

<b>Committee</b>	<b>Dated:</b>
City Bridge Trust Committee	15 June 2017
<b>Subject:</b> City Bridge Trust Communications	<b>Public</b>
<b>Report of:</b> The Chief Grants Officer	<b>For Information</b>
<b>Report author:</b> Martin Hall, Communications Manager	

### **Summary**

This paper provides members with an update on the communications work of the City Bridge Trust (CBT).

### **Recommendation**

Members are asked to:

- Receive the report and note its contents.

### **Main Report**

#### **Key Audience Group Reporting**

1. Appendix 1 reports communications activity between 26/04/17 and 30/05/17 against each of the four key audiences identified in your Communications Strategy.
2. This shows good levels of activity towards the Londoners, immediate stakeholders and other funders, policy makers & key commentators audiences. As noted in the previous report, there was less recorded activity aimed at regulators & politicians. This is partly due to local and national election campaigning during this period. Officers will plan to specifically target regulators & politicians in future, in consultation with the Remembrancers Department through their role as liason with government.

#### **Media Activity**

3. Appendix 2 provides a detailed breakdown of the media activity supporting delivery of your Communications Strategy during this period. The majority of activity was via print or online media, with extensive coverage of the Beacon Awards. The Trust was also featured on BBC London News, as part of a piece arranged by your Media Officer to mark Mental Health Awareness Week.

## **External Events Register**

4. A range of events were attended on behalf of the Trust over the last two months. This included attendance at the Beacon Awards ceremony and events hosted by the Clothworkers and Leathersellers Livery Companies.
5. A full list of external events attended by officers and Members on behalf of the Trust can be found at Appendix 3.

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## Appendix 1: Key Audience Groups

Audience	Face to face	Online and Printed Media channels	Online content	Direct Marketing
Londoners	All recent events were attended by Londoners. A full list can be found in the External Events table report (Appendix 3).	<ul style="list-style-type: none"> <li>Barking and Dagenham Post</li> <li>BBC London News</li> <li>Charity Today</li> <li>City AM</li> <li>City Matters</li> <li>Croydon Advertiser</li> <li>Ealing Times</li> <li>Ealing Today</li> <li>Evening Standard</li> <li>Financial News</li> <li>Financial Times</li> <li>Hillingdon Times</li> <li>London Bulletin</li> <li>This is local London</li> </ul>	<ul style="list-style-type: none"> <li>CBT Twitter (4,388 followers. 62.6k impressions* between 26/04/17 &amp; 30/05/17)</li> <li>CBT Website (1,588 users between 26/04/17 &amp; 30/05/17)</li> </ul>	None to report
Regulators & politicians	<ul style="list-style-type: none"> <li>Flourishing Lives Coalition</li> <li>London Youth reception</li> </ul>	None to report	None to report	None to report
Immediate stakeholders**	<ul style="list-style-type: none"> <li>Beacon Awards</li> <li>Dragon Awards shortlisting</li> <li>Clothworkers Livery Company awards</li> <li>The Leather Sellers Company event</li> </ul>	<ul style="list-style-type: none"> <li>City Matters</li> <li>City AM</li> <li>London Loves Business</li> </ul>	<ul style="list-style-type: none"> <li>News items on the CoL intranet and e-bulletin.</li> <li>Regular updates in the Members' Briefing.</li> </ul>	None to report

Audience	Face to face	Online and Printed Media channels	Online content	Direct Marketing
Other funders, policy makers & key commentators	Various events including: <ul style="list-style-type: none"> <li>• Association of Charitable Foundations</li> <li>• Cass Business School</li> <li>• Charity Finance Group</li> <li>• Charity Tax Group</li> <li>• Collaborate CIC</li> <li>• Comic Relief</li> <li>• Institute for Voluntary Action Research</li> <li>• London Community Foundation</li> <li>• London Funders</li> <li>• Robin Hood Foundation</li> </ul>	<ul style="list-style-type: none"> <li>• Better Society</li> <li>• Charity Times</li> <li>• Charity Today</li> <li>• City am</li> <li>• Ethical Corporation Magazine</li> <li>• Financial News</li> <li>• Fundrasing.com</li> <li>• LondonLovesBusiness</li> <li>• Mental Health Today</li> <li>• Optician Online</li> <li>• UK Fundraising</li> </ul>	None to report	None to report

\* An Impression is the number of times CBT tweets have been delivered to other accounts and potentially viewed.

