

Committee:	Date:
The City Bridge Trust	10 th January 2013
Subject: Progress Report	Public
Report of: Chief Grants Officer	For Information
<u>Summary</u>	
This is a regular Progress Report by the Chief Grants Officer.	
Recommendation	
That you receive this report and note its contents.	

Main Report

1.0 Quinquennial Review

- 1.1 On Monday 17th December officers launched an online consultation with the charitable sector, seeking its input on draft programme priorities which emerged from the discussions held at the Members' Seminar in November. Information about the survey has been emailed to 120 key spokespeople and is being promoted on the City Bridge Trust website as well as through regular 'tweets' via Twitter.
- 1.2 To widen distribution it has been sent for inclusion in newsletters to a number of significant charitable membership bodies including the National Council for Voluntary Organisations, London Voluntary Service Council, Voice4Change England, Women's Resource Centre and the Association of Charitable Foundations. Voluntary Action Islington and the National Deaf Association have also asked to circulate details to their members.
- 1.3 The online survey will close in January 2013. As at 19th December 20 responses had already been received. Final results, together with answers to specific questions raised by Members, will be reported to you in the New Year.

To view the survey visit: www.citybridgetrust.org.uk/survey

2.0 FairPensions' Annual Lecture by Al Gore, Guildhall, 18th March 2013

- 2.1 At its meeting on 25th October, the Court of Common Council agreed that the City of London Corporation will host a lecture at Guildhall, to be given by former U.S. Vice-President Al Gore, on Monday 18th March 2013, at a maximum budget of £32,000. This followed discussions between the City Remembrancer, the City Bridge Trust and FairPensions.
- 2.2 FairPensions (FP) is an educational charity whose objectives concern the promotion of responsible and ethical investment for the public benefit, and related research. You have supported FP with grants totalling £99,300 over three years from April 2008 under your Environment theme, and the funds enabled a programme of engagement with asset managers on the integration of environmental risks in fund management. FP has a number of prominent UK charities amongst their membership, including Christian Aid, CAFOD, Oxfam, WWF and Friends of the Earth; and its recent work on investors' obligations has attracted strong support and praise within and beyond the UK's investment community.
- 2.3 In previous years, FairPensions' Annual lecture has been held in the Grand Committee Chamber of the House of Commons. The Chief executive of FP approached your officers over the possibility of the City's hosting this event at Guildhall, in view of the high status of Al Gore and the opportunity to attract a large audience.
- 2.4 Former Vice-President of the United States, Al Gore, is co-founder and chairman of Generation Investment Management, a partnership that is focused on a new approach to sustainable investing. He is also a Senior Partner with the venture capital firm Kleiner Perkins Caufield & Byers, a member of the board of directors of Apple, and senior adviser to Google.
- 2.5 The guest list, of around 500, will include senior leaders across UK civil society; trustees and senior executives of major charitable trusts in the UK and Europe; representatives from prominent charities and philanthropic trusts; FairPensions members; representatives from UK pension funds, asset management and regulatory authorities; and representatives from the university sector and faith communities. The working title for the lecture is: "A Call to Action for Civil Society: Harnessing Capital Markets for a Sustainable World".
- 2.6 The lecture will conclude with a reception in the Old Library, followed by a private dinner hosted by the City of London Corporation.

3.0 Media Work

3.1 Media work since the last committee meeting has been extensive, with good coverage in both social and mainstream media. The key event was David Weir receiving the Freedom of the City of London in honour of the launch of the City Sporting Chance grants programme which rebranded your existing Accessible Sports programme and which generated coverage as follows:

- **ITV**
 - A substantial broadcast piece on London Tonight which included interviews with David Weir and the Chairman of the Policy & Resources Committee;
 - Three separate pieces for ITV online – all included name checks for the City, City Bridge Trust and the accessible sport grant programme.
- **BBC**
 - An online piece which included a name check for the City, City Bridge Trust and the Chairman's quote
- **The Mirror**
 - An interview piece with David which mentioned the Freedom, the City, CBT and the grants programme.
- **Daily Mail**
 - An interview piece with David which included a mention and photograph of the Freedom.
- **Evening Standard**
 - A print piece focused on the Freedom;
 - An online piece which mentions the launch of the £1m sports grant programme by the City Bridge Trust.
- **The Independent**
- **City AM**
- **Various local, regional and online outlets such as:**
 - Politicus
 - London24
 - East London Advertiser
 - YourLocalGuardian
 - EveningNews24
 - Londonist

3.2 There has also been some local media coverage of grants made by your Committee, including the grant to Spice Innovations to develop the London Time Credits model of volunteering.

3.3 Lord Mayor Roger Gifford focused on philanthropy in his City AM column on 11th December. The piece referenced the Beacon Awards, the City of London Corporation's charity The City Bridge Trust, and the City Philanthropy initiative. The Lord Mayor was also interviewed on Radio Four, Radio Five and BBC London TV.

3.4 Some of the best coverage:

<http://www.bbc.co.uk/news/uk-england-london-20574907>

<http://www.itv.com/news/london/update/2012-12-03/paralympics-star-david-weir-gets-another-honour/>

<http://www.cityam.com/the-capitalist/paralympian-david-weir-given-freedom-the-city-london>

<http://www.cityam.com/forum/christmas-the-ideal-time-revive-the-city-s-tradition-charitable-giving>

Social Media

3.5 At your last meeting, when City Bridge Trust's communications plan was discussed, a Member suggested making better use of social media to reach and influence a wider audience. Several members of the team have now been trained in Twitter usage. Martin Hall, Sandra Davidson, Tim Wilson and Clare Thomas have all started to 'tweet', focussing on 'general' City Bridge Trust news, Growing Localities, social investment and overall funding/grant-making issues.

3.6 Social media has been a particular success: one of the tweets sent about the David Weir freedom was re-tweeted 9 times, including by David to his 25k followers, and then again by some of them, resulting in City Bridge Trust itself reaching at least 31,147 people on Twitter. There were over 50 tweets talking about the story in general.

Growing Localities

3.7 Your external press agency Champollion has been working to secure coverage for your £1m horticultural work-training grants funded under your 'Growing Localities' programme. Champollion is currently working with Time Out which is planning to publish a piece on 'insect hotels', including the key messaging about horticultural grants, in the next few weeks.

3.8 Your officers Sandra Davidson and Clare Thomas, and Champollion, ran a training session with the horticultural grantees. Many of the organisations are interested in securing local coverage for the grant.

Champion has developed a draft press release and will work with grantees in the new year to secure local media pieces which will, of course, acknowledge your support.

4.0 Association of Charitable Foundations

- 4.1 Your officer Tim Wilson has been elected to the Board of ACF and attended his first trustee meeting on 11th December. City Bridge Trust has a long-standing involvement in the governance of ACF, and has been a regular and high-profile contributor to the organisation's annual conference.

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