

Committee	Dated:
City Bridge Trust Committee	27 July 2017
Subject: City Bridge Trust Communications	Public
Report of: The Chief Grants Officer	For Information
Report author: 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 01/06/17 and 13/07/17 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. There was also increased activity targeting regulators and politicians, particularly around the London Borough of Culture initiative which has gained considerable interest amongst local Borough Councillors and London MPs. Your officers will continue to target this group over the coming months.

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 both individual grants and schemes such as Bridge to Work and the LGBT sector support. The Trust's support for the London Borough of Culture was acknowledged in several national media outlets, including BBC News online &

the Guardian newspaper. The Chairman was also interviewed by both BBC London Radio and London Live discussing your Bridge to Work programme.

External Events Register

4. A range of events were attended on behalf of the Trust.
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"> • Asian Lite • BBC London News • BBC London Radio • Bexley Times • Docklands and East London Advertiser • Enfield Independent • Evening Standard • Hackney Gazette • Hackney Today • Huffington Post UK • London Bulletin • London Live • London News Online • Mercury (Greenwich) • Newham Recorder • Romford Recorder • South London Press • The Guardian • The London Bulletin • The Times • The Voice • Voice of Islam 	<ul style="list-style-type: none"> • CBT Twitter (4,581 followers. 72.4K impressions* between 01/06/17 & 13/07/17) • CBT Website (2,236 users between 01/06/17 & 13/07/17) 	None to report

Audience	Face to face	Online and Printed Media channels	Online content	Direct Marketing
Regulators & politicians	<ul style="list-style-type: none"> Public Health England Mayor's Fund for London London Borough of Culture launch London Councils grants committee 	<ul style="list-style-type: none"> LocalGov Wired Gov 	Twitter activity under the hashtag #MyLocalCulture	None to report
Immediate stakeholders**	<ul style="list-style-type: none"> Social Mobility Employment Index launch Leathersellers Charity dinner East End Community Foundation business breakfast 	<ul style="list-style-type: none"> City Matters 	<ul style="list-style-type: none"> News items on the CoL intranet and e-bulletin. Regular updates in the Members' Briefing. 	None to report
Other funders, policy makers & key commentators	Various events including several events with the Association of Charitable Foundations and individual funders (e.g. Big Lottery Fund, Trust for London & East End Community Foundation).	<ul style="list-style-type: none"> Charity Times Charity Today Disability News Responsible Investor UK Fundraising 	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
1st June 2017 to 13th July 2017

Organisation	Publication & Weblink	Readership	Detail	Coverage	Date
Volunteering Matters	UK Fundraising	33,000	Report during Volunteers Week on a grant of £135,000 to help more young disabled people in London volunteer.	National trade	01/06
Voyage	Charity Today	50,000	Reports on a £100,000 grant to help ex-offenders start rebuilding their lives and personal development.	National trade	01/06
Volunteering Matters	Charity Today	50,000	As above.	National trade	05/06
Volunteering Matters	City Matters (internal only)	20,000	As above. Chairman, Alison Gowman is quoted.	London	07/06
London Emergencies Trust	City Matters (internal only)	30,000	Article on the minute's silence for the victims of the London terror attacks. Chairman, Alison Gowman is quoted on the Trust's continued support for the London Emergencies Trust.	London	07/06
Voyage	Enfield Independent (internal only)	50,714	As above.	Regional	08/06
Voyage	Docklands and East London Advertiser (internal only)	6,885	As above.	Regional	08/06

