

<b>Committee</b>	<b>Dated:</b>
City Bridge Trust Committee	31 January 2018
<b>Subject:</b> City Bridge Trust Communications & Events attended	<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 10/11/17 and 16/01/18 against each of the four key audiences identified in your Communications Strategy.
2. This shows continued strong engagement towards all four audiences. Regulators & Politicians continued to be engaged through coverage of the London Borough of Culture, with the deadline for bids within this period. In addition, your Officers attended the London Councils Summit and London Government Dinner, two high-profile events attended by representatives of the London boroughs.

#### 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. Several of the grants agreed at your November Committee meeting received coverage, most notably Hubbub "Plastic Fishing" project which as well as being featured in a number of trade magazines, was also the subject of a Sky News report which included an interview with the Chairman.

## **External Events Register**

4. A wide range of events were attended on behalf of the Trust during this period. These included several meetings in relation to the Trust's continued response to the Grenfell Tower tragedy.
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>• City AM</li> <li>• City Matters</li> <li>• Ealing Times</li> <li>• East London Advertiser</li> <li>• Enfield Independent</li> <li>• Evening Standard</li> <li>• GetWestLondon</li> <li>• Harrow Times</li> <li>• London Bulletin</li> <li>• Sky News</li> <li>• The Hillingdon and Uxbridge Times</li> <li>• The Londonist</li> <li>• The Romford Recorder</li> </ul>	<p>CBT Twitter:</p> <ul style="list-style-type: none"> <li>• 5,239 followers (up by 255 since last meeting)</li> <li>• 151.8K impressions* between 10/11/17 &amp; 17/01/18</li> </ul> <p>CBT Website:</p> <ul style="list-style-type: none"> <li>• 5,711 users</li> <li>• 8,622 sessions</li> </ul>	None to report
Regulators & politicians	<ul style="list-style-type: none"> <li>• Centre for London dinner</li> <li>• London Councils conference</li> <li>• Lord Mayor's Appeal launch</li> <li>• Institute of Directors dinner</li> <li>• LB Hillingdon conference</li> <li>• GLA Board meeting</li> <li>• London Government dinner</li> </ul>	<ul style="list-style-type: none"> <li>• Barking &amp; Dagenham Post</li> <li>• Enfield Independent</li> <li>• The Stage</li> </ul>	Continued Twitter activity relating to the London Borough of Culture programme under the hashtag <a href="#">#MyLocalCulture</a>	None to report

Audience	Face to face	Online and Printed Media channels	Online content	Direct Marketing
Immediate stakeholders**	<ul style="list-style-type: none"> <li>• GLV Trustee conference</li> <li>• The Prince's Trust Advisory Group meeting</li> <li>• London Councils conference</li> <li>• Lord Mayor's Appeal launch</li> <li>• Voluntary Action Camden event</li> <li>• Islington Giving Board meeting</li> <li>• Harrow Youth Foundation visit</li> <li>• LB Hillingdon conference</li> <li>• Camden Town Unlimited Learning Visit</li> <li>• NCVO board meeting</li> <li>• The Prince's Trust Gala Dinner</li> <li>• Whizz-Kidz reception</li> <li>• Rambert showcase</li> <li>• Positively UK reception</li> <li>• Cara Trust grantee visit</li> <li>• Central Criminal Court lunch</li> <li>• CBT Youth Providers seminar</li> </ul>	<ul style="list-style-type: none"> <li>• Charity Today</li> <li>• Children &amp; Young People Now</li> <li>• City AM</li> <li>• Civil Society</li> <li>• Environment Times</li> <li>• Fundraising Magazine</li> <li>• Mental Health Today</li> <li>• Third Sector</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

