

<b>Committee</b>	<b>Dated:</b>
City Bridge Trust Committee	6 <sup>th</sup> July 2018
<b>Subject:</b> City Bridge Trust Communications & Events attended	<b>Public</b>
<b>Report of:</b> The Chief Grants Officer & Director of City Bridge Trust (CGO)	<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 19/04/18 and 20/06/18 against each of the four key audiences identified in your Communications Strategy. This shows continued good levels of engagement against all four audiences.

#### Bridging Divides Launch

2. On Monday 23<sup>rd</sup> April your Officers launched the Trust's new Bridging Divides grant programmes. This was accompanied by extensive press & social media work, including articles in trade publications Fundraising Magazine, Charity Today & London Economic, and interviews on BBC London Radio.
3. The result was a clear spike in people accessing the Trust's website, with over 650 users on the launch day, which is over twice the daily average. In addition, the tweet announcing the launch of Bridging Divides received over 70 retweets, resulting in over 20,000 impressions, of which 730 users went on to visit the Trust's website.
4. Since the launch, your Officers have continued to promote the new programmes through funding presentations, whilst Chairman Alison Gowman

spoke recently about the new Bridging Divides programmes at a City of London Staff Masterclass.

### **Media Activity**

5. 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 March Committee meeting received press coverage, including Down's Syndrome Association and Baobab Centre for Young Refugees. In addition, there were several pieces on the work of The Prince's Trust which recognised your significant support of £1m per annum.

### **External Events Register**

6. In addition to the Chief Officer's visit to New York accompanying the Lord Mayor, referred to in the CGO Progress Report, a wide range of events were attended on behalf of the Trust during this period. These included several other meetings related to philanthropy, including a meeting with the UK Program Director of Unbound Philanthropy, and organisation which works to support refugees & migrants in the UK and USA; and a meeting with The Philanthropy Collaborative, an organisation which seeks to generate an additional £2 billion per year of philanthropic giving.
7. 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"> <li>• BBC Radio London</li> <li>• City Matters</li> <li>• Evening Standard</li> <li>• FT special report</li> <li>• InFocus News</li> <li>• Islington Gazette</li> <li>• London Post</li> <li>• Pink News</li> <li>• Southwark News</li> <li>• The Voice Online</li> </ul>	CBT Twitter: <ul style="list-style-type: none"> <li>• 5,826 followers (up by 212 since last meeting)</li> <li>• 130.3K impressions* between 19/04/18 &amp; 20/06/18</li> </ul> CBT Website: <ul style="list-style-type: none"> <li>• 8,511 users</li> <li>• 14,468 sessions</li> </ul>
Regulators & politicians	<ul style="list-style-type: none"> <li>• Centre for Justice Meeting</li> <li>• Charity Commission Discussion meeting</li> <li>• Charity Finance Group Annual Conference</li> <li>• Charity Tax Group Annual Conference</li> <li>• Heart of the City Advisory Board</li> <li>• House of Commons Reception</li> <li>• London Funders Launch</li> <li>• The Prince's Trust Inaugural Mosaic Iftar Event</li> </ul>	<ul style="list-style-type: none"> <li>• Financial News</li> <li>• Global Financial Market Review</li> <li>• London Economic</li> </ul>	n/a

Audience	Face to face	Online and Printed Media channels	Online content
Immediate stakeholders**	<ul style="list-style-type: none"> <li>• Alternatives Trust Trustee visit</li> <li>• Barbican / National Youth Orchestra</li> <li>• Charity Awards Dinner</li> <li>• City of London Lecture &amp; Masterclass</li> <li>• H&amp;F Young People's Foundation Launch</li> <li>• Heart of the City Advisory Board</li> <li>• Leap Confronting Conflict Awards Ceremony</li> <li>• Living wage Foundation Awards &amp; Launch</li> <li>• London Symphony Orchestra Concert</li> <li>• Mencap Dinner</li> <li>• New York visit Meetings</li> <li>• Prince's Trust Meetings &amp; events</li> <li>• Refugee Council Funder Fair</li> <li>• Renaisi Learning event</li> <li>• High Sheriffs' Reception</li> <li>• Voluntary Action Harrow Funding presentation</li> </ul>	<ul style="list-style-type: none"> <li>• Charity Times</li> <li>• Charity Today</li> <li>• City A.M</li> <li>• City Matters</li> <li>• Civil Society</li> <li>• FT special report</li> <li>• Fundraising UK</li> <li>• Global Financial Market Review</li> <li>• InFocus News</li> <li>• Mental Health Today</li> <li>• UK Fundraising</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>