Organisation	Publication & Weblink	Readership	Detail	Coverage	Date
London Emergencies Trust	Evening Standard	858,504	A letter from Chairman, Alison Gowman on how the Trust is supporting the London Emergencies Trust, distributing funds to the families and survivors of terror attacks in the capital.	London	08/06
Voyage	Hackney Gazette (internal only)	2,148	As above.	Regional	09/06
May Committee	Charity Today	50,000	Chairman, Alison Gowman is quoted on the award of £4million in grants to 49 charitable organisations working across the capital.	National trade	09/06
May Committee	Charity Times	30,000	As above.	National trade	12/06
Volunteering Matters	London Bulletin	15,000	As above.	London	13/06
Voyage	City Matters (internal only)	20,000	As above.	London	14/06
City Philanthropy	Voice of Islam	n/a	Cheryl Chapman, Head of Philanthropy Engagement is interviewed on the Voice of Islam Drive Time Show about Millennials and philanthropy.	Regional	16/06
Voyage	Newham Recorder (internal only)	8,900	As above.	Regional	16/06
Scope & Toucan Employment	Charity Today	50,000	Reports a grant of £250,000 to Scope, and £114,000 to Toucan Employment for work to support people with disabilities into jobs.	National trade	16/06

Organisation	Publication & Weblink	Readership	Detail	Coverage	Date
Bridge House Estates	South London Press (internal only)	22,500	Bridge House Estates is referenced in a feature on the history of London Bridge.	Regional	16/06
Scope	London Bulletin	20,000	As above.	London	17/06
AMURT UK / Made in Hackney	Hackney Today (internal only)	91,665	Report on a cooking project funded by the Trust.	Regional	21/06
City Bridge Trust	Huffington Post UK	n/a	Policy Chairman, Catherine McGuinness writes about the importance of initiatives promoting social mobility and references the work done by the Trust to tackle disadvantage.	National	21/06
Toucan Employment	South London Press (internal only)	22,500	Report on a grant for a Southwark-based charity that helps find jobs for disadvantaged young people.	Regional	21/06
Volunteer Centre Greenwich	South London Press (internal only)	22,500	Report on the Greenwich bus tour initiative which has been funded under your Stepping Stones programme.	Regional	23/06
Volunteer Centre Greenwich	Mercury (Greenwich) (internal only)	n/a	As above.	Regional	27/06
The Young Brent Foundation	The Voice	30,000	The Trust is referenced in relation to an organisation developed to combat the effects of widespread cuts in funding to the children and young people's sector.	Regional	27/06

Organisation	Publication & Weblink	Readership	Detail	Coverage	Date
May Committee	City Matters (internal only)	20,00-	A report on the Trust's awards from the May 2017 committee, which refers to your grant to Royal Hospital for Neuro-disability.	London	29/06
Royal Hospital for Neuro-disability	South London Press (internal only)	22,500	Article on a grant of £119,000 for a sports programme for people living with severe neurological disabilities.	Regional	30/06
Royal Hospital for Neuro-disability	The London Bulletin	15,000	As above.	London	30/06
London Borough of Culture	BBC London News	100,001 to 500,000	Report on the launch the London Borough of Culture competition which is supported by a grant of £300,000 from City Bridge Trust.	London	30/06
London Borough of Culture	The Guardian	157,317	As above	National	30/06
London Borough of Culture	LocalGov	15,500	As above	Trade	03/07
Social Investment Board	Responsible Investor (internal only)	6,000	Interview with the Chairman of the Social Investment Board, Alderman Peter Hewitt, on the challenges of deploying a social investment fund.	National trade	04/07
London Borough of Culture	London News Online	-	As above.	London	05/07
London Borough of Culture	UK Fundraising	33,000	As above.	National trade	06/07

Organisation	Publication & Weblink	Readership	Detail	Coverage	Date
LGBT sector funding	London Bulletin	15,000	Report on grants totalling £700,000 given to three London based LGBT charities.	London	07/07
Sustainable City Awards	London Bulletin	15,000	Report on the winners of the City of London Corporation's Sustainable City Awards. The Trust is referenced.	London	07/07
London Borough of Culture	South London Press (internal only)	22,500	As above.	London	07/07
London Borough of Culture	City Matters (internal only)	20,000	As above	London	10/07
London Borough of Culture	Asian Lite	31,000	As above	Asian news site	10/07
Bridge To Work	BBC London Radio (interview starts at 2hrs 36mins)	100,001 to 500,000	Interview with Chairman, Alison Gowman on the Bridge To Work programme of support getting young disabled Londoners into employment.	London	11/07
Bridge To Work	Charity Today	50,000	As above.	National trade	11/07
Cultural Hub	Bexley Times	15,659	As above.	Local	12/07
Moving On Up	The Times	440,048	A letter from the Chief executive of Action West London highlighting cuts to youth services. The Trust support for 'Moving on Up', a project aimed at supporting young black men into education and employment, is referenced.	National	12/07