<b>Audience</b>	<b>Face to face</b>	<b>Online and Printed Media channels</b>	<b>Online content</b>	<b>Direct Marketing</b>
Other funders, policy makers & key commentators	<ul style="list-style-type: none"> <li>• Guys &amp; St Thomas Charity Funders Forum</li> <li>• Superhighways Impact Aloud Conference</li> <li>• Leap Confronting Conflict dinner</li> <li>• Esmee Fairbairn Foundation workshop</li> <li>• East End Community Foundation meeting</li> <li>• London Funders / Kensington &amp; Chelsea Social Council meeting</li> <li>• National Council for Voluntary Organisations dinner</li> <li>• Charity Tax Group committee meeting</li> <li>• Cripplegate Foundation funding panel</li> <li>• Civil Society Futures briefing</li> <li>• ACF network meeting &amp; seminar</li> <li>• Tudor Trust focus group</li> <li>• Barrow Cadbury Trust forum meeting</li> <li>• NCVO Board meeting</li> <li>• Charity Finance Group members meeting</li> <li>• The Prince's Trust Gala Dinner</li> <li>• CBT Youth Providers seminar</li> </ul>	<ul style="list-style-type: none"> <li>• Charity Times</li> <li>• Charity Today</li> <li>• Children and Young People Now</li> <li>• Civil Society</li> <li>• Environment Times</li> <li>• FE News</li> <li>• Mental Health Today</li> <li>• Packaging News</li> <li>• Pos'ability Magazine</li> <li>• Recycling International</li> <li>• Resource</li> <li>• SME</li> <li>• The Stage</li> <li>• Third Sector</li> <li>• Waste 360</li> <li>• Waste Management World</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

10<sup>th</sup> November 2017 to 15<sup>th</sup> January 2018

Organisation	Publication & Weblink	Readership / Audience	Detail	Coverage	Date
London Hub	<a href="#">City Matters</a> (internal only)	20,000	Continued coverage of the new Hub for London supporting London's civil society organisations, which the Trust is supporting.	City of London	08/11/18
NSPCC	<a href="#">Charity Today</a>	50,000	The Trust was referenced after it awarded £270,000 to the NSPCC's Protect and Respect service which is offered in the Croydon and East London areas.	Trade	09/11/18
NSPCC	<a href="#">FE News</a>	25,000	As above	Trade	09/11/18
NSPCC	<a href="#">City Matters</a> (internal only)	30,000	As above	City of London	15/11/18
London Borough of Culture	<a href="#">Enfield Independent</a> (internal only)	50,714	Report on the launch of Enfield Council's campaign to become the next borough of culture. The Trust is mentioned as supporters of the programme.	Local	16/11/18
Heart of the City	<a href="#">SME</a>	n/a	The Trust was praised for its support of the Heart of the City's Newcomers Programme which aims to aid small and medium sized businesses to improve their corporate social responsibility.	Trade	18/11/18
Lord Mayor's Appeal	<a href="#">Charity Today</a>	50,000	The Trust was referenced on its role in the new 'A Better City For All' strategy launched by the Lord Mayor's Appeal.	Trade	20/11/18

Organisation	Publication & Weblink	Readership / Audience	Detail	Coverage	Date
Lord Mayor's Appeal	<a href="#">FE News</a>	25,000	As above	Trade	20/11/18
Lord Mayor's Appeal	<a href="#">London Bulletin</a>	15,000	As above	London	20/11/18
Philanthropy	<a href="#">City Matters</a> (internal only)	30,000	Fiona Rawes, Head of Philanthropy Strategy, is interviewed about her new role, future plans and changes to giving in the City. City Bridge Trust is referenced, alongside The Lord Mayor's Appeal.	City of London	22/11/18
City Bridge Trust	<a href="#">Evening Standard</a>	884,728	Policy and Resources Chairman, Catherine McGuinness, refers to the Trust in an article on the launch of a campaign against modern slavery and human trafficking.	London	24/11/18
Everyone Project / Participatory City	<a href="#">Barking and Dagenham Post</a>	5,157	Chairman Alison Gowman is quoted in an article about The Festival of Everyone community event. The festival is part of a wider programme in the LB of Barking & Dagenham which aims to build a more cohesive borough. The Trust has awarded a grant of £450,000 towards the project.	Regional	30/11/18
Bridge To Work	<a href="#">Pos'ability Magazine</a>	29,768	James Lee, Bridge To Work Project Manager, writes in Pos'ability Magazine about disability and employment in light of International Day of Persons with Disabilities. The Trust's new £3.3million programme supporting young disabled Londoners into work is mentioned.	Trade	01/12/18

