

<b>Committee</b>	<b>Dated:</b>
City Bridge Trust (CBT)	<b>25<sup>th</sup> March 2021</b>
<b>Subject:</b> City Bridge Trust Communications & Events Attended	<b>Public</b>
<b>Which outcomes in the City Corporation's Corporate Plan does this proposal aim to impact directly?</b>	<b>N/A</b>
<b>Does this proposal require extra revenue and/or capital spending?</b>	<b>N</b>
<b>If so, how much?</b>	<b>N/A</b>
<b>What is the source of Funding?</b>	<b>N/A</b>
<b>Has this Funding Source been agreed with the Chamberlain's Department?</b>	<b>N/A</b>
<b>Report of:</b> Chief Grants Officer and Director of CBT (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 01/01/2021 and 05/103/2021 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 the communications vision 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. Great coverage was achieved, from BBC Radio London and BBC News to local outlets such as the Southwark News, Inside Croydon and the South London Press. The Ability Bow grant received great coverage on BBC TV London lunchtime and

evening news. Extensive coverage of a grant to The Cares Family included a piece on BBC Radio London's Vanessa Feltz show (link expired).

4. The launch of the Beacon report, which calls for action to make the UK a global philanthropy hub, was covered in the Times and Times radio.
5. In total, we received 50 items of media coverage, 40 of which were generated from news releases, eight news releases were issued.
6. Members and Officers were able to virtually attend a few 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"> <li>London Funders</li> <li>London Plus,</li> <li>London Boroughs Faith Network</li> </ul>	<a href="#"><i>Brent and Kilburn Times</i></a> <a href="#"><i>London Post</i></a> <a href="#"><i>City Matters</i></a> <a href="#"><i>London Post</i></a> <a href="#"><i>London News Online</i></a> <a href="#"><i>London Post</i></a> <a href="#"><i>City Matters</i></a> <a href="#"><i>Southwark News</i></a> <a href="#"><i>Southwark News</i> *</a> <a href="#"><i>South London Press</i> *</a> <a href="#"><i>Brixton Blog</i></a>	CBT Twitter: <ul style="list-style-type: none"> <li>8988 followers</li> <li>15k impressions*</li> </ul> CBT Website: <ul style="list-style-type: none"> <li>1.2k users</li> <li>1.6 sessions</li> <li>2 mins and 33s average time</li> </ul>
Regulators & politicians		<ul style="list-style-type: none"> <li>GLA</li> <li>London Transition Board</li> <li>Centre for Social Justice</li> </ul>	<a href="#"><i>The Times</i></a>	n/a

Audience		'Face to face'	Online and Printed Media channels	Online content
Immediate stakeholders**		<ul style="list-style-type: none"> <li>Beacon Collective</li> </ul>	<ul style="list-style-type: none"> <li><a href="#">Charity Today</a></li> <li><a href="#">FE News</a></li> <li><a href="#">Civil Society</a></li> <li><a href="#">UK Fundraising</a></li> <li><a href="#">Charity Today</a></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		Meetings & events with various funders including: <ul style="list-style-type: none"> <li>Cripplegate Foundation</li> </ul>	<ul style="list-style-type: none"> <li>The Times</li> <li>The Guardian</li> <li>Civil Society</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

## Appendix 2 – Media Coverage

### Media Coverage – 14 January to 9 March 2021

Fund	Date	Story link	Subject	Audience	From news release
City Bridge Trust	14/02	<a href="#">Brent and Kilburn Times</a>	Coverage of a £68,000 City Bridge Trust grant for Cricklewood-based charity Ashford Place's dementia helpline. Chairman of the City Bridge Trust Committee Dhruv Patel is quoted.	Local	<a href="#">New dementia service offers 'lifeline' to people in Brent</a> (Jan 14)
	14/02	<a href="#">London Post</a>		London	
	18/02	<a href="#">City Matters</a>		City	

