridge Trust is mentioned as a partner in Civil Society Roots, a programme set up to promote equality across London.	Specialist	
City Bridge Trust	01/07	<a href="#">Jewish News</a>	Coverage of a City Bridge Trust grant to Jewish Women's Aid, a charity facing a surge in demand from domestic abuse victims during the pandemic, including quotes from Dhruv Patel.	Specialist	<a href="#">£250k boost for Jewish women's charity facing COVID-19 surge</a> (Jun 30)
	02/07	<a href="#">Jewish News</a> (blog)		Specialist	
	02/07	<a href="#">Jewish News</a> (print) *		Specialist	
	02/07	<a href="#">City Matters</a>		City	
City Bridge Trust	02/07	<a href="#">Cobseo</a>	Dhruv Patel is quoted following a £71,600 City Bridge Trust grant made to the armed forces charity SSAFA for its Stepping Stone Home, to support domestic abuse victims.	Specialist	
<b>Featured story:</b>					
City Bridge Trust   LCRF	06/07	<a href="#">City Matters</a>	The latest 'City Natters' podcast features Alison Gowman, Deputy Chair of the City Bridge Trust Committee, who talks about how the trust is adapting to support as many organisations as possible through the pandemic and how the sector as a whole might adapt in future.	City	
City Bridge Trust	08/07	<a href="#">London Post</a>	Coverage of a £260,400 City Bridge Trust grant for the Graeae theatre company,	London	
	09/07	<a href="#">City Matters</a>		City	

	09/07	<a href="#">Disability News Service</a>	which helps deaf and disabled actors break into the arts. Dhruv Patel is quoted.	Specialist	<a href="#">Grant for theatre company breaking down barriers for disabled youth</a> (Jul 8)
	09/07	<a href="#">DPAC</a>		Specialist	
	16/07	<a href="#">Ham &amp; High</a> *		Local	
	16/07	<a href="#">Islington Gazette</a> *		Local	
Featured story:					
City Bridge Trust   LCRF	July	<a href="#">Charity Times</a> *	The July edition of the magazine carries a two-page Q&A with Dhruv Patel, who talks about equality, issuing funding during the pandemic and the need for a more streamlined grants process.	Specialist	
	15/07	<a href="#">Charity Times</a> (web)		Specialist	
International Disasters Fund	16/07	<a href="#">London Post</a>	Finance Committee Chairman Jeremy Mayhew is quoted in a story about a £20,000 grant from the City Corporation's International Disasters Fund to the Disasters Emergency Committee to help people in the world's most disadvantaged communities fight COVID-19.	London	<a href="#">Call for City firms to back DEC COVID-19 appeal</a> (Jul 16)
	19/07	<a href="#">City Matters</a>		City	
City Bridge Trust	20/07	<a href="#">City Matters</a>	Coverage of a £220,000 City Bridge Trust grant to west London charity Action On Disability for a project helping young people become more independent. Dhruv Patel is quoted.	City	<a href="#">Disabled youth charity's £220k boost helps tackle isolation</a> (Jul 17)
	20/07	<a href="#">Charity Today</a>		Specialist	
	23/07	<a href="#">Disability News Service</a>		Specialist	
	23/07	<a href="#">DPAC</a>		Specialist	
	04/08	<a href="#">Hammersmith Today</a>		Local	

