

Committee	Dated:
City Bridge Trust Committee	23 November 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 06/09/17 and 09/11/17 against each of the four key audiences identified in your Communications Strategy.
2. This shows good levels of activity towards all four audiences. There was continued strong engagement with regulators and politicians, with several events attended by political figures, including the Bridge to Work launch at Speakers House and the City Bridge Trust annual dinner.

Media Activity

3. Appendix 2 provides a detailed breakdown of the media activity supporting delivery of your Communications Strategy during this period, led by Kristina Drake, City of London Media Officer. Along with continued coverage around your Bridge to Work programmes following the launch event, there were two interviews on London Live following the latest round of the Stepping Stones social investment readiness programme.

External Events Register

4. A range of events were attended on behalf of the Trust during this period. These included several events either fully or jointly hosted by the Trust, including the Annual Dinner, Buttle UK Anchor Project launch, CAF Philanthropy event and Bridge to Work launch. All of these were well attended and successful events.
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"> • BBC Radio London Drivetime • Bexley Times • City AM • City Matters • East London Advertiser • Enfield Independent • Evening Standard • Greenwich Mercury • Hillingdon & Uxbridge Times • Islington Gazette • London Live • OnTrack Magazine • Pos'Ability Magazine • South London Press • The Big Issue • The Tottenham & Wood Green Independent • Waltham Forest Yellow Advertiser 	<p>CBT Twitter:</p> <ul style="list-style-type: none"> • 4,984 followers (up by 239 since last meeting) • 104.6K impressions* between 6/9/17 & 9/11/17 <p>CBT Website:</p> <ul style="list-style-type: none"> • 6,157 users • 9,564 sessions 	None to report

Audience	Face to face	Online and Printed Media channels	Online content	Direct Marketing
Regulators & politicians	<ul style="list-style-type: none"> • London Councils Way Ahead Subcommittee • Dragon Awards Dinner • City Bridge Trust Dinner • Bridge to Work Reception • Charity Fraud Awareness Week launch • GLA civil society strategy consultation meeting 	<ul style="list-style-type: none"> • Business Grapevine • Civil Society • FE News • Humanitarian News • LocalGov • London Loves Business • The London Economic 	Continued Twitter activity relating to the London Borough of Culture programme under the hashtag #MyLocalCulture	None to report
Immediate stakeholders**	<ul style="list-style-type: none"> • Learning Visits • MIND launch event • Aston Mansfield funders fair • Heart of the City trustees away-day • Haberdashers Livery dinner • City Bridge Trust dinner • Bridge Fund grantee briefing • Bridge to Work reception • Internal CoL staff network • Charity Fraud Awareness Week launch • CBT Members away half-day • Buttle UK Anchor Project seminar • Cornerstone Fund Reference Group meeting 	<ul style="list-style-type: none"> • Business Grapevine • Charity Times • Charity Today • City Matters • Civil Society • London Loves Business • Third Force News • Third Sector 	<ul style="list-style-type: none"> • News items on the CoL intranet and e-bulletin. • Regular updates in the Members' Briefing. 	None to report

Audience	Face to face	Online and Printed Media channels	Online content	Direct Marketing
Other funders, policy makers & key commentators	<ul style="list-style-type: none"> • London Councils Way Ahead Subcommittee • Grenfell Anchor Core Costs Funding Panel • Funders Working in Place roundtable • London Funders AGM • The Way Ahead roundtable • Grenfell Tower Funders learning event • Living Wage Friendly Funder National Steering committee • Centre for London reference group • Access Foundation seminar • City Bridge Trust dinner • Philanthropy Australia meeting • Association of Charitable Foundations (ACF) funder network • Civil Society conference • Hub for London reference group • ACF conference 	<ul style="list-style-type: none"> • Better Society • Charity Times • Civil Society • Global Recruiter • Humanitarian News • The London Economic • The Recruiter • Third Force News • Third Sector 	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
6th September 2017 to 9th November 2017

