

## PWYLLGOR CRONFA ELUSENNOL CHARITABLE FUNDS COMMITTEE

<b>DYDDIAD Y CYFARFOD: DATE OF MEETING:</b>	26 September 2022
<b>TEITL YR ADRODDIAD: TITLE OF REPORT:</b>	Assurance on Planning Objectives Aligned to Charitable Funds Committee
<b>CYFARWYDDWR ARWEINIOL: LEAD DIRECTOR:</b>	Mandy Rayani, Director of Nursing, Quality and Patient Experience
<b>SWYDDOG ADRODD: REPORTING OFFICER:</b>	Daniel Warm, Head of Planning Nicola Llewelyn, Head of Hywel Dda Health Charities

**Pwrpas yr Adroddiad (dewiswch fel yn addas)  
Purpose of the Report (select as appropriate)**

Er Sicrwydd/For Assurance

### ADRODDIAD SCAA SBAR REPORT

#### Sefyllfa / Situation

A revised set of Planning Objectives has now been incorporated into Hywel Dda University Health Board's (HDdUHB) plan for 2022/25 that set out the aims of the organisation, *i.e.* the horizon that HDdUHB is driving towards over the long term, as well as a set of specific, measurable Planning Objectives, which move the organisation towards that horizon over the next three years.

Each of the Planning Objectives has an Executive Lead and this report is to provide the Charitable Funds Committee with an update on the progress made in the development (delivery) of the Planning Objectives that are aligned to the Committee, for onward assurance to the Board.

#### Cefndir / Background

This report demonstrates where progress has been made in delivering the following Planning Objective aligned to the Charitable Funds Committee:

- **2E** - From April 2022, continue to deliver the objectives of the charity's three-year plan (2020-2023) to further promote awareness of the Health Board's official charity and the opportunities available to raise and use funds to make a positive difference to the health, wellbeing and experience of patients, service users and staff across Hywel Dda University Health Board. As part of this, deliver the charity's marketing and communication plan from 1st April 2022 and undertake a review of the charity's strategic objectives, structure and resources to ensure effectiveness for Board assurance with the aim of developing the charity's longer-term strategy by February 2023.

This Planning Objective for 2022/23 has been revised from the 2021/22 that the Committee was formerly being assured on. The revision was approved at the Public Board meeting in March 2022, as part of the approvals process for the Health Boards 2022/25 draft 3-year plan.

#### Asesiad / Assessment

The report, attached at Appendix 1, provides an update on the Planning Objective aligned to the Charitable Funds Committee, identifying its current status, whether it is achieving/not achieving against its key deliverables, and a summary of progress to date.

Appendix 1 also provides an update on the outstanding actions relating to the 2021/22 Planning Objective, carried over to 2022/23, and the key deliverables associated with its delivery.

A summary of this information is set out below:

Planning Objectives	Lead Executive	Status	If Planning Objective is 'behind'	Date of next Planning Objective 'deep-dive' by Committee
2E	Director of Nursing, Quality and Patient Experience	On track	Not Applicable	Update provided at all Committee meetings

### Argymhelliad / Recommendation

The Committee is requested to receive an assurance on the current position in regard to the progress of Planning Objective 2E aligned to the Charitable Funds Committee, in order to provide onward assurance to the Board where Planning Objectives are progressing and are on target, and to raise any concerns where Planning Objectives are identified as behind in their status and/or not achieving against their key deliverables.

The Committee is also requested to note the update provided on the outstanding actions from the 2021/22 Planning Objective, and the key deliverables associated with its delivery.

### **Amcanion: (rhaid cwblhau)**

#### **Objectives: (must be completed)**

Committee ToR Reference: Cyfeirnod Cylch Gorchwyl y Pwyllgor:	3.3 To receive an assurance on delivery against relevant Planning Objectives aligned to the Committee, in accordance with Board approved timescales, as set out in HDdUHB's Annual Plan.
Cyfeirnod Cofrestr Risg Datix a Sgôr Cyfredol: Datix Risk Register Reference and Score:	Not Applicable
Safon(au) Gofal ac Iechyd: Health and Care Standard(s):	All Health & Care Standards Apply
Amcanion Strategol y BIP: UHB Strategic Objectives:	All Strategic Objectives are applicable
Amcanion Cynllunio Planning Objectives	2E Evidencing impact of charitable funds
Amcanion Llesiant BIP: UHB Well-being Objectives:	9. All HDdUHB Well-being Objectives apply

### **Gwybodaeth Ychwanegol: Further Information:**

Ar sail tystiolaeth: Evidence Base:	3 Year Plan and Annual Plan Decisions made by the Board since 2017-18 Recent <i>Discovery</i> report, published in July 2020 Gold Command requirements for COVID-19 Input from the Executive Team Paper provided to Public Board in September 2020
Rhestr Termau: Glossary of Terms:	Explanation of terms is included within the report
Partïon / Pwyllgorau â ymgynhorwyd ymlaen llaw y Pwyllgor Cronfa Elusennol: Parties / Committees consulted prior to Charitable Funds Committee:	Public Board - September 2020 Public Board – March 2022 Executive Team