\*\* Includes CBT & CoL Officers & Members; key infrastructure bodies; grantees; potential grantees; City leaders, workers, Human Resource and Corporate Social Responsibility professionals.

**Appendix 2: Media Coverage**  
**26<sup>th</sup> April 2017 to 30<sup>th</sup> May 2017**

Organisation	Publication	Readership	Detail	Coverage	Date	Weblink
Vision Care for Homeless People	City Matters	20,000	Report on grant for £37,100 to provide eye care for homeless people.	London	26/04	<a href="#">City Matters</a>
Ability Bow	City Matters	20,000	Story on the Trust's £98,000 grant to disabled gym in Tower Hamlets.	London	26/04	<a href="#">City Matters</a> (internal only)
Arthritis Care	London bulletin	15,000	Reports on a £154,000 grant to help young Londoners living with arthritis.	London	27/04	<a href="#">London Bulletin</a>
Vision Care for Homeless People	Optician Online	40,250	The Trust's grant is covered and Alderman Alison Gowman is quoted	National Trade	28/04	<a href="#">Optician Online</a>
City Bridge Trust	Financial News	292,348	David Farnsworth is interviewed about the Trust and charitable giving in the City.	London	03/05	<a href="#">Financial News</a> (subscription required)
City Bridge Trust	Barking and Dagenham Post	5,157	Reports on a support project for disabled people.	Regional	04/05	<a href="#">Barking and Dagenham Post</a>
The Reader	Charity Today	50,000	Alderman Alison Gowman, is quoted in an article about a £88,000 grant.	National trade	04/05	<a href="#">Charity Today</a>
Arthritis Care	City Matters	20,000	Report on a grant towards emotional and practical support to young people in London living with arthritis.	London	04/05	<a href="#">City Matters</a>

Organisation	Publication	Readership	Detail	Coverage	Date	Weblink
Disablement Association Barking & Dagenham	London Bulletin	15,000	Coverage on a welfare support charity which has expanded thanks to a grant from the Trust.	London	05/05	<a href="#">London Bulletin Online</a>
The Reader	Croydon Advertiser	7,851	Alderman Alison Gowman, is quoted.	Regional	08/05	<a href="#">Croydon Advertiser</a>
Disablement Association Barking & Dagenham	Charity Today	50,000	As above.	National	08/05	<a href="#">Charity Today</a>
Beacon Awards	Financial News	292,384	Coverage of the Beacon Awards, the UK's philanthropy awards. Banker Alexander Hoare is announced the winner of the City Philanthropy category, which is sponsored by the Trust.	Trade	09/05	<a href="#">Financial News</a>
Beacon Awards	Fundraising.com	33,000	As above	Trade	09/05	<a href="#">UK Fundraising</a>
Beacon Awards	London Bulletin	15,000	As above	London	09/05	<a href="#">The London Bulletin</a>
Beacon Awards	Better Society	-	As above	National Trade	09/05	<a href="#">Better Society</a>
Beacon Awards	City Matters	20,000	As above	London	10/05	<a href="#">City Matters</a>
Beacon Awards	Evening Standard	858,504	As above	London	10/05	<a href="#">Evening Standard</a>