Organisation	Publication & Weblink	Readership / Audience	Detail	Coverage	Date
City Bridge Trust	South London Press (internal only)	22,500	Report on grants awarded at the Trust' July Committee, including Rushey Green Timebank, Stay Safe East and Carney's Community.	Regional	12/09/17
Stay Safe East	Pos'Ability Magazine	29,768	Report on a grant of £103,700 to help fund work with deaf and disabled victims of violent crime.	Trade	13/09/17
Plan Zheroes	City Matters (internal only)	20,000	An article on a grant tackling food waste and poverty.	Local	13/09/17
Disability Sports Coach	Charity Today	50,000	Report on a grant of £139,800 to the Southwark-based charity to help save five of its Community Clubs from closure.	Trade	14/09/17
London Borough of Culture	Greenwich Mercury (internal only)	-	The Trust and Corporation are referenced in a report about Lewisham's bid to enter the London Borough of Culture competition.	Local	14/09/17
Disability Sports Coach	Hillingdon & Uxbridge Times	-	As above.	Local	16/09/17
London Borough of Culture	Bexley Times	15,659	An article on LB Bexley's bid to become a London Borough of Culture refers to the Trust's funding.	Local	20/09/17
Disability Sports Coach	City Matters (internal only)	20,000	As above.	Local	20/09/17

Organisation	Publication & Weblink	Readership / Audience	Detail	Coverage	Date
Stepping Stones	Better Society Network	5,000	Report on the award of £617,000 to 16 London organisations through the fourth round of the Trust's Stepping Stones programme, delivered in partnership with UBS.	Trade	21/09/17
Disability Sports Coach	Pos'Ability Magazine	2,678	As above.	Trade	22/09/17
Disability Sports coach	OnTrack Magazine	-	As above.	Trade	22/09/17
Heart of the City	City AM	90,388	Policy Chairman Catherine McGuinness writes on the importance of being a responsible business. The Trust's support for Heart of the City is mentioned.	London-wide	25/09/17
Stay Safe East	Waltham Forest Yellow Advertiser (internal only)	242,000	As above.	Local	26/09/17
Disability Sports coach	East London Advertiser	6,885	As above.	Local	27/09/17
Stepping Stones	City Matters (internal only)	20,000	As above.	Local	27/09/17
Mind	The London Economic	-	The Trust was referenced following its funding of a project which provides mental health support to migrants.	Regional	28/09/17
Jackson's Lane	The Tottenham & Wood Green Independent (internal only)	18,154	A story about the Trust's funding to a charity which is running activities to combat loneliness.	Local	02/10/17
London Borough of Culture	Bexley Times	15,659	As above.	Local	02/10/17

Organisation	Publication & Weblink	Readership / Audience	Detail	Coverage	Date
Stepping Stones	London Live	250,000	Chairman Alison Gowman discussed the Trust's Stepping Stones social investment readiness programme.	London	03/10/17
Corporation Disaster appeals	London Loves Business	115,000	A story about the City of London Corporation's £75,000 donation to international disaster appeals, including Hurricane Irma and Burma appeals. The Trust's funding is referenced.	London	03/10/17
Corporation Disaster appeals	Better Society	5,000	As above.	Trade	04/10/17
Corporation Disaster appeals	City Matters (internal only)	20,000	As above.	London	06/10/17
London Youth Support Trust	The Big Issue	44,000	A story about a Stepping Stones grant of £10,000 which will help young Londoners to set up their own businesses. Chairman Alison Gowman is quoted.	National	11/10/17
Working Chance	FE News	25,000	A story about the City Bridge Trust granting £117,000 to a recruitment consultancy working with women who have criminal convictions. Chairman Alison Gowman is quoted.	Trade	11/10/17
London Youth Support Trust	City Matters (internal only)	20,000	As above.	London	11/10/17
Working Chance	The Recruiter	18,499	As above.	Trade	12/10/17
London Youth Support Trust	London Live	250,000	Young entrepreneur Taffy Murdock spoke about the support he has received from LYST and the business he has set up. The Trust's support is reference.	London	13/10/17

