

Committee	Dated:
City Bridge Trust (CBT)	28th January 2021
Subject: CBT Communications & Events Attended	Public
Which outcomes in the City Corporation's Corporate Plan does this proposal aim to impact directly?	N/A
Does this proposal require extra revenue and/or capital spending?	N
If so, how much?	N/A
What is the source of Funding?	N/A
Has this Funding Source been agreed with the Chamberlain's Department?	N/A
Report of: Chief Grants Officer and Director of CBT (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 01/11/2020 and 01/01/2021 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. Further positive television coverage came in a BBC London News story on a grant to Rethink Mental Illness to help students' mental health, including an interview with Communications Manager Cathy Mahoney, while there was also extensive coverage of grants to Reaching Higher, to help vulnerable young people in Croydon, and ARTification, for a 'regreening' and public art project in Acton.

4. Items of note also included coverage in the primetime Channel 5 series 'London's Greatest Bridges', which featured coverage of the work of City Bridge Trust and an interview with Alison Gowman, former deputy chair of the City Bridge Trust Committee.
5. Between 11 November and 13 January there were 56 items of media coverage, 41 of which were generated by news releases. A total of nine news releases were issued in this period.
6. Members and Officers were able to virtually attend several seminars and events and some details are outlined in Appendix 3.

Catherine Mahoney

M: 07542 228526

E: Catherine.Mahoney@cityofLondon.gov.uk

Appendix 1: Key Audience Groups

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Audience	Face to face	Online and Printed Media channels	Online content
Londoners	- Islington's Giving - London Funders - Centre for London	- London Loves Business - Chiswick Herald - Kilburn Times - London Post - Hackney Gazette - Ealing Times - This is Local London - Hillingdon & Uxbridge Times - BBC London News - City AM	CBT Twitter: 8710 followers 34.7k impressions* CBT Website N/a this session, analytics site down.
Regulators & politicians			n/a
Immediate stakeholders**		- Charity Times - FE News - Charity Today - Social Care Today	- 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
		Pioneers Post	
Other funders, policy makers & key commentators	Meetings & events with various funders including: ACF		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 – 11 November, 2020 to 13 January, 2021					
Fund	Date	Story link	Subject	Audience	From news release
City Bridge Trust	11/11	Broadway World	City Bridge Trust Committee Chairman Dhruv Patel is quoted in a story about a £200,000 grant to Deafinitely Theatre, the first professional theatre company to be launched and led by members of the UK's Deaf community.	Specialist	Funding boost for theatre project for deaf young people (Nov 11)
	11/11	At The Theatre		Specialist	
	11/11	Charity Today		Specialist	
	12/11	Theatre Weekly		Specialist	
	12/11	London Post		London	
	13/11	City Matters		City	
City Bridge Trust LCRF	11/11	The Voice	David Farnsworth, Chief Grants Officer and Director of City Bridge Trust, is quoted in news that London Mayor Sadiq Khan has announced a	Specialist	
	11/11	London Loves Business		Specialist	
	11/11	Chiswick Herald		Local	

			further £1.4m contribution to the London Community Response to help organisations impacted by Covid-19		
City Bridge Trust	13/11	Kilburn Times	Further coverage of a £250,000 City Bridge Trust grant to Abbey Community Centre for activities for older people in Kilburn. Dhruv Patel is quoted.	Local	£250k boost for charity helping older people in Kilburn (Nov 5)
City Bridge Trust	19/11	London Post	Coverage of a £216k City Bridge Trust grant to London Wildlife Trust, to get Hackney residents more involved in a local nature reserve. Dhruv Patel is quoted.	London	New drive to get Hackney residents close to nature (Nov 19)
	20/11	Hackney Gazette		Local	
	20/11	Horticulture Week (£)		Specialist	
	20/11	The World News		International	
	24/11	City Matters		City	
City Bridge Trust LCRF	20/11	Broadway World	City Bridge Trust and the London Community Response Fund are mentioned in a story about digital theatre shows being staged by the Hope Theatre, in Islington.	Specialist	
	20/11	Theatre News		Specialist	
	20/11	At The Theatre		Specialist	
	20/11	Theatre Weekly		Specialist	
City Bridge Trust	26/11	Charity Times (£)	City Bridge Trust is referenced in an article about the Government's Spending Review and the impact it has on support for beneficiaries.	Specialist	

City Bridge Trust	27/11	London Post	Reports on a £134,700 City Bridge Trust grant to the Archway-based Maya Centre, to help it offer counselling to women who have suffered domestic violence, physical or sexual abuse or trauma. Dhruv Patel is quoted.	London	Islington charity can help more women 'on the margins' (Nov 27)
	30/11	City Matters		City	
Featured story:					
City Bridge Trust	02/12	London Post	Reports on a grant awarded by City Bridge Trust to the charity Rethink Mental Illness, to help its work to support university students struggling with their emotional wellbeing. Dhruv Patel is quoted. Cathy Mahoney, City Bridge Trust communications manager, is interviewed on BBC London News.	London	Helping students help themselves to good mental health during pandemic (Dec 2)
	03/12	City Matters		City	
	03/12	FE News		Specialist	
	04/12	Social Care Today		Specialist	
	13/01	BBC London News *		London	
City Bridge Trust	02/12	Broadway World	City Bridge Trust is referenced in stories about new plays produced by the Boundless Theatre Company.	Specialist	
	02/12	At The Theatre		Specialist	
City Bridge Trust	07/12	Pioneers Post	City Bridge Trust is mentioned in an article looking at the role of Social Ark, which helps young people in Tower Hamlets with lived experiences to develop social	Specialist	

