

Committee	Dated:
City Bridge Trust Committee	14 March 2018
Subject: City Bridge Trust Communications & Events attended	Public
Report of: The Chief Grants Officer (CGO) and Director of City Bridge Trust	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 17/01/18 and 28/02/18 against each of the four key audiences identified in your Communications Strategy.
2. This shows continued good levels of engagement against all four audiences. Regulators & Politicians were well engaged through the London Borough of Culture announcement. The Trust's support was acknowledged extensively both during the event itself, at which your Chairman and Deputy Chairman were present, and also in press coverage and online social media activity from the winning Boroughs. There will be further opportunities to engage with elected Councillors in these areas over the coming months and years as the activity you are funding takes place.

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 January Committee meeting received coverage, most notably your grant of

£100,000 to the Helen Bamber Foundation which was referenced in an Evening Standard article on modern slavery and was also the subject of a London Live interview with David Farnsworth.

4. In addition, coverage was received for your Strategic Initiative to Age UK for work with Action Fraud (an initiative of the City of London Police) to educate older people about the risks of fraud and support those already effected. As part of this project a short education video has been produced which can be viewed [here](#).

External Events Register

5. A wide range of events were attended on behalf of the Trust during this period. This included a roundtable and reception hosted by Cranfield Trust to discuss the Funder Plus support needs of charities and promote their Strive pro-bono support programme which is funded by you as a Strategic Initiative. The event was attended by HRH The Princess Royal, who is a patron of Cranfield Trust, along with a number of your current grantholders. Chairman Alison Gowman gave a short speech.
6. 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
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"> • Barking & Dagenham Post • Barnet Times • BBC London & Online • Charity Today • City Matters • Enfield Independent • Evening Standard • London Bulletin • London Live • Pos'Ability Magazine • The Carer UK • The Guardian • The Londonist • The Mercury (Greenwich) • This is Local London • Times of Israel • Tottenham and Woodgreen Independent • Yahoo 	<p>CBT Twitter:</p> <ul style="list-style-type: none"> • 5,393 followers (up by 154 since last meeting) • 99.2K impressions* between 16/01/18 & 28/02/18 <p>CBT Website:</p> <ul style="list-style-type: none"> • 4,821 users • 7,259 sessions

Audience	Face to face	Online and Printed Media channels	Online content
Regulators & politicians	<ul style="list-style-type: none"> • Citizenship Integration Initiative meeting • City of London - Social investment impact launch • Greater London Authority – LB of Culture ceremony • London Assembly - Grenfell hearing • London Councils meeting • Speaker's Parliamentary Placement Scheme • The Lord Mayor's Appeal Charity event 	<ul style="list-style-type: none"> • BBC London & Online • Charity Today • City Matters • Evening Standard • Fundraising UK • Recruitment Buzz • The Guardian 	<p>Acknowledgement of the Trust's support from GLA & winning boroughs on Twitter under the hashtag #MyLocalCulture</p>
Immediate stakeholders**	<ul style="list-style-type: none"> • Barbican Centre Dinner • Bishops Dinner • Bloomberg meeting • Chinese National Healthy Living Centre event • Cranfield Trust roundtable • Ethical Property Company launch • Greenwich Foundation event • Living Streets event • London Hub meeting • London's Giving meeting • Management Consultants Livery dinner • Mind in Camden visit • Place2Be presentation • Renaisi / Money Advice Service workshop • The Legal Education Foundation dinner • Mansion House reception • The Lord Mayor's Appeal Charity event • The Merchant Taylors' Company meeting 	<ul style="list-style-type: none"> • Charity Today • City Matters • Fundraising UK • London Live • PI Magazine • Recruitment Buzz • The Carer UK • The Mercury (Greenwich) • Wired Gov 	<ul style="list-style-type: none"> • News items on the CoL intranet and e-bulletin. • Regular updates in the Members' Briefing.