Organisation	Publication & Weblink	Readership / Audience	Detail	Coverage	Date
London Borough of Culture	<a href="#">The Stage</a>	9,490	A report on Havering's bid to become the next borough of culture. The Trust is mentioned as a supporter of the programme	Trade	01/12/18
London Borough of Culture	<a href="#">The Romford Recorder</a>	21,400	As above	Local	01/12/18
City Bridge Trust	<a href="#">Civil Society</a>	12,000	As part of UK Charity Week, Chairman Alison Gowman writes about the increasing importance of funders and role the charitable sector has to play in society.	Trade	04/12/18
Hubbub	<a href="#">Resource</a>	2,500	A report on a recent award by the Trust to recycling charity Hubbub. The grant will enable the charity to offer 55 free plastic fishing trips for London schools aboard 'Poly-Mer', the world's first boat made from recycled plastic.	Trade	05/12/18
Bridging Divides	<a href="#">Civil Society</a>	12,000	A feature on the new Bridging Divides strategy and how the Trust is going to use its funding to tackle disadvantage and inequality in London. Chairman Alison Gowman and David Farnsworth are both quoted.	Trade	08/12/18
Hubbub	<a href="#">Sky News</a> (via YouTube)  <a href="#">Sky News</a> (online report)	2,000,000	A feature about the Trust's grant to Hubbub (see above). Chairman Alison Gowman was interviewed on the boat.	National	10/12/18
Hubbub	<a href="#">Waste Management World</a>	4,060	As above	Trade	11/12/18



Organisation	Publication & Weblink	Readership / Audience	Detail	Coverage	Date
Hubbub	<a href="#">Packaging News</a>	10,100	As above	Trade	11/12/18
Hubbub	<a href="#">FE News</a>	25,000	As above	Trade	12/12/18
Hubbub	<a href="#">Charity Today</a>	50,000	As above	Trade	12/12/18
Hubbub	<a href="#">Waste 360</a>	n/a	As above	Trade	12/12/18
Causeway Irish Housing Association	<a href="#">Mental Health Today</a>	n/a	A story about the Trust's grant to offer mental health support services to refugees and migrants who have suffered trauma. Chairman Alison Gowman is quoted.	Trade	13/12/18
Hubbub	<a href="#">Environment Times</a>	13,200	As above	Trade	13/12/18
City Bridge Trust	<a href="#">City AM Giving Magazine</a> (internal only)	90,791	A two-page feature in City AM's Giving Magazine looking back at what City Bridge Trust achieved in 2017.	London	14/12/18
London's Giving	<a href="#">City AM Giving Magazine</a> (internal only)	90,791	An opinion piece from Cheryl Chapman, the City of London Corporation's Head of Philanthropy Engagement, on the London's Giving initiative, which the Trust has supported.	London	14/12/18
Hubbub	<a href="#">Recycling International</a>	36,000	As above	Trade	14/12/18

