

Committee	Dated:
City Bridge Trust Committee	26th November 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 01/09/2020 and 31/10/2020 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 both Bridging Divides and the London Community Response Fund. Good coverage was achieved, from BBC Radio London to local outlets such as the Ham & High and Hackney Gazette. The Octopus Community Network gained widespread coverage, from trade to local media for their CBT grant, and some targeted media coverage appeared in GayStar News about grants to LGBTQ communities – communicating to key audiences about grants available.

4. In total, we received 64 items of media coverage, 41 of which were generated from news releases. Ten news releases were issued.
5. Members and Officers were able to virtually attend several seminars and events and some details are outlined in Appendix 3.

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Appendix 1: Key Audience Groups

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Audience	Face to face	Online and Printed Media channels	Online content
Londoners	<ul style="list-style-type: none"> • London Funders • Heart of the City 		CBT Twitter: <ul style="list-style-type: none"> • 8575 followers • 34.7k impressions* CBT Website: <ul style="list-style-type: none"> • 6203 users • 8622 sessions • 2 mins and 27 s average time
Regulators & politicians	<ul style="list-style-type: none"> • Danny Kruger MP • GLA • London Transition Board • Centre for Social Justice 		n/a

Audience	Face to face	Online and Printed Media channels	Online content
Immediate stakeholders**	<ul style="list-style-type: none"> • IVAR 	<ul style="list-style-type: none"> • <i>Charity Today</i> • <i>Third Sector</i> • <i>FE News</i> • <i>UK Fundraising</i> • <i>Civil Society</i> • <i>Disability News</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> <ul style="list-style-type: none"> • London Youth • London Funders • Baring Foundation 		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

Media Coverage – August 28 to November 10 2020					
Fund	Date	Story link	Subject	Audience	From news release
City Bridge Trust	03/09	Essex Magazine	City Bridge Trust has awarded £250,000 to Caxton Youth Organisation to boost young people’s post-COVID wellbeing. Dhruv Patel, Chairman of the City Corporation’s City Bridge Trust Committee, is quoted.	Local	£250k grant to boost young people’s post-COVID wellbeing (Jun 18)
	04/09	City Matters		London	
	04/09	Charity Today		Specialist	
City Bridge Trust	04/09	At The Theatre	Coverage of a City Bridge Trust-funded project, My Mind Matters, run by Total Insight Theatre, which allows young people to explore their creativity through filmmaking.	London	
City Bridge Trust	05/09	East London News	A story about Stepney City Farm reopening for visitors credits funding from City Bridge Trust for additional staff.	Local	
	05/09	London Bangla		Specialist	
Bridge House Estates	07/09	BBC London Radio *	Bridge House Estates gets a favourable mention in a broadcast about the state of London’s Bridges, prompted by the closure of Hammersmith Bridge.	London	
City Bridge Trust	10/09	Ham & High *	City Bridge Trust is referenced in a reader’s letter on charges to swim at the Hampstead Heath ponds.	Local	

City Bridge Trust	11/09	Docklands & East London Advertiser	Coverage of a £150,000 City Bridge Trust grant to theatre company Cardboard Citizens to enable it to improve the mental health of homeless people. Dhruv Patel is quoted.	Local	Tackling trauma – theatre company’s new approach to homeless wellbeing (Sep 11)
	14/09	City Matters		City	
	14/09	Charity Today		Specialist	
	14/09	London Post		London	
Featured story:					
Neighbourhood Fund	17/09	BBC Radio London *	Coverage of applications opening for the City Corporation’s new £5 million Community Infrastructure Levy Neighbourhood Fund includes an interview on BBC Radio London’s afternoon show with project manager James Lee.	London	Community groups in the City urged to bid for share of £5m funding pot (Sep 15)
	15/09	London Post		London	
	16/09	UK Fundraising		Specialist	
	16/09	Charity Today		Specialist	
City Bridge Trust LCRF	16/09	At The Theatre	A grant was provided from the London Community Response Fund through City Bridge Trust for a digital project at The Hope Theatre, in Islington.	Specialist	
	16/09	Broadway World ,		Specialist	
	16/09	Theatre Weekly		Specialist	
	16/09	Theatre-News.com		Specialist	
	18/09	Islington Gazette		Local	
	18/09	Hackney Gazette		Local	
City Bridge Trust	22/09	UK Fundraising	Black, Asian, multi-ethnic, and refugee-led charities and social enterprises will get extra help accessing the money that they need to survive, following a £150,000 grant from City Bridge Trust to Money4You. Dhruv Patel is quoted.	Specialist	Helping BAMER-led charities navigate the funding maze (Sep 22)
	22/09	FE News		Specialist	
	23/09	City Matters		City	