Audience	Face to face	Online and Printed Media channels	Online content
Other funders, policy makers & key commentators	<ul style="list-style-type: none"> • Charity Tax Group meeting • Citizenship Integration Initiative meeting • Cranfield Trust roundtable • Cripplegate Foundation funding panel • Greater London Authority ceremony • Lankelly Chase and BSC roundtable • LB of Hounslow Funders Fair • London Funders/Trust for London meeting • London Hub meeting • London's Giving meeting • Marshall Institute lunch 	<ul style="list-style-type: none"> • BBC London & Online • Charity Today • Civil Society • Evening Standard • Fundraising UK • Pos'Ability Magazine • Recruitment Buzz • The Carer UK • The Guardian • Third Sector • Wired Gov • World Leisure News and Jobs 	Twitter activity around the Cranfield Trust roundtable & reception with the Princess Royal using the hashtag #striveCBT

* 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
16th January 2018 – 28th February 2018

Date	Organisation	Publication & Weblink	Readership / Audience	Detail	Coverage
17/01/18	Bikur Cholim	London Bulletin	15,000	A report on the Trusts award to Hackney based Jewish charity Bikur Cholim, to boost its programme supporting elderly carers in Hackney and Haringey.	London
18/01/18	DViP	City Matters (internal only)	30,000	Further coverage of a grant made to Hammersmith-based charity DVIP which tackles child-on-parent violence across London.	London
18/01/18	Grenfell grants	City Matters (internal only)	30,000	The Trust is referenced on its support for victims of the Grenfell Tower fire and its recent awards for activity programmes for young people affected.	London
23/01/18	Bikur Cholim	Times of Israel	n/a	As above.	London
24/01/18	Bridge House Estates exhibition	London Live (internal only)	250,000 (average)	<i>London Live</i> reports on a new exhibition at Tower Bridge which focuses on the charitable work carried out by Bridge House Estates. City Bridge Trust is featured.	London

Date	Organisation	Publication & Weblink	Readership / Audience	Detail	Coverage
25/01/18	Action Disability	City Matters (internal only)	30,000	An article focussed on a grant to a disability group which provides support sessions in the borough of Kensington and Chelsea. Action Disability will use the fund to launch a programme providing workshops on computer skills and personal development.	London
26/01/18	Bikur Cholim	Tottenham and Woodgreen Independent	18,154	As above	Regional
26/01/18	Bikur Cholim	Enfield Independent	50,714	As above	Regional
27/01/18	Bikur Cholim	This is Local London	n/a	As above	Regional
29/01/18	Charity Commission	Third Sector	6,200	A report on the charity sector meeting to discuss how to respond to future domestic disasters. City Bridge Trust is noted as attending.	National trade
29/01/18	Charity Commission	Civil Society	12,000	As above	National trade
29/01/18	Charity Commission	UK Fundraising	33,000	As above	National trade

Date	Organisation	Publication & Weblink	Readership / Audience	Detail	Coverage
29/01/18	Royal Society for Blind Children	BBC Radio London (link not available)	n/a	The Trust's £100,000 grant to the Royal Society for Blind Children for a new apprenticeship programme was reported on during the regular news bulletin.	London
31/01/18	National Disasters	Wired Gov	n/a	As above	Trade
31/01/18	Royal Society for Blind Children	Optometry Today	n/a	As above	Trade
02/02/18	Royal Society for Blind Children	Optician Online	n/a	As above	National trade
02/02/18	Lord Mayor's Appeal / City Giving Day	Charity Today	50,000	Coverage of the launch of the Lord Mayor's Appeal's City Giving Day. City Bridge Trust is also referenced.	National trade
07/02/18	City of London	PI Magazine (internal only - pages 33-35)	N/A	An article by Noa Burger, Head of Responsible Business at the City of London Corporation, talking about the basics of setting up a responsible business programme. City Bridge Trust is referenced.	National trade
14/02/18	Dragon Awards	Recruitment Buzz	N/A	Lord Mayor Charles Bowman was quoted on the launch of the 2018 Lord Mayor's Dragon Awards, which will take place in September. City Bridge Trust is mentioned.	National trade

Date	Organisation	Publication & Weblink	Readership / Audience	Detail	Coverage
15/02/18	Homeless Action in Barnet	The Londonist's	n/a	A story on the Trust's £90,000 grant given to Homeless Action in Barnet to help house 120 rough sleepers over the next three years.	Regional
16/02/18	Eye Music Trust	Pos'Ability Magazine	29,768	An article on a grant for a series of therapeutic musical workshops to tour London's special educational needs schools in the coming months.	National trade
16/02/18	Homeless Action in Barnet	Barnet Times	225,000	As above	Regional
19/02/18	Eye Music Trust	Charity Today	50,000	As above	National trade
19/02/18	Grenfell grants	World Leisure News and Jobs	n/a	World Leisure News runs a story about job vacancies at Westway Sports centre, for activities funded by City Bridge Trust	National Trade
23/02/18	Helen Bamber Foundation	Evening Standard	884,728	A story in print and online featuring a £100,000 City Bridge Trust grant to the Helen Bamber Foundation to support survivors of human trafficking in London.	London
23/02/18	Helen Bamber Foundation	Yahoo	n/a	As above	National
25/02/18	Age UK / Action Fraud	The Carer UK	1,300	An article in about fraud among the over 65s and a grant from the Trust to tackle online scams targeting the elderly.	National
25/02/18	Eye Music Trust	Schools Week	n/a	As above	Trade