Organisation	Publication & Weblink	Readership	Detail	Coverage	Date
Building Bridges report	Wired Gov	6,854	An article on a report by New Local Government Network funded by the Trust which explores the role of independent funders in society.	National trade	12/07
Building Bridges report	Local Gov	n/a	As above.	National trade	12/07
Bridge To Work	Romford Recorder	21,400	As above.	Local	12/07
Bridge To Work	Disability News	n/a	As above.	National trade	13/07
Bridge To Work	London Live	250,000	Chairman, Alison Gowman is interviewed by London Live about the Bridge to Work programme. Filming took place at Muscular Dystrophy UK.	London	13/07
LGBT sector funding	City Matters	20,000	As above.	London	13/07

Appendix 3: External Events Register
Attended 1st June 2017 to 13th July 2017

Date	Host Organisation	Type of Event	City of London's Representative	Location / Borough	Summary
05/06/17	London Funders / Trust for London	Network meeting	Ciaran Rafferty	King's Cross	An opportunity to inform and hear from funders on the issue of Disabled People's organisations.
08/06/17	Leonard Cheshire Foundation	Dinner	Chairman, Alison Gowman	Guildhall	Dinner to celebrate 100 years since birth of Leonard Cheshire
09/06/17	Barrow Cadbury	Roundtable	Chairman, Alison Gowman & David Farnsworth	Westminster	Civil Society Futures - Funder Observer Session
12/06/17	Dragon Hall	Showcase	Ciaran Rafferty & Jack Joslin	Covent Garden	An event to showcase the pioneering work of this charity using technology with young people.
13/06/17	Public Health England	Dinner	David Farnsworth	Westminster	Making London the Healthiest Major Global City: Roundtable Debate
13/06/17	The FSI	Launch Event	Sufina Ahmad	Southwark	Launch event for the FSI's Small Charities Week, held at the GLA's office
14/06/17	Walcot Foundation	Anniversary event	Jenny Field & Sandra Jones	Lambeth	Evening event celebrating Walcot Foundation's 350th anniversary
19/06/17	NCVO	Conference	Ciaran Rafferty	King's Cross	A half-day conference on the benefits of improving monitoring & evaluation systems for groups providing mentoring & befriending services. Your officer spoke from a funder's perspective.

Date	Host Organisation	Type of Event	City of London's Representative	Location / Borough	Summary
19/06/17	Homeless Link	Launch of Social Investment Programme	Kate Moralee	Westminster	Launch of Homeless Link Social Investment Programme, attended by senior representatives of Homelessness organisations, Social Investors and funders.
19/06/17	London Air ambulance	Reception	Chairman, Alison Gowman	GLA building	Funders reception
20/06/17	Dulwich Picture Gallery	Exhibition opening	Chairman, Alison Gowman	Dulwich Picture Gallery	Opening of their new exhibition
21/06/17	Social Mobility Index	Launch	Chairman, Alison Gowman	Guildhall	Launch of the City of London supported initiative ranking businesses according to the actions they are taking to attract and progress talent from all backgrounds.
22/06/17	Charity Finance Group/Association of Charitable Foundations	Seminar	Karen Atkinson	Cazenove Offices, City of London	Finance in grantmaking special interest group meeting 'paper-free grantmaking'.
22/06/17	Leathersellers Charity	Evening event	Chairman, Alison Gowman	Leathersellers' Hall	Evening to meet charities and funders
22/06/17	The Big Lottery Fund	Roundtable	Sufina Ahmad	Camden	Ideas lab hosted by Big Lottery Fund, aimed at organisations from London and the South East to discuss their collaborative funding offer
27/06/17	Charity Tax Group	Board meeting	Karen Atkinson	Westminster	Quarterly Board meeting