Organisation	Publication & Weblink	Readership / Audience	Detail	Coverage	Date
London's Giving	<a href="#">Third Sector</a>	6,200	An opinion piece from Cheryl Chapman, Head of Philanthropy Engagement, in relation to Local Charities Day and Place Based Giving Schemes.	Trade	15/12/18
Mind in Harrow	<a href="#">Charity Today</a>	50,000	A report on a grant to Mind in Harrow to support young people with mental health problems. Chairman Alison Gowman is quoted.	Trade	18/12/18
Mind in Harrow	<a href="#">Harrow Times</a>	39,973	As above	Local	18/12/18
Mind in Harrow	<a href="#">The Hillingdon and Uxbridge Times</a>	21,718	As above	Local	20/12/18
Mind in Harrow	<a href="#">Ealing Times</a>	80,000	As above	Local	20/12/18
City Bridge Trust November Grants	<a href="#">Charity Times</a>	30,000	A story on the £2.5m worth of grants the Trust awarded at its November committee meeting to tackle disadvantage and inequality in London. Chairman Alison Gowman is quoted.	Trade	20/12/18
City Bridge Trust November Grants	<a href="#">City Matters</a>	30,000	As above	City of London	21/12/18
Hubbub	<a href="#">City Matters.</a>	30,000	As above	City of London	21/12/18
Hubbub	<a href="#">London Bulletin</a>	15,000	As above	London	27/12/18

Organisation	Publication & Weblink	Readership / Audience	Detail	Coverage	Date
Causeway Irish Housing Association	<a href="#">East London Advertiser</a>	6,885	As above	Regional	02/01/18
DVIP (Domestic Violence Intervention Project)	<a href="#">The London Bulletin</a>	150,000	A report on a £100,000 grant from the Trust to tackle child-on-parent violence in London.	London	04/01/18
DVIP	<a href="#">Children and Young People Now</a>	16,000	As above	Trade	04/01/18
City Bridge Trust	<a href="#">The Londonist</a>	1,500,000	City Bridge Trust is featured in an article in the Londonist about London's bridges. Bridge House Estates is also referenced.	London	05/01/18
DVIP	<a href="#">GetWestLondon</a>	660,314	As above	Regional	08/01/18
Bridging Divides	<a href="#">Fundraising Magazine</a> (internal only)	33,000	A story on the Trust's new strategy which gives an overview of how the Trust will spend its next £100m to tackle inequality in London.	Trade	11/01/18
Exceptional Grants	<a href="#">Charity Today</a>	50,000	A report on the Trust awarding £121,000 in grants to charities working with youth affected by the Grenfell Tower disaster. Chairman Alison Gowman is quoted.	Trade	11/01/18

Organisation	Publication & Weblink	Readership / Audience	Detail	Coverage	Date
Action Disability Kensington & Chelsea	<a href="#">Pos'Ability Magazine</a>	29,768	Report on a grant to a charity dedicated to helping disabled people live more independently. Chairman Alison Gowman is quoted.	Trade	11/01/18
Ashford Place	<a href="#">Brent and Kilburn Times</a> (internal only)	14,989	The Trust's funding is referred to in a story about dementia cafes.	Regional	11/01/18
Mind in Harrow	<a href="#">City Matters</a> (internal only)	30,000	As above	Regional	11/01/18
Bridge to Work	<a href="#">City AM</a>	90,791	An opinion piece by Catherine McGuinness, Chairman of Policy & Resources on the need to improve access to work for disabled people. The Trust's £3.3m Bridge to Work programme is referenced.	London	15/01/18

**City Bridge Trust Events Attended**  
**10<sup>th</sup> November 2017 – 15<sup>th</sup> January 2018**

Date	Host Organisation	Type of Event	City of London's Representative	Location / Borough	Summary
10/11/17	Greater London Volunteering (GLV)	Trustee Conference	Jenny Field	City Hall	Your Officer spoke about the Trust's implementation of Bridging Divides and is involvement with The Way Ahead.
15/11/17	Guys & St Thomas Charity	Lambeth Funders Forum	Sandra Jones	Lambeth	Forum of funders that operate within London Borough of Lambeth.
15/11/17	Centre for London	Dinner	Chairman Alison Gowman	Somerset House	Pre-conference dinner.
16/11/17	The Prince's Trust	Advisory Group Meeting	Chairman Alison Gowman; Dhruv Patel; David Farnsworth & Shegufta Rahman	Prince's Trust House, City	Quarterly Strategic Advisory Group meeting to discuss the progress of the strategic grant to The Prince's Trust.
17/11/17	City Bridge Trust	Networking and information sharing	Joan Millbank	Guildhall	Briefing to Richard Cloudsley's Foundation on provision of eco-audits.
18/11/17	London Councils	Conference	Chairman Alison Gowman; Jenny Field & Martin Hall	Guildhall	Annual London Councils Summit. Your Officers hosted an information stall.