Date	Organisation	Publication & Weblink	Readership / Audience	Detail	Coverage
27/02/18	Age UK / Action Fraud	Wired Gov	n/a	As above	Trade
27/02/18	London Brough of Culture	The Guardian BBC Online & BBC London (link not available) The Stage Barking and Dagenham Post	Total 36.6m	Extensive coverage referencing the Trust's financial support of £300,000 towards the London Borough of Culture competition.	-
28/02/18	Helen Bamber Foundation	Charity Today	50,000	An article about a £100,000 grant to a Camden charity that supports refugees and asylum seekers in London who have experienced torture and human trafficking.	National trade
28/01/18	Helen Bamber Foundation	London Live (transcript)	250,000	David Farnsworth was interviewed about a £100,000 grant to a Camden charity that supports refugees and asylum seekers in London who have experienced torture and human trafficking.	London

City Bridge Trust Events Attended
16th January 2018 – 28th February 2018

Date	Host Organisation	Type of Event	City of London's Representative	Location / Borough	Summary
16/01/18	Girdlers' Livery Company	Charity committee	Chairman Alison Gowman	City of London	Your Chairman was invited to address the Committee.
17/01/18	The Prince's Trust	Breakfast Event	Shegufta Rahman	Haymarket Hotel, Westminster	Breakfast event with new PT CEO, and young people supported by PT running Q&A session with CEO.
17/01/18	Centre for Mental Health	Management meeting	Julia Mirkin, Grants Officer	Elephant and Castle, Southwark	Update meeting with new Project Manager for the Bridge to Work - Mental Health grant.
18/01/18	City of London	Reception	Chairman Alison Gowman	Guildhall	Launch of Social Investment impact publication.
18/01/18	Management Consultants Livery Company	Dinner	Chairman Alison Gowman	City of London	Annual charity dinner.
18/01/18	Chinese National Healthy Living Centre	Reception	Ciaran Rafferty	House of Lords	A reception to celebrate 30 years of the charity's work.
19/01/18	London Funders/Trust for London	Meeting	Ciaran Rafferty	London Funders	Meeting of funders to consider support on key disability issues.

Date	Host Organisation	Type of Event	City of London's Representative	Location / Borough	Summary
23/01/18	London Borough of Hounslow	Funders Fair	Shegufta Rahman	Hounslow Civic Centre	Annual Funders Fair.
23/01/18	Ethical Property Company	Launch	Chairman Alison Gowman	City of London	Launch of property survey.
23/01/18	The Baytree Centre	Visit	David Farnsworth	Lambeth	A visit to a current Trust grantee.
25/01/18	London's Giving	Meeting	Jenny Field	Guildhall	A meeting of the London's Giving Reference Group.
29/01/18	City Bridge Trust	Meeting	Jenny Field	Guildhall	A meeting of the Cornerstone Fund Reference Group.
30/01/18	Greenwich Foundation	Event	Chairman Alison Gowman	Old Royal Naval College	An opportunity to meet the new CEO of the Greenwich Foundation.
30/01/18	Citizenship Integration Initiative	Meeting	Jenny Field	City Hall	This initiative, a partnership with a number of funders including Trust for London, GLA, Unbound Philanthropy and Paul Hamlyn Foundation, is funding secondees from civil society organisations to sit within the GLA's Social Integration Team, in order to develop practical, community-based projects.

Date	Host Organisation	Type of Event	City of London's Representative	Location / Borough	Summary
30/01/18	City Bridge Trust	Meeting	Jenny Field	Guildhall	A round table meeting with funders to discuss Funder Plus.
30/01/18	Charity Tax Group	Directors Strategy meeting	Karen Atkinson	Wellcome Trust offices	Board annual strategy day.
31/01/18	London Assembly/	Grenfell hearing	David Farnsworth	City Hall	GLA Oversight Committee.
31/01/18	City Bridge Trust	Meeting	Ciaran Rafferty, James Lee	Guildhall	A network meeting of the Bridge to Work grantees and Disability rights UK the programme evaluators.
01/02/18	The Lord Mayor and The Lady Mayoress	Reception	Sandra Davidson & Rebecca Jacobi (consultant)	Mansion House	Reception held for the Lord Mayor to say thank you to those who took part in the 2017 Lord Mayor's Show & an opportunity to hear plans for 2018.
01/02/18	The Merchant Taylors' Company	Meeting	Tim Wilson	City of London	A discussion about the role Livery Companies could play in the social investment market.
01/02/18	London Hub	Meeting	Jenny Field	Guildhall	A meeting of the London Hub Advisory Group.