Organisation	Publication	Readership	Detail	Coverage	Date	Weblink
School Food Matters	Evening Standard	858,504	The Trust is referenced in an article about food education programme Know Your Onions.	London	10/05	<a href="#">Evening Standard</a>
DABD	Barking and Dagenham Post	5,157	An article on Trust's £125k grant for their online benefits scheme.	Regional	11/05	<a href="#">The Barking and Dagenham Post</a>
Beacon Awards	Ethical Corporation Magazine	4,000	As above	London	11/05	<a href="#">Ethical Corporation Magazine</a>
Healthy Living Projects	BBC London News	1,000,000	To mark Mental Health Awareness Week, the BBC reports on the Welcome Centre, a project funded by the Trust.	London	15/05	<a href="#">BBC London News</a> (via YouTube)
CBT and City Philanthropy	City AM	1,657,000	Column from the Lord Mayor Andrew Parmley writing about the Beacon Award for Philanthropy and highlighting the importance of giving in London.	London	15/05	<a href="#">City AM</a>
City Bridge Trust	Mental health Today	25,000	Alderman Alison Gowman writes on funding services in London that will help its young people thrive, in light of Mental Health Awareness Week.	National trade	15/05	<a href="#">Mental Health Today</a>

Organisation	Publication	Readership	Detail	Coverage	Date	Weblink
Havelock Family Centre	Ealing Today	-	Report that Southall Family Centre is to receive a grant of £100,000 from the Trust to transform the building and make it fully accessible.	Regional	16/05	<a href="#">Ealing Today</a>
Havelock Family Centre	Ealing Times	20,800	As above	Regional	17/05	<a href="#">Ealing Times</a>
Havelock Family Centre	Hillingdon Times	20,800	As above	Regional	17/05	<a href="#">Hillingdon &amp; Uxbridge Times</a>
Havelock Family Centre	This is local London	20,800	As above	Regional	17/05	<a href="#">This is Local London</a>
London's Giving	UK Fundraising	33,000	Report on a grant to London Funders of £300,000 to enable it to roll out its London's Giving initiative across all of the Capital's boroughs.	National trade	17/05	<a href="#">UK Fundraising</a>
City Philanthropy	Charity Times	30,000	Cheryl Chapman, Head of Philanthropy Engagement, writes on "why we need to receive philanthropists better as a nation" and the Beacon Awards.	National trade	18/05	<a href="#">Charity Times</a>
The Reader	City Matters	20,000	As above	London	18/05	<a href="#">City Matters</a> (internal only)



Organisation	Publication	Readership	Detail	Coverage	Date	Weblink
DABD	City Matters	20,000	As above	London	18/05	<a href="#">City Matters</a> (internal only)
CBT / Dragon Awards	LondonLovesBusiness	115,000	City Bridge Trust is mentioned in story about the shortlist for the 30 <sup>th</sup> anniversary Lord Mayor's Dragon Awards..	London	22/05	<a href="#">London Loves Business</a>
Havelock Family Centre & InterAct Stroke Support	City Matters	20,000	Report on two grants from the Trust.	London	25/05	<a href="#">City Matters</a> (internal only)
South London Botanical Institute	Financial Times	193,000	Report on the founding and history of the South London Botanical Institute. Funding from the Trust is referenced.	National	30/05	<a href="#">Financial Times</a> (subscription only)

**Appendix 3: External Events Register  
Attended 26th April – 31st May 2017**

Date	Organisation	Type of Event	City of London's Representative	Location/Borough	Summary
04/05/17	Crowe Clark Whitehill	Breakfast Briefing	Karen Atkinson	Salisbury Square, City of London	Managing in Uncertain Times
08/05/17	Robin Hood Foundation	Lunch	David Farnsworth	City of London	Introductory meeting.
09/05/17	Charity Tax Group	Committee meeting	Karen Atkinson	Church Street, Westminster	Committee meeting of sector based group
09/05/17	Beacon Awards	Awards ceremony	Chairman Alison Gowman, David Farnsworth, Cheryl Chapman, Jenny Field.	City of London, Mansion House.	Beacon Awards ceremony.