Date	Host Organisation	Type of Event	City of London's Representative	Location / Borough	Summary
20/11/17	Superhighways	Impact Aloud Conference	Shegufta Rahman	Wimbledon	Annual conference focussing on making better use of technology to improve monitoring and evaluation and communicate impact. Your officer sat on the panel discussion.
20/11/17	Lord Mayor's Appeal	Launch	Chairman Alison Gowman	Mansion House	Launch of the Lord Mayor's Appeal multi-year strategy, 'A Better City for All'.
21/11/17	Voluntary Action Camden	Meet the Funder	Joan Millbank	Camden	Presentation to local voluntary and community sectors.
21/11/17	City Bridge Trust	Reference Group	Jenny Field	Guildhall	A regular meeting of the Cornerstone Fund reference group.
21/11/17	Leap Confronting Conflict	Dinner	Wendy Mead, Chief Commoner	The Shard	Fundraising dinner, with speech by Dame Stella Rimington.
23/11/17	Islington Giving	Board Meeting	Jenny Field	Cripplegate Foundation, Islington	A meeting of the Islington Giving Board of which your Officer is a member.
24/11/17	Esmée Fairbairn Foundation	Workshop	David Farnsworth & Jenny Field	King's Place	A workshop to explore a potential funder collaboration around place-based funding.
24/11/17	East End Community Foundation	Meeting	Chairman Alison Gowman & David Farnsworth	Tower Hamlets	Meeting with Howard Dawber, Chair of the Foundation.

Date	Host Organisation	Type of Event	City of London's Representative	Location / Borough	Summary
27/11/17	London Funders / Kensington & Chelsea Social Council	Meeting	Sandra Jones	Kensington and Chelsea	Meeting of funders & local infrastructure organisations responding to Grenfell – listening phase.
27/11/17	National Council for Voluntary Organisations	Dinner	David Farnsworth	W1	Civil Contingency Dinner regarding the experience of the voluntary sector in relation to the Grenfell Tragedy.
28/11/17	Charity Tax Group	Committee meeting	Karen Atkinson	CTG Offices, Westminster	CTG Directors meeting.
28/11/17	City Bridge Trust	Sub-group of reference group	Jenny Field	Guildhall	A sub-group of the Cornerstone Fund met to consider applications for funding extensions from your Bridge Fund.
29/11/17	Cripplegate Foundation	Funding Panel	Kate Moralee	Islington	Islington Giving Grants Committee.
30/11/17	Harrow Youth Foundation	Visit	David Farnsworth	Harrow	A membership organisation bringing together youth service providers in Harrow.
01/12/17	Civil Society Futures	Briefing	Chairman Alison Gowman & David Farnsworth	Paul Hamlyn Foundation	A Funder Observer session, attended by representatives of leading funders.

Date	Host Organisation	Type of Event	City of London's Representative	Location / Borough	Summary
04/12/17	City of London	Tackling Scams and Financial Abuse in the City of London	Geraldine Page	City of London	Day raising awareness of scams and financial abuse with guest speakers and exhibitors.
05/12/17	Association of Charitable Foundations	Network Meeting	Kate Moralee	Camden	Housing and Homelessness network. Included discussion on the Homelessness Reduction Act.
05/12/17	Greater London Volunteering	Advisory Group meeting	Jenny Field	Guildhall	A meeting of the Hub for London Advisory Group, of which your Officer is a member.
05/12/17	Institute of Directors	Dinner	Chairman Alison Gowman	Guildhall	A dinner of the City branch of the Institute of Directors.
06/12/17	LB Hillingdon	Conference	Jenny Field	Civic Centre, Uxbridge	A Third Sector Health & Wellbeing Conference. Your Officer spoke about the Trust's work, Bridging Divides and our involvement with The Way Ahead.
07/12/17	Tudor Trust	Focus group	Sandra Jones	Kensington and Chelsea	IVAR evaluation of the funder's response to Grenfell – focus group of the core costs funding programme.
07/12/17	Barrow Cadbury Trust	Forum meeting	Sandra Jones	Camden	Regular forum meeting of the Cross Funders Alliance on Race Equality.