Organisation	Publication & Weblink	Readership / Audience	Detail	Coverage	Date
Working Chance	Business Grapevine	-	As above.	Trade	16/10/17
Working Chance	Charity Today	50,000	As above.	Trade	18/10/17
Stop The Traffik	Evening Standard	884,728	A report on a grant of almost £100,000 to help London residents tackle human trafficking in their communities.	London	18/10/17
Stop The Traffik	Charity Today	50,000	As above.	London	18/10/17
Bridge To Work	BBC Radio London Drivetime (skip to 2h25min) Link available until 18/11/17	80,000	Project Manager James Lee spoke about the new Bridge To Work programme supporting young disabled Londoners into employment	London	19/10/17
Bridge To Work	Charity Today	50,000	A report on the launch of the Bridge to Work programme which took place in Speaker's House. Chairman Alison Gowman is quoted.	Trade	19/10/17
Bridge To Work	FE News	25,000	As above.	Trade	19/10/17
Working Chance	Islington Gazette	5,722	As above.	Local	20/10/17
Working chance	City Matters	20,000	As above.	London	20/10/17
Bridge To Work	Global Recruiter	-	As above.	Trade	20/10/17

Organisation	Publication & Weblink	Readership / Audience	Detail	Coverage	Date
Philanthropy	London Live	250,000	Cheryl Chapman, Head of Philanthropy Engagement, was interviewed on the role of philanthropy in the City and place based giving. This followed a joint event with CAF at the Guildhall.	London	23/10/17
Lord Mayor's Show	Charity Today	50,000	A report on the Trust's Lord Mayor's Show float, in partnership with grantees Core Arts, Ballet Rambert and London Symphony Orchestra.	Trade	24/10/17
Philanthropy & London's Giving	Better Society Network	5,000	A brief piece referring to the London's Giving place-based model and a joint report with CAF on philanthropy.	Trade	24/10/17
Bridge To Work	City Matters	20,000	As above.	London	25/10/17
Bridge To Work	Pos'Ability Magazine	29,768	As above.	Trade	25/10/17
Working Chance	Islington Gazette	5,722	As above.	Local	27/10/17
LawWorks	City Matters	20,000	Report on a grant to a charity with a programme offering free legal advice to community organisations across the Capital.	London	01/11/17
Stop the Traffik	City Matters	20,000	As above.	London	01/11/17
London Borough of Culture	Enfield Independent	50,715	A report on the campaign to make LB Enfield a London borough of Culture. City Bridge Trust is mentioned.	Local	02/11/17

Organisation	Publication & Weblink	Readership / Audience	Detail	Coverage	Date
Buttle UK	LocalGov	15,500	An article on The Anchor Project, a pilot scheme funded by the Trust to look at innovative ways to help children in families suffering from domestic abuse. This was launched at an event in the Guildhall.	Trade	02/11/17
Hub for London	Third Sector	-	An article on the Trust's grant of £350,000 to help set up a new body supporting civil society infrastructure in the capital. Chairman Alison Gowman is quoted.	Trade	02/11/17
Hub for London	London Loves Business	115,000	As above.	Trade	02/11/17
September grants	Charity Times	30,000	A story on grants awarded in September totalling over £2.8m to charities tackling inequality. Chairman Alison Gowman is quoted.	Trade	02/11/17
Hub for London	Charity Times	30,000	As above.	Trade	03/11/17
Hub for London	Humanitarian News.	-	As above.	Trade	03/11/17
London Voluntary Service Council / Hub for London	Civil Society	-	A report on the closure of London infrastructure body, LVSC. The Trust's support for the Hub for London (mentioned above) is referenced.	Trade	03/11/17
London living wage	Third Force News	5,000	The Trust is referenced in an article about the living wage and the charity sector as being a Living Wage Friendly Funder.	Trade	07/11/17
NSPCC	Charity Today	50,000	Report on a grant of £270,000 to tackle child sexual exploitation.	Trade	09/11/17

