

Committee:	Date:
The City Bridge Trust	28 th November 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:</p> <p>a) that you receive this report and note its contents; and</p> <p>b) that, in respect of the proposed extension of Champollion's contract, you approve a waiver of the City's Procurement Regulations relating to tender thresholds for consultants.</p>	

Main Report

1.0 Grants Programmes

- 1.1 Your former grants programmes, 'Working with Londoners', came to an end in July this year. Some of the extraordinary work you were able to fund through these programmes has been included in the 2012-2013 Annual Review for City Bridge Trust which is hot off the press and you should have received a copy. Particular thanks to your former Chief Grants Officer, Clare Thomas, and your Information & Website Officer, Graham Lee for their work in completing this.
- 1.2 Your new grants programmes, 'Investing in Londoners' is now receiving a steady flow of applications. The communications work to further publicise this programme continues including internal presentations to staff groups across the Corporation, and letters to Borough Leaders and London MPs (being co-ordinated with the Public Relations Office). The new Lord Mayor referred to 'Investing in Londoners' in her recent banquet speech and this was referred to in the Evening Standard (see paragraph 6.1).

2.0 Lord Mayor's Show

- 2.1 The Trust was pleased to once again take part in the Lord Mayor's Show, marking the start of Alderman Fiona Woolf's year in office. For the third year running, our entry was organised in partnership with disability arts charity Heart n' Soul, who are a current grant-holder on your Accessible Arts programme. Our float featured music from "The Fish Police" band, along with video screens and dancers wearing a variety of extravagant costumes. The Chairman and members of the Team followed the float and danced, undaunted, through the rain.

3.0 Launch of the City Philanthropy Exhibition

- 3.1 The City Philanthropy Exhibition was launched by the Lord Mayor at Charterhouse on 29th October 2013 at a well-attended event, including the Chairman, Deputy Chairman and Chief Grants Officer, as well as several Members and City Bridge Trust staff.
- 3.2 The exhibition has generated considerable media interest (see Paragraphs 6.0 – 6.2 below) and has proved very popular with visitor numbers reaching an average of 100 daily.
- 3.3 An event for the Livery Companies was held on the evening after the launch where over 90 attendees were given a private tour of the exhibition followed by a talk on the history of the Livery Companies.
- 3.4 The City Philanthropy Book which accompanies the exhibition has also been well received. 1,000 copies of the book were produced, of which 200 copies have been shared amongst the partners, with 65 each for the Museum of London and Charterhouse and 70 for City Bridge Trust. It can be used as a gift where appropriate but is also being sold at £10 per copy. You are underwriting the cost of the book and any proceeds from sales will be returned to the Trust.
- 3.5 A series of events accompanying the exhibition during November 2013 have drawn in an additional 440 visitors. These have included a debate organised by 'City Philanthropy – a Wealth of Opportunity' exploring how and why the City is best placed to lead the way in creating a culture of philanthropy in the UK. This was attended by the Chief Grants Officer and the Deputy Chief Grants Officer.
- 3.6 The City Bridge Trust staff team were given a highly entertaining private tour of Charterhouse by two of the brothers while on their way to the second day of the Trust's annual Training and Planning Away Days, which took place on 6th and 7th November 2013.

4.0 Launch of Trust support for the London Youth Quality Mark

- 4.1 On 30th October the Chairman and your officer, Ciaran Rafferty, attended an event at Highbury Vale Youth Club hosted by London Youth and its Patron, HRH The Duke of Edinburgh. Each year Prince Phillip makes a private visit to a small selection of youth clubs to see the work at first hand. He has been the organisation's Patron since 1946 and has visited over 100 different clubs since then.
- 4.2 The occasion also saw the launch of your new strand of Investing in Londoners which aims to support and reward youth clubs in London in achieving the Silver or Gold Quality Mark. This accreditation is formally recognised by City & Guilds. Your investment through this programme has been very much welcomed by London Youth's Chief Executive, Rosie Ferguson, who said *"Quality youth work changes young people's lives. That's why these new awards from the City Bridge Trust are so important. It means more clubs can afford to spend the time developing the quality of their services – and so will be able to do more to help young people overcome disadvantage and benefit from the opportunities open to them."*