City Bridge Trust	24/09	Broadway World	City Bridge Trust is referenced in an article about the National Youth Theatre's plans for 2020-21.	Specialist	
	24/09	At the Theatre		Specialist	
City Bridge Trust LCRF	01/10	Bloomberg	City Bridge Trust is referenced in an article in on how the London Community Response Fund is helping to tackle mental health disparities among young people, which have widened during COVID-19.	Specialist	
Featured story:					
City Bridge Trust LCRF	02/10	Gay Star News	Coverage, including in one of the main LGBT+ media outlets, of London Community Response Fund grants through City Bridge Trust for LGBT+ projects to support mental health. Dhruv Patel is quoted.	Specialist	COVID crisis fund helps deliver 'life-saving' support for LGBT+ people (Oct 1)
	02/10	City Matters		City	
	01/10	London Post		London	
City Bridge Trust	08/10	South London Press	Dhruv Patel is quoted in relation to a £110k City Bridge Trust grant to charity Access Sport, to train 60 new volunteers at community sports clubs in Greenwich, Lewisham and Southwark to deliver inclusive sporting opportunities to 800 disabled young people.	Local	Inclusive sport drive helps hundreds of young south Londoners (Oct 9)
	09/10	London Post		London	
	09/10	FE News		Specialist	
	12/10	City Matters		City	
	13/10	Charity Today		Specialist	
City Bridge Trust	15/10	London Post	Reporting on the £200k grant from City Bridge Trust to support domestic abuse charity Woman's Trust with additional counselling and therapy sessions. Dhruv Patel is quoted.	London	'Life-saving' domestic abuse charity gets funding boost (Oct 15)
	20/10	City Matters		City	

Featured story:					
City Bridge Trust	26/10	BBC Radio London	Widespread coverage – including on BBC Radio London (link expires 24 Nov 2020) of a £186,400 City Bridge Trust grant for Octopus Community Network to tackle food poverty in the borough. Dhruv Patel is quoted.	London	Community group digs deep to tackle food poverty (Oct 23)
	20/10	Islington Gazette (web)		Local	
	23/10	Islington Tribune (web)		Local	
	23/10	Islington Tribune (print) *		Local	
	23/10	The World News		International	
	23/10	FE News		Specialist	
	25/10	London Post		London	
	26/10	Charity Today		Specialist	
	27/10	City Matters		City	
	28/10	Sustain		Specialist	
29/10	Islington Gazette (print) *	Local			
City Bridge Trust	21/10	London Post	City Bridge Trust is mentioned in a story on a new internship programme launched by the charity Beyond Autism.	London	
City Bridge Trust	26/10	The Voice	City Bridge Trust is referenced in an article on casting being revealed for a Jermyn Street Theatre production of 15 Heroines, retelling the stories of women of classical myth.	Specialist	

Featured story:					
City Bridge Trust	29/10	BBC Radio London *	Cathy Mahoney, City Bridge Trust communications manager, is interviewed on BBC Radio London's breakfast show as part of a piece about the work The Prince's Trust is doing across the capital, thanks to a £10 million grant from the City Corporation's charity funder.	London	
City Bridge Trust	30/10	London Post	Coverage of a £117k City Bridge Trust grant to the Limehouse Project, to help vulnerable residents in Tower Hamlets access benefits and manage their money. Dhruv Patel is quoted.	London	New scheme to help vulnerable Tower Hamlets residents manage money (Oct 30)
	02/11	City Matters		City	
	03/11	Charity Today		Specialist	
	05/11	Docklands & East London Advertiser *		Local	
City Bridge Trust	04/11	Civil Society News	City Bridge Trust is mentioned as 100 funders pledged renewed support to charities battling the pandemic ahead of the second lockdown. David Farnsworth, chair of London Funders and chief grants officer at City Bridge Trust is quoted.	Specialist	
City Bridge Trust	05/11	Islington Now	City Bridge Trust is referenced in a story about for a Christmas appeal launched by Hilldrop Community Centre.	Local	