## Media Coverage – 14 January to 9 March 2021

Fund	Date	Story link	Subject	Audience	From news release
City Bridge Trust	19/01	<a href="#">Inside Croydon</a>	A £148,500 City Bridge Trust grant to Croydon-based mental health charity Hear Us will help twice as many people manage their finances, access benefits and maintain vital social contact. Dhruv Patel is quoted.	Local	<a href="#">Boost for mental health service which gives people hope</a> (Jan 22)
	22/01	<a href="#">City Matters</a>		City	
	22/01	<a href="#">Charity Today</a>		Specialist	
	22/01	<a href="#">London Post</a>		London	
City Bridge Trust	28/01	<a href="#">Fitzrovia News</a>	Reports on a new housing and welfare advice service for residents in Fitzrovia with funding from City Bridge Trust. Dhruv Patel is quoted.	Local	
City Bridge Trust	29/01	<a href="#">London Post</a>	Dhruv Patel is quoted in reports on a £70,500 City Bridge Trust grant to Stockwell-based Oasisplay for environmental play sessions for children.	London	<a href="#">Kids get muddy and learn in South London green 'oasis'</a> (Jan 29)
	29/01	<a href="#">FE News</a>		Specialist	
	03/02	<a href="#">City Matters</a>		City	
<b>Featured story:</b>					
City Bridge Trust	03/02	<a href="#">London News Online</a>	Extensive coverage of a £135,000 City Bridge Trust grant to The Cares Family for a project pairing up lonely older and younger people. Dhruv Patel is quoted. Coverage includes a piece on BBC Radio London's Vanessa Feltz show (link has expired).	Local	<a href="#">Bridging the generation gap to help lonely Londoners</a> (Feb 3)
	03/02	<a href="#">London Post</a>		London	
	04/02	<a href="#">City Matters</a>		City	
	05/02	<a href="#">Southwark News</a>		Local	
	10/02	<a href="#">BBC Radio London</a>		London	
	11/02	<a href="#">Southwark News</a> *		Local	
	12/02	<a href="#">South London Press</a> *		Local	
	15/02	<a href="#">Brixton Blog</a>		Local	
City Bridge Trust	09/02	<a href="#">The Times</a> *		National	

## Media Coverage – 14 January to 9 March 2021

Fund	Date	Story link	Subject	Audience	From news release
	09/02	<a href="#">Civil Society</a>	Coverage of the launch of a new report by the Beacon Collaborative, supported by City Bridge Trust, which calls for action to make the UK a global philanthropy hub.	Specialist	
	09/02	<a href="#">City AM</a>		London	
City Bridge Trust	10/02	<a href="#">City Matters</a>	City Bridge Trust is mentioned in an opinion piece which argues that civil society is the most underrated sector in the UK's property market.	City	
City Bridge Trust	11/02	<a href="#">UK Fundraising</a>	City Bridge Trust is included in a list on of funders that have signed a pledge to be open & trusting in their grant-making.	Specialist	
Bridge House Estates	14/02	<a href="#">The Guardian</a>	Bridge House Estates is mentioned in a story about the following a number of bridges needing maintenance work in London.	National	

### Featured story:

City Bridge Trust	15/02	<a href="#">Charity Today</a>	Coverage of an £89,200 City Bridge Trust grant to East End gym Ability Bow includes a piece on BBC London News (TV) featuring an interview with CBT communications manager Cathy Mahoney. Dhruv Patel is quoted in online stories.	Specialist	<a href="#">Covid no barrier to East End gym helping disabled people stay fit</a> (Feb 12)
	17/02	<a href="#">THIIS</a>		Specialist	
	17/02	<a href="#">Access &amp; Mobility Professional</a>		Specialist	
	24/02	<a href="#">Access &amp; Mobility Professional</a>		Specialist	
	04/03	<a href="#">BBC London News</a> *		London	