5.0 Staff Volunteering Day

- 5.1 Each year the Trust staff team volunteers for a day at one of the organisations you are funding. The aim is to provide some practical help to the charity whilst also reinforcing the good spirit amongst the team.
- 5.2 This year, on 23rd October, we brought our skills in painting and bicycle-mending to your grantee the Charlie Chaplin Adventure Playground – a wonderful organisation based in Kennington which provides a range of out-of-school, indoor and outdoor, play activities for children with and without disabilities.
- 5.2 Bolstered by strong tea and home-cooked delights we were expertly marshalled by the Senior Playworker to undertake a range of tasks which the hard-pressed playground staff struggle to do within their normal working hours, especially as most of them are part-time. Over a period of several hours we mended a fleet of broken bicycles and tricycles (and road-tested them of course!); repainted and brought back into service the computer room; and waterproofed a large wooden outside play structure. It was a very successful day for us and, more importantly, for the organisation which seemed sincere in its gratitude.

6.0 Media Work

6.1 City Philanthropy – A Wealth of Opportunity

The launch of the City Philanthropy exhibition at Charterhouse on 29th October (see paragraphs 3.0 – 3.5 above) has generated considerable and good quality media interest, all of which has given high prominence to the support of the City of London Corporation and its charity, City Bridge Trust. The extent of the coverage is largely due to considerable preparation and planning by your City Philanthropy Manager, Cheryl Chapman and the media agency, Champollion in the lead up to the exhibition. A summary is set out in the table below:

Media	Coverage
TV & Radio	
ITV London	Lengthy news item, including an interview with the CGO
BBC London	Two substantial pieces, including interviews with City Philanthropy Manager, Cheryl Chapman and Young Philanthropist, Alan Mak.
BBC London 94.9	A feature on the Robert Elms Show
BBC London Online	News item
BBC Russia	News item
Press	
Sunday Express	Full page feature
Time Out	Full page feature
UK Fundraising	Article
Express and Star	Article
Spear's Wealth Management	Article
Press Association and Community Newswire	Various pieces

6.2 There has also been considerable social media activity around the exhibition. Two high profile guest bloggers attended the launch (one with 22,016 Twitter followers, the other with 17,836 Twitter followers) both of whom have written about the exhibition. Champollion tweeted throughout the evening and conducted video interviews with a number of key attendees, including the curator of the exhibition and two of the Charterhouse Brothers. A multi-media Storify board was compiled by Champollion for use on our, and others', websites which can be seen by following the hyperlink <http://storify.com/CBT/philanthropy-the-city-story>. Since the exhibition launch several other bloggers have written about it.

6.3 Get Young People Working – the Youth Offer

An article has appeared in *Kensington & Chelsea Today* regarding the £100,000 grant awarded under The Youth Offer initiative which gives due

recognition for the City of London Corporation's charity, City Bridge Trust.

6.4 Investing in Londoners

Your new grants programmes were included in the new Lord Mayor's recent Banquet speech; and were referred to in the Evening Standard article on Tuesday 12th November:

<http://www.standard.co.uk/business/business-news/woolfs-warning-city-must-be-inclusive-8934981.html>.

6.5 Champollion Contract

The cost of engaging Champollion during this financial year to date, has been £48,000. As well as the current focus on the City Philanthropy Exhibition, this includes its work promoting City Philanthropy more widely throughout the year, resulting in several high-profile articles being published as well as radio coverage. It has also included work on your Growing Localities programmes helping grantees to place press releases; development of the Parklife London website and considerable social media coverage following the Growing Localities Awards earlier this year. Finally, it has included social media training and support for the City Bridge Trust staff team.

6.6 Given the successful coverage of the City Philanthropy Exhibition so far, Officers are of the view that Champollion should continue this work during the exhibition into December 2013. This would include arranging and attending a Daily Telegraph interview with Heather Rabbatts focussing on philanthropy (Ms Rabbatts is due to receive the Freedom of the City) and an article in Monocle magazine. The Guardian has also shown interest in featuring an article on the exhibition. However, under the City's new Procurement Regulations extension of the contract into December requires you to approve a waiver in this instance. The cost of this will be £12,000.

6.7 The Public Relations Office have been consulted on this and support the recommendation.

Recommendations:

- a) that you receive this report and note its contents; and
- b) that, in respect of the proposed extension of Champollion's contract, you approve a waiver of the City's Procurement Regulations relating to tender thresholds for consultants.

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Report written: 13th November 2013