

Committee:	Date:	Item No.
The City Bridge Trust	6 th June 2013	
Subject: Strategic Initiative: City Philanthropy book	Public	
Report of: Chief Grants Officer	For Information	
<u>Summary</u>		
<p>This paper proposes that you commission Charterhouse to produce a book on City Philanthropy to complement the forthcoming City Philanthropy Exhibition which is being curated by the Museum of London, in partnership with Charterhouse, as part of your <i>City Philanthropy – a wealth of opportunity</i> initiative.</p> <p>Recommendation</p> <p>That Charterhouse is commissioned to produce a book on City Philanthropy at a cost of £15,000 to be charged against the City Bridge Trust Strategic Initiatives allocation for 2013/14.</p>		

Main Report

1.0 Background

- 1.1 At your meeting in September 2012, you received a paper setting out the City of London Corporation's Strategy on Philanthropy. This had been discussed at the Resource Allocation Sub-Committee Away Day on 6th July 2012. The Strategy comprises philanthropic activities which you have been funding for the last 18 months, and others in development. At your November 2012 meeting, these activities were brought together under the banner of *City Philanthropy – a Wealth of Opportunity*.
- 1.2 The overarching aim of *City Philanthropy – a Wealth of Opportunity* is to embed a culture of philanthropy in the City and promote London as a global centre for philanthropy. You are currently funding several strands of activity under this banner, including the City Philanthropy website, where those interested in philanthropy can find information, resources and case-studies on the subject; the City Funding Network, a giving circle that targets young City professionals; the Young Philanthropists, which is championing philanthropy syndicates in major City firms; and the Beacon Award for City Philanthropy, a new category of the Beacon Fellowship awards for 2012/13. All of this work is being managed by your City Philanthropy Manager who is funded for three days a week.

- 1.3 At your meeting in January 2013, you approved a grant of £152,000 to commission Charterhouse, in partnership with the Museum of London, to develop an exhibition on City Philanthropy, as an additional element of your City Philanthropy initiative. Whilst the City has a proud tradition of philanthropy dating back to the Middle Ages, it is one of London's 'hidden' stories. The purpose of the exhibition is to shine a light on the charitable activities of the City, looking at the past and the present of philanthropy in the City. The exhibition will show how the City has been built on generosity and a sense of social responsibility which accompanied wealth and religious values.

2.0 Current Position

- 2.1 Work on the exhibition is well underway and is being overseen by representatives of City Bridge Trust, City Philanthropy, Charterhouse and the Museum of London. It also works to a wider steering group to ensure that the exhibition concept and content is relevant and exciting.
- 2.2 The exhibition will be opened on 29th October 2013 by the Lord Mayor.

3.0 Why a Book?

- 3.1 A book will ensure a lasting legacy for the exhibition. It will provide an overview of the City's role at the heart of philanthropic activity in the UK, past and present. It will be the first to focus on this subject, and, as such, will be of interest to schools, universities and libraries, as well as to philanthropists, those involved in the sector and a City audience.
- 3.2 The book would be sold at the exhibition and would also be made available for sale in the Museum of London shop and at other outlets, for example, universities/business schools providing courses with philanthropy content. Any proceeds from the sale of books would be returned to the Trust up to the value of the original commission of £15,000.

4.0 Content

- 4.1 It is proposed that the book will comprise 88 pages, and be very well-illustrated with commissioned photography, historical images and maps. It will be designed to appeal to the general public, including current and potential City philanthropists and students with an interest in philanthropy. City philanthropists will be invited to contribute essays on why they give.
- 4.2 There will be an 8,000 word essay by Dr Cathy Ross, Exhibition Curator and Director of Collections and Learning at the Museum of London, on the history of the City and Charity, lavishly illustrated with pictures showing historic items from City collections (from Livery companies and the Museum of London, for example).

4.3 There will also be an essay from Cheryl Chapman, Manager of *City Philanthropy – a Wealth of Opportunity*, highlighting the achievements and strategic initiatives at play in the City today. There will also be reflections from present-day philanthropists on ‘Why I give’.

5.0 Funding Strategy

5.1 A detailed budget is annexed at A, showing the breakdown of the total cost of producing 1,000 copies of the book. It is anticipated that some costs will be recovered through sales, in which case any funds raised would be returned to the Trust. The budget shows anticipated sales of 800 copies at a cost of £15 each, making a total of £12,000. However, as this level of sales cannot be guaranteed, you are asked to underwrite the cost of the book with a grant of £15,000.

5.2 It is proposed to share 200 copies amongst the three partners - 65 for both the Museum of London and Charterhouse, and 70 for City Bridge Trust – which can be used as gifts where appropriate.

6.0 Allocation for Strategic Initiatives

6.1 It is proposed that the cost of £15,000 is charged against your 2013/14 allocation for Strategic Initiatives of £747,500 (5% of the overall grants budget). If you approve this request and the other two Strategic Initiative proposals before you today, there will be a balance of £426,143 remaining for the rest of the year.

Table 1: Strategic initiatives 2013/14

Strategic Initiatives	Committee date	£
Allocation of 5% of 2013/14 grants budget		747,500
Already agreed in this financial year:		
Access and Sustainability Service	18/04/2013	192,900
Recommended at this meeting		
Ladder for London	06/06/2013	84,230
Lord Mayor’s Show	06/06/2013	29,227
City Philanthropy Book	06/06/2013	15,000
	Total	323,357
Balance remaining		426,143

7.0 Conclusion

7.1 The proposed book on City Philanthropy will provide a lasting legacy for the City Philanthropy exhibition and will be much more than an exhibition catalogue.

7.2 The book will be the first to focus on the subject of City Philanthropy and will therefore be of interest to schools, universities and libraries as well as to philanthropists, those involved in the sector and to a City audience.

8.0 Recommendation

That Charterhouse is commissioned to produce a book on City Philanthropy at a cost of £15,000 to be charged against the City Bridge Trust Strategic Initiatives allocation for 2013/14.

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Report written: 20th May 2013