## Media Coverage – 14 January to 9 March 2021

Fund	Date	Story link	Subject	Audience	From news release
<b>Featured story:</b>					
City Bridge Trust	19/02	<a href="#">London Post</a>	Reports, including on <i>BBC Radio London</i> , of a £225,000 City Bridge Trust grant to Islington-based charity Hillside Clubhouse, to help people with mental health issues get back to work and achieve their potential. Dhruv Patel is quoted.	London	<a href="#">Mental health Clubhouse puts members in the driving seat</a> (Feb 19)
	22/02	<a href="#">City Matters</a>		City	
	24/02	<a href="#">Islington Gazette</a>		Local	
	24/02	<a href="#">FE News</a>		Specialist	
	24/02	<a href="#">BBC Radio London</a> *		London	
City Bridge Trust	23/02	<a href="#">Horticulture Week</a> (£)	Dhruv Patel is quoted in coverage of a £48,000 City Bridge Trust grant to Triangle Adventure Playground, in Lambeth, for a scheme which helps children learn about the natural world and grow their own food.	Specialist	<a href="#">Green-fingered kids go wild as healthy food scheme is extended</a> (Feb 23)
	23/02	<a href="#">London Post</a>		London	
	24/02	<a href="#">City Matters</a>		City	
	25/02	<a href="#">Charity Today</a>		Specialist	
	25/02	<a href="#">South London Press</a> *		Local	
	26/02	<a href="#">South London Press</a>		Local	
City Bridge Trust	01/03	<a href="#">BBC Radio London</a> *	Coverage of a City Bridge Trust-funded digital project, Giving Voice, run by the Pascal Theatre Company and aimed at helping isolated women during lockdown.	London	
City Bridge Trust	03/03	<a href="#">The Voice</a>	A story about the Moving On Up programme, a Trust for London initiative, working with City Bridge Trust and Black Training and Enterprise Group to assist young black men with job opportunities in Brent.	Specialist	

## Media Coverage – 14 January to 9 March 2021

Fund	Date	Story link	Subject	Audience	From news release
City Bridge Trust	04/03	<a href="#">London Post</a>	Coverage of a £246,000 City Bridge Trust grant to Kiln Theatre in Kilburn, to support its work helping young people, including refugees and asylum seekers, build their confidence and immerse themselves in the arts. Dhruv Patel is quoted.	London	<a href="#">Young people helped to make their voice heard through theatre</a> (Mar 4)
	04/03	<a href="#">FE News</a>		Specialist	
	04/03	<a href="#">Theatre Weekly</a>		Specialist	
	04/03	<a href="#">City Matters</a>		City	
	05/03	<a href="#">Charity Today</a>		Specialist	
	05/03	<a href="#">Brent &amp; Kilburn Times</a>		Local	
LCRF   City Bridge Trust	07/03	<a href="#">Film News</a>	The London Community Response Fund and City Bridge Trust are referenced for their support for the charity Birds' Eye View, for a project aimed at engaging disadvantaged communities through film.	Specialist	
* = viewable / listenable internally only   £ = paid / subscription-only content					



**CITY BRIDGE TRUST**

**External Events attended 1 Jan – 5 March 2021**

<b>Date</b>	<b>Host Organisation</b>	<b>Type of Event</b>	<b>City of London's Representative</b>	<b>Summary</b>
14/01/2021	London Plus, London Boroughs Faith Network	Volunteering Summit	Fiona Rawes, Karen Mangan, Alice Hall	Pan-London summit for stakeholders involved in delivering volunteering, including voluntary sector organisations and local authorities
09/02/2021	Beacon Collaborative	Report launch	Fiona Rawes, Alison Gowman, Catherine McGuinness	REPORT LAUNCH: The UK as a Centre of Excellence for International Philanthropists and Social Investors (Roundtable)
10/02/2021	London Councils	Meeting	Dhruv Patel	Grants Executive Meeting
01/03/2021	Kusuma Trust	Meeting	Dhruv Patel	Meeting with this philanthropic organisation working in the UK, India and Gibraltar.
05/03/2021	London Funders	Cornerstone Workshop	Jenny Field	Workshop for potential applicants.

<b>Date</b>	<b>Host Organisation</b>	<b>Type of Event</b>	<b>City of London's Representative</b>	<b>Summary</b>
09/03/2021	Beacon Collaborative	Council meeting	Fiona Rawes	Beacon Collaborative Organisations Council meeting
21/03/2021	Rocket Science	Meeting	Dhruv Patel, Giles Shilson	Review meeting for BD strategy
24/03/2021	Cripplegate Foundation	Board meeting	Jenny Field	Board meeting