Appendix 3: External Events Attended
6th September 2017 to 9th November

Date	Host Organisation	Type of Event	City of London's Representative	Location / Borough	Summary
12/09/17	London Councils	Meeting	Chairman Alison Gowman	Southwark	Subcommittee to review the Way Ahead and London Hub structuring
12/09/17	Price Bailey	Seminar	Karen Atkinson, Head of Charity & Social Investment Finance	Old Broad Street	Charity Sector Roundup – attendee
13/09/17	HM Government	Meeting	Ciaran Rafferty, Principal Grants Officer; James Lee, Project Manager	Portcullis House, SW1	A meeting with Penny Mordaunt MP, Minister of State for Disabled People to discuss the Bridge to Work initiative and the wider needs of disabled people
14/09/17	London Funders	Grenfell Anchor Core Costs Funding Panel	Sandra Jones, Grants Officer	London Funders	Decision making panel to distribute emergency funding to Anchor organisations local to Grenfell Tower
15/09/17	Lewisham Speaking Up	Learning visit	Kate Moralee, Grants Officer and Paul Martinelli, Member	Lewisham	Interesting and participatory learning visit
19/09/17	West London Zone	Learning visit	Tim Wilson, Principal Grants Officer	White City, Hammersmith & Fulham	An opportunity to visit several project partners involved in delivering work to improve outcomes for young people in this area of London. City Bridge Trust supported WLZ's work to raise social investment through a Collective Impact Bond as part of the Stepping Stones Fund.

Date	Host Organisation	Type of Event	City of London's Representative	Location / Borough	Summary
19/09/17	John Lyon's Charity	Meeting	Ciaran Rafferty, Principal Grants Officer	Sloane Square	A meeting of funders to agree the parameters for supporting services to young people post Grenfell.
26/09/17	City of London Dragon Awards	Dinner	Chairman Alison Gowman	Mansion House	Annual dinner to recognise community engagement amongst City businesses
26/09/17	MIND	Launch event	Kate Moralee	Camden	Launch of Commissioning Services for Mental Health
26/09/17	Funders Working in Place	Roundtable	Kate Moralee and Geraldine Paige, Grants Officer	Camden	First meeting to discuss and learn from place based funding.
26/09/17	London Funders	AGM	David Farnsworth	Camden	Annual General meeting of London Funders
26/09/17	City Bridge Trust	Funders Roundtable	David Farnsworth & Jenny Field, Deputy Chief Grants Officer	Guildhall	A discussion on the future of infrastructure support for London's civil society, the implementation of The Way Ahead (TWA) and how funders can get involved in the Trust's Cornerstone Fund (see CGO report for more information).
27/09/17	London Funders	Grenfell Tower Funders – Learning Event	David Farnsworth & Sandra Jones	London Funders	A review and reflection meeting for all funders that have been involved in any elements of the Grenfell Response
27/09/17	John Lyon's Charity	Reception	Ciaran Rafferty, Principal Grants Officer	Westminster Abbey	Reception to mark the Charity having made grants to the value of £100m.
28/09/17	Aston Mansfield	Funders fair	Kate Moralee	Newham	Presentations and surgeries by a variety of local funders

Date	Host Organisation	Type of Event	City of London's Representative	Location / Borough	Summary
28/09/17	City Bridge Trust	Board meeting	Jack Joslin, Grants Officer	Guildhall, City of London	The Trust hosted the Living Wage Friendly Funder National Steering committee.
28/09/17	Directory of Social Change	Meeting	Ciaran Rafferty, Principal Grants Officer	Resource Centre, Islington	A meeting of funders to look at past and future trends of grant-making
01/10/17	Noah's Ark Children's Hospital	Chief Officer learning visit	David Farnsworth & Neil Robbie, City Surveyors Dept.	Barnet	Chief Officer learning visit.
03/10/17	Heart of the City	Trustees' Away Day	Jenny Field	Weil, Gotshal & Manges, EC4	Your officer made a presentation to the Board on the Trust's strategic review and the role HOTC could play/is playing in the Trust's work on London's Giving and TWA.
05/10/17	Haberdashers Livery	Dinner	David Farnsworth	City of London	Speaking engagement – Introduction to the Trust.
06/10/17	Centre for London	Reference Group	Jenny Field	Guildhall	The first meeting of a reference group guiding research into giving in London being undertaken by Centre for London.
10/10/17	Access Foundation	Seminar	Tim Wilson	Euston	A meeting of a large group of high-profile Trusts and Foundations with a shared interest in developing a common diagnostic tool that would enable charitable organisations to assess areas of strength and weaknesses with a view to addressing the latter.

