

Committee:	Date:
The City Bridge Trust	30 th October 2013
Subject:	Public
Progress Report	
Report of:	For Decision
Chief Grants Officer	
<u>Summary</u>	
<p>This is a regular Progress Report by the Chief Grants Officer.</p> <p>Recommendations – That:</p> <ul style="list-style-type: none"> i. you receive this report and note its contents; ii. you agree to amend the target deadline against KPI 1 of the Business Plan to the end of January 2014. 	

Main Report

1.0 New Grants Programmes –Investing in Londoners

- 1.1 Your new 'Investing in Londoners' grants programmes successfully launched in the last week of September. Happily, the switch to wholly on-line applications has gone without a hitch and six applications have been received to date.
- 1.2 The communications strategy which has been developed to promote 'Investing in Londoners' is operational: electronic dissemination of the new criteria has taken place through voluntary, community, and statutory sector networks; letters are being sent to all London MPs and borough leaders; a series of presentations have begun which to date have included your Chief Grants Officer presenting to the East London Community and Voluntary Services' Directors' Network Forum; the Institute of Fundraising conference; and to a City of London Corporation Members lunch.
- 1.3 It is unlikely that applications under the new grants programmes will reach Committee stage before the January 2014 Committee meeting. It is also anticipated that the January 2014 meeting will be the last meeting at which you consider any applications under your previous grants programmes, 'Working with Londoners'.

2.0 Business Plan Update

- 2.1 In April 2013, you agreed the City Bridge Trust Business Plan for 2013 – 2016. This contained eight Key Performance Indicators (KPIs) across eight objectives. A table summarising the progress made against the KPIs you agreed is appended at Appendix A.
- 2.2 You will note that each KPI is designated a 'traffic light' status. Six out of the eight KPIs are currently showing a 'green' status, that is 'the project will be delivered on budget, time, and to the agreed specification'. KPI 1 was status 'red' in that it proved impossible to complete all assessments of applications under the former grants programme by this month. The original estimate was over-optimistic and did not reflect the flurry of last minute applications received prior to the grants round being closed. **It is recommended that you agree to amend the target deadline against this KPI to the end of January 2014.** Against this amended target, the status can then revert to 'green'.
- 2.3 Business planning across the Corporation for 2014/15 begins at the end of this month and the existing objectives and KPIs will be reviewed in the last quarter of this year. The City Bridge Trust annual staff Away Days will take place on 6th and 7th November to inform the review.
- 2.4 The resource requirements to deliver the Business Plan will also be considered. Early analysis suggests that there will be a need to increase the team's capacity to handle a growing Social Investment portfolio and flow of applications (you will recall that it is the responsibility of the City Bridge Trust to run the Social Investment Fund on behalf of the Corporation).

3.0 Human Resources

- 3.1 One of your City Bridge Trust administrative officers, Rebecca Jacobi, has secured an excellent new position at the London School of Economics in Events Management, her chosen career, and will be leaving us at the end of this month. We are delighted for her, but will miss her: she has made an excellent contribution to the team, in particular in assisting with the delivery of the Wembley National Stadium Trust contract (please see the separate paper updating you on this), and administrating the grants on your Growing Localities programmes. We would like to register our thanks and wish her well.

- 3.2 We will be looking to recruit a replacement to this post and are in discussion with the HR department to progress this.

2.0 The Clink Charity

- 2.1 The Clink Charity, which you have supported since last October with a grant of £120,000 over three years, have written to thank you for your support and to update you that they have confirmed plans for a third Clink training restaurant. HMP Brixton and The Clink Charity has been granted planning permission to proceed with transforming the old Governor's house that has been used recently as administration offices within the grounds of the prison; into a three-storey restaurant and meetings venue. The venue is due to open in early 2014.
- 2.2 The restaurant will follow The Clink's Five Step Programme that has been successfully implemented at the award winning and successful Clink restaurant at HMP High Down in Surrey, educating prisoners and equipping them with the skills and tools to secure employment upon their release.

3.0 Media Work

3.1 City Philanthropy – A Wealth of Opportunity

Much of the focus of the work of your City Philanthropy Manager, Cheryl Chapman and the media agency, Champollion, has been on the forthcoming City Philanthropy Exhibition which is due to open at Charterhouse on 29th October.

- 3.2 Interest has been shown by a number of press, radio and television outlets and officers are confident that good media coverage will be secured. We will report further on this at your November committee meeting.
- 3.3 Complementing the traditional media coverage, a social media communications plan has also been developed to include web-based, mixed media 'story-boards' following the opening, and content for the twitter feeds of the various partners. A number of bloggers have also committed to promoting the exhibition.

3.4 Growing Localities and London Parklife

Following the re-launch last month of London Parklife, the interactive website mapping London's green spaces (www.parklifelondon.org), Champollion has continued to encourage online media coverage, including influential bloggers and tweeters. Coverage has been secured on Timeout's 'Now.This.Here' blog, on 'the Londonist' and on 'Jane's London', for example. Since the re-launch there have been postings on

four Facebook pages, eleven different tweeters which reach thousands of Twitter accounts and five blog posts.

3.5 Get Young People Working – the Youth Offer

The Public Relations Office has continued to work on press releases with the 32 local authorities to get coverage at the local level. A verbal update will be provided to you at the meeting.

4.0 Association of Charitable Foundations Annual Conference

4.1 Several members of the City Bridge Trust staff team attended the Association of Charitable Foundation's Annual Conference on 8th October 2013 on the theme of 'Fulfilling our promise? The value of foundations in a changing world'. The Conference aimed to explore the broader contribution that foundations make to society and their role in delivering public benefit. With over three hundred delegates from trusts and foundations across the UK, it was a valuable networking and learning opportunity.

5.0 Social Investment

5.1 A social investment seeks to achieve financial and social returns. It is different to the majority of mainstream investments because the creation of social benefit is central to its design. It is different to grant-making because it has the potential to repay the investment together with a surplus. Social investment offers a means to recycle money in order to create more social benefit over time.

5.2 It is, however, a nascent market and to support its development the City of London Corporation has adopted a Social Investment Strategy which aims to position London as a recognised global hub for social investment. It seeks to achieve this goal by:

- growing the supply of suitable finance available for social organisations;
- improving the policy, regulatory, and fiscal framework needed to support the social investment marketplace; and,
- developing the social investment pipeline through a range of activities including product innovation and capacity building programmes.

5.3 You support the achievement of this strategy by co-funding (together with Policy & Resources Committee) the Corporation's Social Investment Advisor and through your officers' work to manage the Corporation's £20m Social Investment Fund which is drawn from Bridge House Estates capital.

5.4 At your meeting today you will hear a short presentation on the Corporation's social investment policy work and its Fund. You will also have the opportunity to see a short film illustrating what social investment finance can be used for.

Recommendations – That:

- i. you receive this report and note its contents;
- ii. you agree to amend the target deadline against KPI 1 of the Business Plan to the end of January 2014.

David Farnsworth, Chief Grants Officer
020 7332 3713

david.farnsworth@cityoflondon.gov.uk

Report written: 16th October 2013