Date	Organisation	Type of Event	City of London's Representative	Location/Borough	Summary
9 & 10/05/17	Institute for Voluntary Action Research	Seminar	Tim Wilson	City of London	An annual learning event for Trusts and Foundations interested in monitoring and evaluation. The focus of this annual seminar was the evaluation work of the Esmee Fairbairn Foundation.
10/05/2017	Lambeth Funders' Fair	Presentation	Sandra Jones	Lambeth	Presentation on current funding programmes
11/05/17	Brent Youth Foundation	Launch	Ciaran Rafferty	Wembley National Stadium	Official, well-attended, launch of the local Youth Foundation
15/05/17	Collaborate CIC	Report Launch	Sufina Ahmad	NCVO Head Office, Islington	Launch of a joint report by Collaborate CIC and Newcastle University Business School - commissioned by Big Lottery Fund. Report title: A Whole New World – Funding & Commissioning in Complexity.
16/05/17	Dragon Awards	Panel meeting	Ciaran Rafferty	City Centre	Initial shortlisting panel

Date	Organisation	Type of Event	City of London's Representative	Location/Borough	Summary
16/05/17	Association of Charitable Foundations	Seminar	Tim Wilson	Camden	A seminar run by Civitas ahead of their annual report on the state of civil society worldwide
17/05/17	Common Vision (CoVi) Think Tank	Panel Discussion	Sufina Ahmad	City of London	Panel discussion exploring the question: Responsible Tax: a 'hygiene factor' or clear business benefit?
18/05/17	Charity Finance Group	Annual Conference	Karen Atkinson	QEI Conference Centre, Westminster	Annual Conference for finance specialists within charities
18/05/17	London Funders	Children & Young People's Group	Ciaran Rafferty	LF offices, King's Cross	Your officer chairs this funders' Interest Group
24/05/17	Clothworkers Livery Company	Award Ceremony	Sufina Ahmad, Amelia Ehren, Shegufta Rahman	Clothworkers Livery Hall, City of London	Charity Governance Awards, and Kentish Town City Farm – a CBT funded organisation was shortlisted but did not win unfortunately.

Date	Organisation	Type of Event	City of London's Representative	Location/Borough	Summary
24/05/17	London Community Foundation	Meet the Funder	Kate Moralee Olivia Dix	Citi Bank – London wide	Workshop on current funding programme and overview of future strategy
25/05/17	The Leather Sellers Company	Presentation and Dinner	David Farnsworth	City of London	Presentation on CBT activity to the Liverymen.
25/05/17	Comic Relief	Breakfast briefing	Joan Millbank Jack Joslin	Somerset House	Tech for Good Learning Breakfast
25/05/17	Flourishing Lives Coalition	Conference	Olivia Dix Ciaran Rafferty	The Royal Society	Panel discussion on future of social care for older people and how to change attitudes to older people
25/05/17	Cass Business School	Launch	Tim Wilson	City of London	The launch of a new report from Cass' Centre for Charity Effectiveness. "Social investment as a new charity finance tool: using both head and heart" looks at how civil society organisations can take advantage of the opportunities presented by the social investment market.

Date	Organisation	Type of Event	City of London's Representative	Location/Borough	Summary
27/05/17	Association of Charitable Foundations	Board meeting	Tim Wilson	Camden	A board meeting. Your officer is one of this umbrella organisation's trustees.
30/05/17	Corporater UK	Panel Discussion	Sufina Ahmad	Canary Wharf, Tower Hamlets	Panel discussion exploring the future of strategy execution and implementation, with the following speakers: Paul Niven (Consultant and Author), Zachary Ross (Google) and Tor Inge Vasshus (Corporater).
31/05/17	London Youth	Celebration event	Chairman Alison Gowman; Ciaran Rafferty; Stewart Goshawk	Buckingham Palace	An event to mark 130 years of London Youth in the presence of their long-serving patron HRH The Duke of Edinburgh