	05/08	<a href="#">MyLondon</a>		London	
City Bridge Trust   LCRF	22/07	<a href="#">Civil Society</a>	City Bridge Trust is mentioned in a piece about the London Community Response, which has allocated more than £22 million in grants to help charities cope with the impact of coronavirus.	Specialist	
City Bridge Trust	24/07	<a href="#">London Post</a>	A £127,500 City Bridge Trust grant for Havering Women's Aid will offer 'life-changing' support for the increasing number of girls trapped in abusive relationships with gang members. Dhruv Patel is quoted.	London	<a href="#">'Life-changing' support for girls in abusive relationships with gang members</a> (Jul 24)
	25/07	<a href="#">City Matters</a>		City	
	27/07	<a href="#">Charity Today</a>		Specialist	
	30/07	<a href="#">Romford Recorder</a>		Local	
City Bridge Trust   LCRF	01/08	<a href="#">City Matters</a>	Coverage of a £12 million cash boost for the London Community Response Fund, including £5 million from City Bridge Trust and £7 million from the National Lottery Community Fund – as one organisation to benefit hailed the 'game-changing' support it offers. Dhruv Patel is quoted.	City	<a href="#">£12m cash boost for 'game-changing' coronavirus fund</a> (Jul 31)
	04/08	<a href="#">UK Fundraising</a>		Specialist	
	17/08	<a href="#">Ethical Marketing News</a>		Specialist	
City Bridge Trust	05/08	<a href="#">The Stage</a>	City Bridge Trust is mentioned in a piece referring to the support it has given for the play '15 Heroines'	Specialist	
	06/08	<a href="#">Act Drop</a>		Specialist	
City Bridge Trust   LCRF	10/08	<a href="#">The Voice</a>	Coverage of a £5,000 grant awarded to The Jason Roberts Foundation from the London Community Response Fund.	Specialist	
<b>Featured story:</b>					
City Bridge Trust	12/08	<a href="#">wn.com</a>		International	

	13/08	<a href="#">City Matters</a>	Over 12,000 Chinese people facing 'self-enforced segregation' and a coronavirus-fuelled surge in racism will benefit from a £250,000 City Bridge Trust grant to Islington Chinese Association. Dhruv Patel is quoted while the CCTV story includes a video interview with Cathy Mahoney.	City	<a href="#">'Bridging the gap' between London Chinese communities facing racism surge</a> (Aug 12)
	13/08	<a href="#">London Post</a>		London	
	21/08	<a href="#">CCTV</a> [Chinese]		International	
	26/08	<a href="#">China Daily</a>		International	
	26/08	<a href="#">weixin.qq.com</a> [Chinese]		International	
City Bridge Trust	13/08	<a href="#">Agility PR Solutions</a>	Coverage of a City Bridge Trust-funded event – The London Harvest Festival.	Specialist	
	14/08	<a href="#">London Post</a>		London	
<b>Featured Story:</b>					
City Bridge Trust	17/08	<a href="#">City AM</a>	Policy Chair Catherine McGuinness talks about how organisations including City Bridge Trust stepped up to respond to the coronavirus pandemic, and how she hopes the 'unsung heroes' who give up their time to volunteer will get greater recognition post-COVID.	London	
Bridge House Estates	19/08	<a href="#">Know Your London</a>	Bridge House Estates is mentioned in an article in about Guildable Manor.	London	
City Bridge Trust	20/08	<a href="#">Ham &amp; High</a>	City Bridge Trust is mentioned in an article about virtual exhibitions at Kentish Town Health Centre on autism and mindfulness.	Local	
International Disasters Fund	21/08	<a href="#">City Matters</a>	Jeremy Mayhew, Chairman of the Finance Committee, is quoted in a story on the City of London Corporation's donation to the British Red Cross Beirut Emergency Appeal	City	<a href="#">Beirut Appeal: City Corporation sends emergency aid funds and calls for firms to follow suit</a> (Aug 20)



City Bridge Trust	24/08	<a href="#">Guardian</a>	City Bridge Trust is referenced in an article about the rise in popularity of community food growing during the COVID-19 pandemic.	National	
City Bridge Trust	25/08	<a href="#">One Dance UK</a>	Mention of City Bridge Trust in a piece about a dance group performance for the elderly tenants of Greenwood Sheltered Housing in Camden.	Specialist	
City Bridge Trust	25/08	<a href="#">City Matters</a>	Deptford-based food redistribution charity FareShare London has been awarded a £376,000 grant from City Bridge Trust to support its work to send surplus supermarket food to charities and community groups. Dhruv Patel is quoted.	City	<a href="#">'Inspirational' food charity battling COVID-19 surge gets £376k boost (Aug 24)</a>
* = viewable internally only					