Audience	Face to face	Online and Printed Media channels	Online content
Other funders, policy makers & key commentators	<ul style="list-style-type: none"> <li>• Civil Society Futures Funder Observer session</li> <li>• Living Wage Champion Awards ceremony</li> <li>• Lloyds Bank Foundation Working group</li> <li>• London Business School Conference</li> <li>• London Funders meetings &amp; events</li> <li>• Mercers Meeting</li> <li>• New York visit Meetings with Lord Mayor</li> <li>• NPC Launch</li> <li>• Philanthropy Collaborative Meeting</li> <li>• School for Social Entrepreneurs Funding panel</li> <li>• Unbound Philanthropy Meeting</li> </ul>	<ul style="list-style-type: none"> <li>• Care Home Environment</li> <li>• Care Industry News</li> <li>• Charity Times</li> <li>• Charity Today</li> <li>• Children and Young People Now</li> <li>• City A.M</li> <li>• Civil Society</li> <li>• Construction Manager</li> <li>• Financial News</li> <li>• Fundraising Magazine</li> <li>• Fundraising UK</li> <li>• Further Education News</li> <li>• Global Market Review</li> <li>• London Economic</li> <li>• Mental Health Today</li> <li>• UK Fundraising</li> </ul>	n/a

\* 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

19<sup>th</sup> April – 20<sup>th</sup> June 2018

Organisation	Publication & Weblink	Readership / Audience	Detail	Coverage	Date
Bridging Divides	<a href="#">BBC London i, ii, iii</a>	100,001 to 500,000	The Trust is referenced by BBC Radio London on its new Bridging Divides programmes.	London	23/04/18
Bridging Divides	<a href="#">Fundraising Magazine</a>	24,949	As above.	Trade	23/04/18
Bridging Divides	<a href="#">Charity Today</a>	50,000	As above.	Trade	23/04/18
Bridging Divides	<a href="#">London Economic</a>	122,984	As above.	London	23/04/18
Stepping Stones	<a href="#">Financial News</a> (internal only)	292,348	Opinion piece by Chairman Alison Gowman.	National	23/04/18
Bridging Divides	<a href="#">City A.M</a>	1,657,000	Regular column by the Chairman of Policy & Resources Catherine McGuinness which references the Trust's new Bridging Divides programmes.	London	30/04/18
Down's Syndrome Association	<a href="#">BBC Radio London</a> [skip to 1:20]	100,001 to 500,000	Chairman Alison Gowman is interviewed by BBC Radio London relating to a recent award of £117,000 to fund tennis, football and athletics sessions for people with Down's syndrome across the capital.	London	02/05/18
Down's Syndrome Association	<a href="#">Charity Today</a>	50,000	As above.	Trade	02/05/18
Bridging Divides	<a href="#">City Matters</a>  (internal only)	20,000	Further coverage of the Trust's new grant programmes.	London	09/05/18
Bridge to Work	<a href="#">FT special report</a>	5,529,123	City Bridge Trust's recent donation to the Bridge to Work Programme is covered by Financial Times.	National	10/05/18

Organisation	Publication & Weblink	Readership / Audience	Detail	Coverage	Date
Central Grants Programme	<a href="#">Fundraising UK</a>	33,000	A story on the latest round of grants given out by the Central Grants Programme, including a grant to the London Symphony Orchestra.	Trade	10/05/18
Mayor of London employment initiative / Moving on Up	<a href="#">the Voice Online</a>	58,334	An article about the Mayor's new employment initiative to help young black men into work. The Trust's support for the Moving on Up project with Trust for London & BTEG is referenced.	Trade	11/05/18
Mayor of London employment initiative	<a href="#">Construction Manager</a>	31,157	As above.	Trade	11/05/18
Bridging Divides	<a href="#">Charity Times</a>	30,000	As above.	Trade	14/05/18
Centre for Mental Health	<a href="#">Mental Health Today</a>	13,000	Chairman Alison Gowman writes about the work the Corporation is doing to improve mental health provision, including the Trust's support in this area.	Trade	16/05/18
Prince's Trust partnership	<a href="#">Charity Today</a>	50,000	A piece about the Trust's partnership with The Prince's Trust which has supported thousands of Londoners into work and education over the last three years. Chairman Alison Gowman is quoted.	Trade	16/05/18
Prince's Trust Partnership	<a href="#">Evening Standard</a> (internal only)	884,728	As above.	London	28/05/18