Date	Host Organisation	Type of Event	City of London's Representative	Location / Borough	Summary
28/06/17	Trust for London	Reception	Chairman, Alison Gowman, Jenny Field, David Farnsworth and Sufina Ahmad	Southwark	Summer evening reception to launch their strategy and celebrate their year.
28/06/17	Postal Museum	Opening	Chief Commoner Wendy Mead	Camden	Event to celebrate the opening of a new museum.
29/06/17	Hazelhurst Trust	Debate	Chairman, Alison Gowman & Cheryl Chapman	The Charterhouse	Debate on philanthropy featuring Dr David Starkey.
29/06/17	Stefanou Foundation	Reception	Tim Wilson	House of Lords	An event marking Stefanou's early intervention support to break the inter-generational cycle of child abuse.
29/06/17	Doteveryone	Breakfast	Jack Joslin	Somerset House	Tech for Good breakfast hosted by Comic Relief, Paul Hamlyn and Doteveryone looking at ways funders can support social tech initiatives.
29/06/17	East End Community Foundation	Breakfast	Chairman, Alison Gowman	Sky Garden, 20 Fenchurch Street	Event to learn how the foundation supports businesses to achieve their social responsibility goals.
30/06/17	London Borough of Culture	Launch	Jack Joslin	City Hall	Launch of the CBT funded scheme, attended by borough representatives. The Mayor of London Sadiq Kahn & Policy Chairman Catherine McGuinness were amongst the speakers.

Date	Host Organisation	Type of Event	City of London's Representative	Location / Borough	Summary
03/07/17	Collaborate CIC	Roundtable	Sufina Ahmad	Hackney	Roundtable to discuss research that funders have commissioned Collaborate to do on connecting communities and the implications of Brexit.
04/07/17	Association of Charitable Foundations	Seminar	Tim Wilson	Camden	A network meeting (which your officer facilitates) for Trusts and Foundations with an interest in monitoring and evaluation. This event looked at the use of data in decision-making
04/07/17	Mayor's Fund for London	Event	Deputy Chairman, Druv Patel	The LaLiT Hotel, Southwark	Event on the APPG report on hunger during school holidays. Attended by Sadiq Khan
05/07/17	Association of Charitable Foundations	Network Meeting	Shegufta Rahman	Camden	Violence Against Women and Girls Network Meeting to discuss the Lloyds Bank Foundation's Transform Programme, following two years of delivery.
06/07/17	Trust for London	Advisory Group	Ciaran Rafferty	Little Britain	A regular meeting of the advisory group for the Moving on Up project.
06/07/17	National Council for Voluntary Organisations	Seminar	Tim Wilson	Islington	A meeting for funders interested in making use of NCVO's voluntary sector almanac data.
06/07/17	Ealing CVS	Funder Advice Session	Sufina Ahmad & Olivia Dix	Ealing	Application support information session and an update on the strategy was provided to the 20 groups in attendance.

Date	Host Organisation	Type of Event	City of London's Representative	Location / Borough	Summary
10/07/17	New Local Government Network	Report launch	Chairman, Alison Gowman, Chief Commoner Wendy Mead, Jenny Field, David Farnsworth & Sufina Ahmad	Guildhall	Launch of Building Bridges report.
11/07/17	The Cultural Hub	Staff update Session	Sufina Ahmad	City of London	Staff session providing an update on the Cultural Hub from the various partners that are involved.
12/07/17	CIPFA (Chartered Institute of Public Finance and Accountancy)	Annual Conference	Sufina Ahmad	Manchester	Two day conference exploring the themes of people, place and prosperity, in the context of dividing communities, low productivity, health and social care and the UK economy.
12/07/17	London's Giving	Report launch	Chairman, Alison Gowman, Jenny Field & Cheryl Chapman	Macquarie Bank, Ropemaker Street, City of London	Launch of report A Place to Give and celebration of three years' progress and CBT funding for another three years till 2020.
12/07/17	London Councils	Grants Committee	Chairman, Alison Gowman	59 Southwark Street	Regular Grants Committee meeting.