Date	Host Organisation	Type of Event	City of London's Representative	Location / Borough	Summary
12/10/17	City Bridge Trust	Dinner	CBT Members & Staff	Livery Hall, Guildhall	Guest speaker was Matthew Ryder QC, Deputy Mayor for Social Integration, Social Mobility and Community Engagement
12/10/17	Philanthropy Australia	Meeting	David Farnsworth, Tim Wilson & Cheryl Chapman, Head of Philanthropy Engagement	City of London	A presentation by Trust staff to visitors from a range of charitable Australian Foundations, highlighting our work in grant-making, philanthropy and social investment.
16/10/17	Association of Charitable Foundations	Funder Network	Kate Moralee	Camden	Funders with an interest in Mental Health. Presentation by Young People's Mental Health Coalition.
16/10/17	City Bridge Trust	Briefing for Bridge Fund grantees	Jenny Field	Trust for London	An opportunity for the Trust to update the cohort of grantees funded under your Bridge Trust on the Trust's progress in developing the parameters and governance of the Cornerstone Fund (see CGO report for more information).
17/10/17	Civil Society	Conference	Karen Atkinson	Bishopsgate	Charity Finance Summit – presenter within expert panel on charity tax matters.
17/10/17	LB Waltham Forest	Meeting	Ciaran Rafferty, Principal Grants Officer	William Morris House	A meeting called by the Leader of the Council to discuss how the borough's voluntary sector could be supported.
19/10/17	City Bridge Trust	Reception	Chairman Alison Gowman and CBT staff	Speakers House, Westminster	Event to launch the Trust's Bridge to Work programme. The Rt Hon John Bercow MP gave a welcome speech.

Date	Host Organisation	Type of Event	City of London's Representative	Location / Borough	Summary
19/10/17	City of London Corporation	Internal staff network	David Farnsworth	City of London	Hate crime awareness week - Staff network event.
23/10/17	Fraud Advisory Panel	Launch event	Chairman Alison Gowman & Karen Atkinson	City Centre, Basinghall Street	Charity Fraud Awareness Week launch.
27/10/17	London Youth	Awards event	Ciaran Rafferty, Principal Grants Officer	Altitude, Millbank Tower	An event to celebrate the achievements of the City Leaders programme run by London Youth and funded by the Trust.
28/10/17	Thames Discovery Programme	Conference	Chairman Alison Gowman	More London, Southbank	Featured report on CBT funded over 75s programme.
30/10/17	The Foundry – Global Dialogue	Meeting	Kate Moralee	Lambeth	Meeting to discuss involvement with Early Action Funders Alliance and support re embedding Early Action as a value in Bridging Divides.
31/10/17	Scope	Seminar	Ciaran Rafferty, Principal Grants Officer	London Stock Exchange	A seminar to discuss disabled people's access to employment, particularly within the corporate sector.
31/10/17	Greater London Assembly	Consultation meeting	Jenny Field	City Hall	A consultation meeting on the GLA's civil society strategy for those involved in the implementation of TWA.
31/10/17	City Bridge Trust	Half-Away day	CBT Members & staff	Tower Bridge	Strategic planning day for Members.
01/11/17	Centre for London	Meeting	Ciaran Rafferty, Principal Grants Officer	Piccadilly	A meeting to help determine research needs for employment issues in London

Date	Host Organisation	Type of Event	City of London's Representative	Location / Borough	Summary
02/11/17	Buttle UK	Seminar	Chairman Alison Gowman, Wendy Mead & CBT staff	Livery Hall, Guildhall	Event to launch the CBT funded Anchor Project.
02/11/17	Hub for London	Reference Group	Jenny Field	Guildhall	At your last meeting, you approved the first year's operating costs of the Hub for London. Your officer has joined the reference group overseeing its development (see CGO report for more information).
06/11/17	City Bridge Trust	Cornerstone Fund Reference Group meeting	Jenny Field	Guildhall	See CGO report for more information.
06/11/17	National Council for Voluntary Organisations (NCVO)	Trading Board meeting	Jenny Field	Society Building	Your officer is a trustee of NCVO and an elected member of its trading board.
08/11/17	Association of Charitable Foundations	Conference	Chairman Alison Gowman & CBT staff	BMA House, Tavistock Place	Annual event attended by wide range of trusts & foundations.
09/11/17	London Funders/Trust for London	Meeting	Ciaran Rafferty, Principal Grants Officer	King's Cross	A meeting of funders to discuss how best to support disabled people-led organisations in London.