Organisation	Publication & Weblink	Readership / Audience	Detail	Coverage	Date
Lord Mayor's Dragon Awards	<a href="#">BBC Radio London</a>  (skip to 1hr 39mins)	574,000	The Lord Mayor is interviewed about the Dragon Awards and the firms just announced for this year's shortlist for their responsible business programmes, tackling social problems across London. City Bridge Trust is also mentioned.	London	28/05/18
Hub for London	<a href="#">Charity Today</a>	50,000	A report on announcement of a launch date and new CEO for the Hub. The Trust is referenced as its primary funder.	Trade	31/05/18
Pride / LGBT work	<a href="#">Pink News</a>	640,372	Policy Chairman Catherine McGuinness and Sheriff of London Tim Hailes are quoted in a Pink News article about the City of London Corporation's involvement in the LGBT+ Pride in London parade on 7 July. The Trust is referenced for its support in this area.	Trade	01/06/18
Hub for London	<a href="#">UK Fundraising</a>	33,000	As above.	Trade	01/06/18
Hub for London	<a href="#">Civil Society</a>	12,000	As above.	Trade	04/06/18
Hub for London	<a href="#">Global Financial Market Review</a>	-	As above.	Trade	04/06/18
My Life Films	<a href="#">Care Home Environment</a>	-	Chairman Alison Gowman is quoted following an award of £48,000 to support people with dementia across London.	Trade	05/06/18
Construction Academy	<a href="#">Further Education News</a>	10,089	The Trust's support for <b>London Enterprise Advisers Network (LEAN)</b> is mentioned in a story on the launch of the London Mayor's new Construction Academy to help more young Londoners into work.	Trade	07/06/18



Organisation	Publication & Weblink	Readership / Audience	Detail	Coverage	Date
Hub for London	<a href="#">London Post</a>	-	As above.	London	08/06/18
Baobab Centre	<a href="#">Further Education News</a>	10,089	An article about the Trust's grant to support refugees and asylum seekers after an increase in demand for their services. Chairman Alison Gowman is quoted.	Trade	08/06/18
Baobab Centre	<a href="#">Islington Gazette</a>	28,194	As above.	Regional	08/06/18
Baobab Centre	<a href="#">Children and Young People Now</a>	16,000	As above.	Trade	09/06/18
Baobab Centre	<a href="#">Global Market Review</a>	-	As above.	Trade	09/06/18
Baobab Centre	<a href="#">Charity Today</a>	50,000	As above.	Trade	12/06/18
My Life Films	<a href="#">Care Industry News</a>	-	As above.	Trade	13/06/18
Disability Sport UK Guildhall event	<a href="#">InFocus News</a>	-	The Trust is referenced in coverage of the event at Guildhall attended by Paralympian athletes, national sporting bodies and City figures to celebrate the success of the 2018 Winter Paralympic Games.	Trade	16/06/18
Tower bridge Exhibition	<a href="#">Southwark News</a>	13,889	City Bridge Trust is referenced in coverage of the latest commemorative exhibition at Tower Bridge	Regional	18/06/18

**City Bridge Trust Events Attended**  
**19th April – 20<sup>th</sup> June 2018**

<b>Date</b>	<b>Host Organisation</b>	<b>Type of Event</b>	<b>City of London's Representative</b>	<b>Location / Borough</b>	<b>Summary</b>
23/04/18	Alliance Breakfast Club	Panel discussion	Fiona Rawes	Qattan Foundation SW5	A quarterly networking & discussion session.
24/04/18	ACF	Seminar	Jemma Grieve Combes	Camden	GDPR in monitoring and evaluation
25/04/18	The Prince's Trust	VIP Fairbridge Lunch & Thank You Event	Shegufta Rahman	Prince's Trust Centre, Kennington	Celebration event at the end of a Fairbridge programme supported by City Bridge Trust
25/04/18	London Funders	Board meeting	David Farnsworth	King's Cross	Regular meeting of the funders network board, which your officer Chairs.
25/04/18	Association of Charitable Foundations	Board meeting	Tim Wilson	Glasgow	A scheduled board meeting of this infrastructure body for grant-making organisations. The meeting concluded with a dinner hosted by Scottish grantmakers at which John Swinney, Deputy First Minister of Scotland spoke.
25/04/18	London Funders	Children & Young People's interest group	Ciaran Rafferty	King's Cross	This meeting considered the topic of supporting front line workers' mental health needs.
26/04/18	Centre for Justice	Meeting	David Farnsworth	Westminster	Meeting with Iain Duncan Smith MP, CEO of Centre for Justice Andy Cook and Jeremy Mayhew