City Bridge Trust	05/11	Broadway World	City Bridge Trust is mentioned, referencing its support for new live-recorded family shows produced by the Half Moon Theatre for people to watch at home.	Specialist	
	05/11	London Theatre 1		Specialist	
	06/11	Docklands & East London Advertiser		Local	
	06/11	Theatre Weekly		Specialist	
City Bridge Trust	06/11	London Post	A £250k City Bridge Trust grant to Abbey Community centre will fund activities for older people in Kilburn. Dhruv Patel is quoted.	London	£250k boost for charity helping older people in Kilburn (Nov 5)
	06/11	Charity Today		Specialist	
Bridge House Estates	06/11	New Civil Engineer	Bridge House Estates is mentioned in an article in about contractors being sought for the refurbishment of Blackfriars Bridge.	Specialist	

* = viewable / listenable internally only

CITY BRIDGE TRUST

External Events attended Sept– October 2020

Date	Host Organisation	City of London's Representative	Location/Borough	Summary / Link to report
09.09.20	IVAR	Jemma Grieve Combes	Zoom	Evaluation Roundtable: specialist discussion and reflection on learning and evaluation in Trusts and Foundations during Covid
8.09.20	Homeless Link	Kate Moralee	Zoom	Funder Focus event – to discuss funding within the Homelessness Sector, priorities, emerging need and recovery
10.09.20	NPC	Multiple CBT staff members	Zoom	Power dynamics in funding relationships (NPC funder drop-in)

Date	Host Organisation	City of London's Representative	Location/Borough	Summary / Link to report
18.09.20	NPC	Kate Moralee	Zoom	Trauma, Gender and Culture informed care – embedding this approach in services
29.09.20	London Funders	Multiple CBT staff members	Zoom	London Community Response Intelligence & Insight Sharing – Mental Health
29.09.20	London Funders	Multiple CBT staff members	Zoom	London Community Response Intelligence & Insight Sharing – Homelessness
01.10.20	Sustain / GLA	Lily Brandhorst	Zoom	Older Londoners Food Summit
7.10.20	London Funders	Multiple CBT staff members	Zoom	London Community Response Intelligence & Insight Sharing – Homelessness

Date	Host Organisation	City of London's Representative	Location/Borough	Summary / Link to report
08.10.20	IVAR	Jemma Grieve Combes	Zoom	Workshop (part of research we're part funding) to explore what needs to be different in grant-making beyond the Covid-19 emergency
12.10.20	London Funders	Multiple CBT staff members	Zoom	Introduction to London Funders week long webinar series on Brexit, with an overview from Civil Society Alliance – where we are now and potential Brexit scenarios and impacts on civil society
15.10.20	London Funders	Jenny Field	Zoom	LCR Learning: Scenario workshop with Strategy Group Members
19.10.20	NPC	Tim Wilson	Zoom	A Q&A with Danny Kruger MP about his recent review of civil society for Government
20-22.10.20	London Funders	Multiple CBT staff members	Zoom	London Funders Conference held over three days, covering Covid-19 in the context of 'Past, Present and Future'

Date	Host Organisation	City of London's Representative	Location/Borough	Summary / Link to report
21.10.20	London Funders	David Farnsworth	Zoom	London Funders Camference. Discussion on how covid-19 has impacted the capital's communities, to share hopes for the future, and to discuss the role that funders need to play in supporting civil society.
21.10.20	CBT/ Collaborate CiC	Jenny Field	Zoom	Cornerstone Fund Learning and Celebration Workshop
22.10.20	Heart of the City	Kate Moralee	Zoom	Scenario Planning workshop for CBT funding partners
29.10.20	The Ethical Property Foundation	Multiple CBT staff members	Zoom	Learning lunch discussing London Charity Property Matters survey, sector trends and the realities London's charities are facing in the current climate.
29.10.20	CBT	Jenny Field	MS Teams	Cornerstone Fund and the Civil Society Roots 2 programme discussion