			businesses of their own.		
City Bridge Trust LCRF	09/12	London Post	Coverage of a £7 million boost for BAME-led organisations across the capital with London Community Response Fund money from City Bridge Trust and the National Lottery Community Fund. Dhruv Patel, is quoted.	London	£7 million boost for coronavirus-hit BAME communities (Dec 9)
	10/12	Eastern Eye		Specialist	
	10/12	City Matters		City	
City Bridge Trust	11/12	City Matters	Coverage of the City Corporation's backing for the pan-London Covid Community Campaign, to provide food and essentials to those struggling this winter. Dhruv Patel is quoted.	City	City Corporation backs campaign to fight hunger this winter (Dec 9)
Featured story:					
City Bridge Trust	17/12	Ealing Times	Widespread coverage of a City Bridge Trust-funded scheme in which youngsters join forces with the older generation for a 're-greening' and public art project in Acton run by the charity ARTification. Dhruv Patel is quoted.	Local	Green scheme bridges divide and brings west London community together (Dec 17)
	17/12	This is Local London		London	
	17/12	Hillingdon & Uxbridge Times		Local	
	18/12	London Post		London	
	18/12	Acton W3		Local	
	21/12	Horticulture Week (£)		Specialist	
	21/12	City Matters		City	
City Bridge Trust	17/12	FE News	A feature on how the COVID-19 pandemic has further broadened	Specialist	

			the education gap. City Bridge Trust funding for the Patrick Morgan Foundation is referenced.		
City Bridge Trust	18/12	Islington Gazette	City Bridge Trust is mentioned in an article on the Hilldrop Community Centre handing out 1,000 food parcels to help those in need amid the pandemic this Christmas.	Local	
Featured story:					
City Bridge Trust	22/12	Inside Croydon	Extensive coverage of a £143,750 City Bridge Trust grant to the charity Reaching Higher to help vulnerable young people in the borough boost their career and life prospects. Dhruv Patel is quoted.	Local	Youth charity's cash boost means it can help more at-risk teens (Dec 23)
	24/12	City Matters		City	
	24/12	FE News		Specialist	
	01/01	London Post		London	
	05/01	In Your Area		Local	
	06/01	Sutton & Croydon Guardian		Local	
	06/01	This Is Local London		Local	
City Bridge Trust	08/01	East London Advertiser	Reports on a mental health project in Tower Hamlets run by the charity Mind with £107,800 City Bridge Trust funding. Dhruv Patel is quoted.	Local	Mental health scheme offers support to those who 'suffer in silence' (Jan 8)
	08/01	London Post		London	
	11/01	City Matters		City	
	11/01	Charity Today		Specialist	
City Bridge Trust LCRF	12/01	City AM	City Bridge Trust and the London Community Response Fund are mentioned in an article by Lord Mayor William Russell on mental	London	

			health support being offered to people during the lockdown.		
Featured story:					
City Bridge Trust	13/01	Channel 5 - London's Greatest Bridges *	The work of City Bridge Trust and its grant to environmental charity Hubbub features in Channel 5 series London's Greatest Bridges. Alison Gowman, former Deputy Chair of the City Bridge Trust Committee, is interviewed.	National	
* = viewable / listenable internally only £ = paid / subscription-only content					

Appendix 3

CITY BRIDGE TRUST				
External Events attended November 2020 to January 2021				
Date	Host Organisation	City of London's Representative	Location / Borough	Summary / Link to report
17/11/20	Islington Giving Grants Panel	Kate Moralee	Zoom	Decision making for grant recommendations
w/c 23/11/2020	Civil Society	Karen Atkinson, Nathan Omane, Helen Martins	Online Webinars	Charity Finance Week – various webinars across the week on technical matters relevant to the sector
25&26/11/20	ACF Conference	Kate Moralee	Zoom	Panel discussions, presentations and workshops

Date	Host Organisation	City of London's Representative	Location /Borough	Summary / Link to report
03/12/2020	HMPPS	Natalie Jordan	Online webinar	Roundtable with HMPPS, MoJ, Trusts and Foundations
w/c 07/12/2020	Charity Finance Group	Karen Atkinson	Online webinars	Charity Finance Conference – various key note speakers on topics relevant to the sector, across the week
8/12/2020	Clinks	Natalie Jordan	Online webinar	Launch of 'Impact on the Voluntary Sector Working in Criminal Justice': https://www.clinks.org/publication/impact-covid-19-voluntary-sector-criminal-justice
08/12/20	GLA	Dinah Cox	Zoom	Anti-racism in London's Recovery presentation
09/12/2020	London Funders	David Farnsworth	Zoom	London Funders AGM.
9/12/20	DEI Funder Coalition	Kate Moralee	Zoom	Session 4 focussed on creating and inclusive culture and recruitment practice
9/12/2020	Metropolitan Thames Valley Migration Foundation	Tim Wilson	Zoom	Grant-making committee meeting
12//01/2021	London Funders	Tim Wilson, Kate Halahan	Zoom	"What London Needs" report launch and discussion

Date	Host Organisation	City of London's Representative	Location /Borough	Summary / Link to report
12/01/2021	Centre for London	Tim Wilson	Zoom	Impact investing roundtable looking at the potential for a London-focused social investment fund.