Date	Host Organisation	Type of Event	City of London's Representative	Location / Borough	Summary
07/12/17	Camden Town Unlimited	Learning Visit	Tim Wilson & Hannah Davey, Social Investment Officer	Camden	An opportunity to see the CTU's new premises, leased following business development work funded by the Trust and UBS' Stepping Stones programme.
11/12/17	NCVO	Board meeting	Jenny Field	Society Building, N1	A meeting & Trustee development session of the NCVO Board. Your Officer is a trustee of NCVO.
14/12/17	Charity Finance Group	Members meeting	Karen Atkinson	Moore Stephens, City Offices	Charity Reserves discussion.
14/12/17	The Prince's Trust	Gala Dinner	Chairman Alison Gowman & David Farnsworth	Buckingham Palace	'One Million Young Lives Dinner' attended by The Prince of Wales & other dignitaries.
14/12/17	St Paul's Cathedral	Memorial service	David Farnsworth	St Paul's Cathedral	A memorial service for victims of the Grenfell Fire disaster. The Town Clerk was also in attendance.
14/11/17	Whizz-Kidz	Reception	Ciaran Rafferty & James Lee, Project Manager	The Speakers' House, Westminster	An event to celebrate the work of disability charity Whizz-Kidz, who are part of your Bridge to Work programme.
15/11/17	Association of Charitable Foundations	Seminar	Ciaran Rafferty	Rathbone, Finsbury Circus	A useful seminar on the subject of Finance in Grant-making.

Date	Host Organisation	Type of Event	City of London's Representative	Location / Borough	Summary
24/11/17	Rambert	Showcase	Ciaran Rafferty	Rambert, South Bank	A valuable presentation and discussion on Rambert's impressive work with older people and the wider community.
27/11/17	Positively UK	Reception	Ciaran Rafferty	Portcullis House, Westminster	A celebration of Positively UK's work over many years.
15/12/17	The Prince's Trust	Meeting	Chairman Alison Gowman & David Farnsworth	Prince's Trust House	Meeting with Nick Stace, new CEO of the Prince's Trust.
19/12/17	Cara Trust	Grantee Visit	Chairman Alison Gowman & David Farnsworth	Notting Hill	Visit to a foodbank programme supported by the Trust.
09/01/18	Greater London Authority	Board Meeting	Jack Joslin	City Hall	Meeting to discuss the London Brough of Culture Applications.
09/01/18	Central Criminal Court	Lunch	Chairman Alison Gowman & David Farnsworth	The Old Bailey	A themed lunch at with Trust grantees and colleagues.
11/01/18	London Government Dinner	Dinner	David Farnsworth	Mansion House	Annual Dinner with representatives from the London Boroughs.

Date	Host Organisation	Type of Event	City of London's Representative	Location / Borough	Summary
15/01/18	City Bridge Trust	Seminar	Chairman Alison Gowman; David Farnsworth, & other Officers	Mansion House	Youth Providers Collaborative Opportunities seminar with key youth providers to consider collaboration and leadership in the sector.
16/01/18	Leighton House Museum	Event	Ciaran Rafferty & Anita Williams	Kensington	You have funded Leighton House Museum within the Grenfell Coalition to provide arts and crafts activities for local children and families – this event was an opportunity to see this wonderful venue.