<b>Date</b>	<b>Host Organisation</b>	<b>Type of Event</b>	<b>City of London's Representative</b>	<b>Location / Borough</b>	<b>Summary</b>
26/04/18	London Funders	Quiz	David Farnsworth, Jenny Field & various team members	EC4	A social event attended by a number of London's funders.
27/04/18	Alternatives Trust	Trustee visit	David Farnsworth	Plaistow	A visit to a current Trust grantholder.
20/04/18 & 27/04/18	School for Social Entrepreneurs	Funding panel	Tim Wilson	Islington	Funding events for social entrepreneurs. Your officer presented alongside representatives from a crowdfunding platform, a social investment consultancy and a local authority commissioner
30/04/18	Civil Society Futures	Funder Observer session	David Farnsworth	Drink, Shop & Do, Caledonian Road	A network of funders which to discuss progress and feed into the Inquiry.
30/04/18	NPC	Launch	Fiona Rawes	BNY Mellon Wealth Management EC4	In pursuit of deep impact and market-rate returns: KL Felicitas Foundation's journey
01/05/18	Charity Commission	Discussion meeting	Karen Atkinson	DEC offices, Euston	Discussion meeting relating to future response to national critical incidents
03/05/18	Mercers	Meeting	David Farnsworth	EC3	Meeting with Master Mercer
03/05/18	Crowe Clark Whitehill	Breakfast Briefing	Karen Atkinson	CCW offices, City of London (EC4)	Seminar focussing on collaboration within the charity sector
04/05/18	Unbound Philanthropy	Meeting	David Farnsworth	Bath	Meeting with Will Sommerville, UK Program Director of Unbound Philanthropy.

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04/05/18	Barbican / National Youth Orchestra	Rehearsal with Conductor, Gustavo Dudamel	Chairman Alison Gowman	Barbican Centre	An event showcasing the work of the Barbican with young people.
08/05/18	The Prince's Trust	Mosaic Enterprise Challenge National Grand Final 2018	Shegufta Rahman	Hogan Lovells International LLP, Holborn	National Finals for Mosaic Enterprise Challenge
08/05/18	Lloyds Bank Foundation	Working group	Ciaran Rafferty	Southwark	A meeting of funders to consider a common approach to Safeguarding.
09/05/18	ACF	Lecture/discussion	Fiona Rawes	ACF	An Introduction to Social Investment for Foundations
09/05/18	Mencap	Dinner	Chairman Alison Gowman	House of Lords	Event to announce the organisation's new strategy, a grantee under your Bridge to Work programme.
10/05/18	Hammersmith & Fulham Young People's Foundation	Launch event	Ciaran Rafferty	Hammersmith	The official launch of this YPF, which you are supporting.
14/05/18	City of London	Lecture	Chairman Alison Gowman	Guildhall	Lecture about BHE and CBT to the City of London Blue Guides.
15/05/18	Charity Tax Group	Annual Conference	Karen Atkinson	Wellcome Trust offices, Euston	Annual conference for members
15/05/18	London Funders	Seminar	Ciaran Rafferty	London Bridge	A special meeting to consider most recent information on and responses to youth violence.
15/05/18	London Funders	Healthy London interest group	Ciaran Rafferty	Borough	A very interesting meeting to consider childhood obesity.
16/05/18	Philanthropy Collaborative	Meeting	David Farnsworth & Fiona Rawes	Guildhall	A network seeking to encourage increased private philanthropy.

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16/05/18	House of Commons	Reception	David Farnsworth	Westminster	Reception hosted by Mark Field MP
17/05/18	Islington Giving	Board meeting	Jenny Field	Islington	A meeting of the Islington Giving Board of which your Officer is a member.
18/05/18	Charity Clarity	Asian Voice Charity Awards	Chairman Alison Gowman & Shegufta Rahman	London Hilton, Mayfair	Annual the Asian Voice Charity Awards Ceremony
18/05/18	London Metropolitan Archives	Visit	Tim Wilson And Marek Habrda	Clerkenwell	A site visit to see where City Bridge Trust's historic archives will be housed.
18/05/18	Asian Voice	Charity Awards ceremony and dinner	Chairman Alison Gowman	Hilton Hotel	Alderman Gowman was a judge for these Awards and CBT kindly donated a prize to the winning charity.
18/05/18	Voluntary Action Harrow	Funding presentation	Ciaran Rafferty	Harrow	A well-attended event to hear of your new Bridging Divides programmes and priorities.
21/05/18	The Prince's Trust	Inaugural Mosaic Iftar Event	Shegufta Rahman	Westminster Academy	Mosaic Iftar event with Mayor of London, Sadiq Khan
21/05/18	Heart of the City	Advisory Board	Chairman Alison Gowman	Bank of England	A regular meeting of this board.
22/05/18	London Appreciation Society	Talk	David Farnsworth	WC1/Russell Square	Bridge House Estates/CBT talk
23/05/18	The Prince's Trust	Buckingham Palace Garden Party	Shegufta Rahman	Buckingham Palace	70 <sup>th</sup> Birthday of His Royal Highness The Prince of Wales
23/05/18	Big Lottery Fund	Breakfast meeting	Jemma Grieve Combes	Camden	Launch of the Big Lottery Fund's new funding programme