## CITY BRIDGE TRUST

### External Events attended July – August 2020

Date	Host Organisation	Type of Event	City of London's Representative	Location/Borough	Summary
02/07/20	Metropolitan Migration Foundation	Committee Meeting	Tim Wilson	Zoom	A regular Committee meeting for this grant-making organisation. Your officer is a member.
02/07/20	International Institute for Environment and Development (IIED)	Webinar	Lily Brandhorst	Zoom	Covid-19 and Inequality: how grassroots communities are taking action
02/07/20	Community Action and Giving Social Action and Loneliness Team, Office for Civil Society, Miriam Levin	VCS EP/LRF workshop	Fiona Rawes	Google Meet	Voluntary and Community Sector Emergency Partnership (VCS EP) can best support LRFs work to meet local needs during the COVID19 crisis and recovery.

Date	Host Organisation	Type of Event	City of London's Representative	Location/Borough	Summary
03/07/20	Ministry of Justice	Roundtable	Tim Wilson	Zoom	A roundtable for funders on disproportionality in the criminal justice system.
07/07/20	London Funders	Seminar	Tim Wilson	Zoom	A briefing on London's Poverty Profile from Trust for London.
14/07/20	Paul Hamlyn Foundation	Webinar	Lily Brandhorst	Zoom	Poverty to Solutions: Exploring barriers to funding at grassroots level
20/07/20	Young Foundation	Seminar	Tim Wilson	Zoom	A roundtable looking at improving equalities practice in the social investment sector.
20/07/20	Institute of Voluntary Action Research	Meeting	Jemma Grieve Combes	Zoom	First meeting of IVAR's Covid-19 learning review with small group of funders

Date	Host Organisation	Type of Event	City of London's Representative	Location/Borough	Summary
22/07/20	Institute of Voluntary Action Research	Community of practice	Jemma Grieve Combes	Zoom	Space for foundation learning and evaluation leads to share learning and challenges on learning in Covid-19.
23/07/20	New Philanthropy Capital	Roundtable	Tim Wilson	Zoom	A meeting to discuss findings from NPC's "Better Way" report on power-sharing in grant making.
23/07/20	NFP Synergy	Seminar	Jemma Grieve Combes	Zoom	Meeting to share insights and case studies of NFP's grant makers benchmarking tool.
27/07/20	Merchant Taylors Company	Seminar	Tim Wilson	Zoom	Your officer was invited to speak to Members of the Merchant Taylors' Livery about our approach to programme strategy.
27/07/20	New Philanthropy Capital	Seminar	Tim Wilson, Catherine Mahoney	Zoom	A meeting hosted by NPC with a presentation from Danny Kruger MP about the Government's engagement with the charity sector.

Date	Host Organisation	Type of Event	City of London's Representative	Location/Borough	Summary
12/07/20	Baring Foundation	Webinar	Ciaran Rafferty, Sandra Jones	Zoom	A webinar to highlight the PAP approach to provide legal support to vol sector advice agencies.
Fridays	CoL (DCCS)	Meeting	Ciaran Rafferty	Teams	Weekly meeting of the Silver Recovery Group – CBT is attending the DCCS Group.
23/07/20	ACF	Meeting	Dinah Cox	Zoom	Monitoring & Evaluation network meeting: Data on the emerging needs of communities and the voluntary sector during Covid-19
30/07/20	Future Foundations	Learning Meeting	Dinah Cox	Zoom	Discussion on good practice around race and funding.
31/07/20	Various: BAME Foundation	Meeting	Dinah Cox	Zoom	Potential of creating a BAME Foundation.

Date	Host Organisation	Type of Event	City of London's Representative	Location/Borough	Summary
17/08/20	CoL	Webinar	Kate Halahan, Dinah Cox, Lily Brandhorst	Teams	The City & the Transatlantic Slave Trade: A Virtual Tour by Dominic Burris-North, London Blue Badge Guide.
26/08/20	Pro Bono Economics	Webinar	Catherine Mahoney, Fiona Rawes	Zoom	Lord Gus O'Donnell in conversation with Danny Kruger about the future role and recognition of civil society

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