Date	Host Organisation	Type of Event	City of London's Representative	Location / Borough	Summary
01/02/18	Bloomberg	Meeting	Fiona Rawes	Bloomberg, City of London	Meeting with Jemma Read, Director of Philanthropy, to discuss our philanthropy strategy.
02/02/18	Place2Be	Presentation	The Lady Mayoress attended with Alderman Russell Paul Martinelli, Geraldine Page		An event featuring singing and role play by some of the children, presentations by teachers, mentors and staff and a very moving talk by one of the parents that had benefited. Also in attendance were The Lady Mayoress and Alderman Russell.
05/02/18	Mind in Camden	Learning Visit	Kate Moralee	Camden	Discussion with applicant about the progress of the project to date including the learning which has/will inform the project.
05/02/18	City Bridge Trust	Meeting	Jenny Field	Guildhall	A consultation meeting in relation to the Cornerstone Fund.
06/02/18	The Legal Education Foundation	Annual Justice First Fellowship Dinner	Shegufta Rahman	The Law Society	Annual Justice First Fellowship Dinner – celebrating completion of the programme for second cohort.

Date	Host Organisation	Type of Event	City of London's Representative	Location / Borough	Summary
06/02/18	Marshall Institute	Lunch	Fiona Rawes	London School of Economics	An invitation from Sir Julian Le Grand to speak at an informal lunch.
07/02/18	Barbican Centre	Dinner	David Farnsworth	Barbican	Annual Committee dinner
08/02/18	Bishops Dinner	Dinner	David Farnsworth	Mansion House	Annual dinner hosted by the Lord Mayor.
13/02/18	The Lord Mayor's Appeal Charity	'She Can Be...' inaugural event	Shegufta Rahman, Fiona Rawes	Mansion House	Girlguiding and The Mayor's Appeal joint inaugural event
16/02/18	City Bridge Trust	Information sharing session	Joan Millbank and Nadia Large	Guildhall	An information sharing session with the eco-auditors and access auditors to improve their best practice
17/02/18	Lankelly Chase and BSC	Funders Roundtable	Kate Moralee	Camden	Exploring potential for Trust and Foundation partnership with MoJ around at risk women and those in contact with the CJ system.
19/02/18	Speaker's Parliamentary Placement Scheme	Meeting	Ciaran Rafferty, James Lee	Portcullis House	A meeting to discuss potential link up with the Bridge to Work programme.
20/02/18	London Funders	Healthy London Network meeting	Ciaran Rafferty	London Marathon Trust, Bermondsey	A meeting of funders with an interest in this area.

Date	Host Organisation	Type of Event	City of London's Representative	Location / Borough	Summary
21/02/18	Renaissi and Money Advice Service	Funders Insight and evaluation workshop	Sandra Jones	Hackney	Workshop of charities, banks and the Money Advice Service to explore funding and advice giving to advice organisations and others who support people who are in debt or where debt is one issue faced by people with a range of issues.
22/02/18	Living Streets	Event	Chairman Alison Gowman	LB of Redbridge	The Walkable London event
22/02/18	Cranfield Trust	Roundtable & reception	Chairman Alison Gowman, David Farnsworth, Tim Wilson, Martin Hall	Saddlers' Hall	A discussion with charities and funders of Funder Plus schemes, followed by a Reception with the Princess Royal.
25/02/18	Cripplegate Foundation	Funding Panel for Islington Giving	Kate Moralee	Islington	Reviewing recommendations approving grant awards to recommended applicants.
26/02/18	Association of Charitable Foundations	Funders' meeting	Ciaran Rafferty	King's Cross	A meeting to look at issues arising from the recent issues concerning safeguarding within charities

Date	Host Organisation	Type of Event	City of London's Representative	Location / Borough	Summary
27/02/18	Greater London Authority	Award ceremony	Chairman Alison Gowman, Deputy Chairman Dhruv Patel, Ciaran Rafferty, Jack Joslin	City Hall	An event to announce the winners of the London Borough of Culture hosted by the Mayor of London, Sadiq Khan. The Trust were thanked for their support.
27/02/18	London Councils	Meeting	Chairman Alison Gowman	Southwark	A meeting of the Leadership in the Third Sector group