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23/05/18	Charity Finance Group	Annual Conference	Karen Atkinson	QEII Conference Centre, Westminster	Annual conference for members
23/05/18	Leap Confronting Conflict	Awards Ceremony	Wendy Mead, OBE Member	Bloomberg Building Queen Victoria St	Lighting the Fire, the UK's national youth conflict awards, celebrates the individuals and projects supporting young people with conflict in their lives across the UK.
30/05/18	Refugee Council	Funder Fair	Shegufta Rahman	Resource for London, Holloway Road	Funder Fair for members of the Refugee Council
23/05/18 & 30/05/18	UBS	Briefing event	Tim Wilson	City of London	Briefing events for UBS' employee volunteers who will participate in this year's Stepping Stones assessments.
30/05/18	Living Wage Foundation/ NCVO	Launch	Jack Joslin	Camden	An event to launch the Low Pay in the Charity Sector Action Plan
31/05/18	The City of London Corporation	The High Sheriffs' Reception	Fiona Rawes & Shegufta Rahman	The Old Bailey	Annual High Sheriffs' Reception
31/05/18	CoL	Reception	Fiona Rawes	Old Bailey	High Sheriff's Reception
01/06/18	New York Foundling, Unbound Philanthropy, The Robin Hood Foundation, Open Social Foundation (OSF) International Initiative	Meetings	David Farnsworth	New York	Your Chief Officer accompanied the Lord Mayor to several meetings with New York-based funders & philanthropy organisations. For more information see the Chief Grants Officer Progress Report.

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05/06/18	Trust for London	Reference Group for the CII initiative	Ciaran Rafferty	Little Britain	A regular meeting to review progress of the Community Integration Initiative
06/06/18	City of London	Masterclass presentation	Chairman Alison Gowman & Martin Hall	City Centre, Guildhall	Alderman Gowman spoke to Corporation staff about the CBT Bridging Divides strategy.
06/06/18	Living Wage Foundation & City of London	Living Wage Champion Awards ceremony	Chairman Alison Gowman & Jack Joslin	Guildhall	These awards celebrate individuals and organisations that have made an outstanding contribution to the Living Wage movement.
07/06/18	Charity Awards 2018	Awards ceremony & dinner	Karen Atkinson & Jenny Field	Tower of London	An event to recognise achievements within the charity sector. Islington Giving were nominated in the Grantmaking and Funding category.
12/06/18	City Bridge Trust	London Borough of Culture meeting	Jack Joslin, Ciaran Rafferty	Guildhall	The Trust hosted a meeting with funders and the GLA of the two winning Boroughs of Culture to hear their specific plans.
12/06/18	London Business School	Conference	Tim Wilson	Regent's Park	A conference looking at how best to grow the impact investment market in the UK.
13/06/18	Opening Doors London	Conference	Ciaran Rafferty	UCL, Euston	An inspiring conference to consider the care and support needs of older LGBT people. CBT is funding some of this work.
13/06/18	Young Westminster Foundation	Launch event	Ciaran Rafferty	Madame Tussauds, Marylebone	The official launch of the latest Young People's Foundation

<b>Date</b>	<b>Host Organisation</b>	<b>Type of Event</b>	<b>City of London's Representative</b>	<b>Location / Borough</b>	<b>Summary</b>
13/06/18	Renaisi	Learning event	Tim Wilson	City Hall	A learning event for organisations concerned with improving life for refugees in London.
19/06/18	Prince's Trust	Meeting	Chairman Alison Gowman & Shegufta Rahman	EC2M	A quarterly meeting relating to your annual award of £1m.
19/06/18	City of London	Reception	Marianne Fredericks, Edward Lord, David Farnsworth and several Trust officers	Livery Hall, Guildhall	An event to welcome newly elected Councillors in London and an excellent opportunity to promote the work of the Trust.
20/06/18	GMI Partnership	Reception	Ciaran Rafferty	Gherkin building, St Mary Axe	An event to celebrate 10 years of the GMI Partnership to support people with or at risk of HIV, which the Trust is supporting.