

Committee:	Date:
The City Bridge Trust	9 May 2013
Subject:	Public
Progress Report	
Report of:	For Information
Chief Grants Officer	
<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 City Funding Network

- 1.1 The City Funding Network held its second event on 22nd March 2013, at the historic Charterhouse. The Network is part of your City Philanthropy – A Wealth of Opportunity initiative. It is a giving circle of young City professionals, introducing them to small charities and to the social aspects of being a member of a network of like-minded individuals.
- 1.2 Dan Snow was the keynote speaker and he spoke about the addictiveness of giving; and encouraged everyone to see money as "*a potential source of power to change the City, this country and the world*". The network comprises about 100 young people, predominantly under 30 years old, at the start of their City careers. One of the aims of the network is to encourage young people to regard 'giving' as part of their professional lives. In total, the members pledged £27,337, in just 12 minutes.

2.0 Growing Localities Awards

- 2.1 At your last meeting, you saw a short video-clip of the Awards Ceremony; and many Members attended the highly successful event.
- 2.2 Feedback from the event has been universally popular and several attendees (and not just the winners) have asked if we will be organising the event on an annual basis.

- 2.3 Whilst the Growing Localities Awards were intended to be the finale to your "Growing Localities – Diamond Jubilee" grants programme; there is distinct merit in re-running the Awards, initially for a 3-year period.
- 2.4 There were 97 entries, some from very small community groups which normally would not have had the opportunity to share their work with a wide audience. Whilst recognition for their efforts is valuable, the benefits of meeting others doing interesting and varied initiatives is a useful learning opportunity. The Awards also widened your cohort of beneficiaries reaching very small organisations, which normally would not qualify for a grant.
- 2.5 Your officers will provide a detailed breakdown of the costs of re-running the Awards as part of proposals for your strategy for sharing learning and knowledge 2013/14, to be brought to your June Committee meeting.

3.0 Media Work

City Philanthropy - a wealth of opportunity

- 3.1 A letter from Cheryl Chapman, manager of your *City Philanthropy – a wealth of opportunity* initiative, was published in the Evening Standard on 3rd April 2013, in response to an article by the author Sebastian Faulks in the previous day's paper that was highly critical of the banking industry. The letter pointed out that the City has a long history of philanthropy and those working in the Square Mile have given billions of pounds and countless pro bono hours in order to address society's social needs.

Growing Localities

- 3.2 Following the Growing Localities Awards event at the Barbican, Champollion, our external PR agency, has been working with the winners to help them secure local media coverage, including drafting bespoke press releases. An article about one of the winners, St Mungo's, was published in London Funding News.

Working with Londoners

- 3.3 Officers in the Public Relations Office have been working with several of the organisations that received grants at your last meeting. An update will be provided at your next meeting.

Social Media

- 3.4 Champollion sent a total of 74 tweets from the CBT account on the night of the Growing Localities Awards. According to their tracking tools, this had the potential to reach around 240,000 people.
- 3.5 Champollion have also continued to work on the development of Parklife London, as part of your Growing Localities initiative. This is a website

and interactive map that helps Londoners find green spaces near them, what they can do there and how they can get involved in community projects and volunteering opportunities.

4.0 City of London Response to HM Treasury's Consultation on Payroll Giving

4.1 Your officers co-ordinated a City Corporation response to the Treasury's consultation on payroll giving. The response broadly welcomed the aim to increase employer and employee take-up of payroll giving by making the scheme easier and more efficient for everyone. Take-up of payroll giving is poor, the national average being 1% (the City of London Corporation has a 4% take-up amongst its workforce). Despite being a highly tax-efficient way to give, the low take-up rate, apart from reasons of apathy, is largely due to it being administratively burdensome to both employer and employee. Streamlining payroll-giving administration and regulation would be a very welcome move.

5.0 Lord Mayor's Appeal Progress Report

5.1 At your July 2012 meeting, you approved a strategic initiative of £65,000 towards the salary of an Appeals Director and office support costs of the new Lord Mayor's Appeal charitable company, in order to provide continuity and strategic advice to successive Lord Mayors. A report on progress so far has recently been received.

5.2 Much of the focus during the 2012/13 Appeal was on the administrative tasks needed to establish the new charitable company as well as its branding, website, procurement of its database and other legal requirements associated with setting up a new organisation. It registered as an incorporated charity in September 2012, when it began to draw down your grant, and appointed its Appeal Director in October 2012.

5.3 During the 2013/14 Appeal, it is proposed to promote giving in all its forms (including CSR) and to partner with some thought leaders in philanthropy, including City Bridge Trust, the Pears Foundation (which is also funding it), Cass Business School (Centre for Charity Effectiveness), Pro Bono Economics and New Philanthropy Capital.

6.0 Quinquennial Review

6.1 Your 5 yearly programme review continues to schedule. Draft priorities will be shared with senior officers across the Corporation in early May, and relevant amends incorporated.

6.2 You will receive a set of final draft programmes for consideration at your June meeting. Pending your approval, programmes will then be submitted to July Common Council and formal launch will take place in September.

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Report written: 26th April 2013