<b>Effaith: (rhaid cwblhau)</b> <b>Impact: (must be completed)</b>	
<b>Ariannol / Gwerth am Arian:</b> <b>Financial / Service:</b>	Any financial impacts and considerations are identified in the report
<b>Ansawdd / Gofal Claf:</b> <b>Quality / Patient Care:</b>	Any issues are identified in the report
<b>Gweithlu:</b> <b>Workforce:</b>	Any issues are identified in the report
<b>Risg:</b> <b>Risk:</b>	Consideration and focus on risk is inherent within the report. A sound system of internal control helps to ensure any risks are identified, assessed and managed.
<b>Cyfreithiol:</b> <b>Legal:</b>	Any issues are identified in the report
<b>Enw Da:</b> <b>Reputational:</b>	Any issues are identified in the report
<b>Gyfrinachedd:</b> <b>Privacy:</b>	Not applicable
<b>Cydraddoldeb:</b> <b>Equality:</b>	Not applicable



**APPENDIX 1 – Update of Planning Objectives aligned to Charitable Funds Committee as at 12<sup>th</sup> September 2022**

<b>PO Ref</b>	<b>Planning Objective</b>	<b>Executive Lead</b>	<b>Date of completion of PO</b>	<b>Current Status of achieving PO within completion date (delete as appropriate)</b>	<ul style="list-style-type: none"> <li>• <b>Summary of progress to date (including barriers to delivery)</b></li> <li>• <b>For actions behind schedule, please provide an explanation</b></li> <li>• <b>For actions behind schedule, what quarter will these now be achieved</b></li> </ul>
2E	<p>From April 2022, continue to deliver the objectives of the charity’s three-year plan (2020-2023) to further promote awareness of the Health Board’s official charity and the opportunities available to raise and use funds to make a positive difference to the health, wellbeing and experience of patients, service users and staff across Hywel Dda University Health Board.</p> <p>As part of this, deliver the charity’s marketing and communication plan from 1st April 2022 and undertake a review of the charity’s strategic objectives, structure and resources to ensure effectiveness for Board assurance with the aim of developing the charity’s longer-term strategy by February 2023.</p>	Mandy Rayani	31/03/2023	On track	See table below

Action I.D.	Action	Update on progress	By when	By who	RAG rating
1.	Deliver a capital fundraising appeal to raise £0.5m to enable the development of a new Chemotherapy Day Unit at Bronglais General Hospital (BGH).	As of 12 <sup>th</sup> September, £288,759 (58%) of the £500,000 target had been raised with the appeal on track to raise the remaining amount by the deadline of January 2023.	31/03/2023	Fundraising Manager / Fundraising Officer	
2.	Access the JC Williams (Elizabeth Williams Endowment) fund to enable the construction of a hydrotherapy pool at Pentre Awel.	Ongoing discussions with Pittsburgh National Corporation Bank (PNC), acting as Trustee under deed of Trust of the JC Williams Charitable Trust (Elizabeth Williams Endowment). This has included the provision of additional information to support the trust accounting process with the US courts that is currently underway. It has not been possible to identify a timeframe to complete due to the complexity of the process. The trustees of the external Llanelli Hydrotherapy Pool charity are in the process of releasing the funds they hold to support the development. These funds will be held in a restricted charitable fund, to support the provision of a hydrotherapy pool at Pentre Awel.	30/06/2022	Head of Hywel Dda Health Charities / Finance Business Partner	
3.	Maximise opportunities from grant giving trusts and foundations.	A substantial donation has been received from the Moondance Foundation supporting the Bronglais Chemo Appeal. Awaiting outcome from the Co-op Local Community Grant Fund for a number of applications supporting the Paediatric Palliative Care Service. Awaiting outcome of an application submitted to the Millennium Stadium Charitable Trust for Arts in Health for Older Adult Mental Health and Dementia Patients in Hospital.	From 01/04/2022	Fundraising Manager / Fundraising Officer	
4.	Develop productive corporate partnerships that offer both financial and non-financial rewards.	We have been confirmed as charity partner for the 2023 Long Course Weekend Wales event following significant exposure and fundraising success as 'Powered by Partner' for the 2022 event. We continue to work with local Tesco and Morrisons stores to promote the charity that has included promotional stands across the three counties for the NHS Big Tea and monthly promotional stands in Tesco Aberystwyth for the Bronglais Chemo Appeal.	From 01/07/2022	Fundraising Manager / Fundraising Officer	

5.	Develop a 'Write your will' campaign in conjunction with local solicitors.	Write a Will fortnight successfully took place from 9 <sup>th</sup> to 22 <sup>nd</sup> May 2022, with local solicitors supporting in each county. A total of £805 was raised from the free will writing service and positive feedback received from all solicitors who took part. Following the positive response, next year's campaign will be extended to Write a Will Month in May 2023. Plans are currently underway for Free Wills Month in October 2022, partnering with will writing experts Farewill, offering an online and telephone service.	30/06/2022	Fundraising Manager / Fundraising Officer	
6.	Introduce the Power BI financial reporting system and dashboard for all charitable funds cost centres.	The finance team is undertaking Power BI training at the end of September. This will provide an opportunity to understand the resources required to create the new reporting system and dashboard and the likely date for completion.	31/12/2022	Finance Business Partner	
7.	Integrate the Oracle accounting software with the Harlequin fundraising database.	There has been a significant delay with the rollout of the web-based version of the Harlequin fundraising database which is a key factor in being able to integrate the Oracle accounting software due to network functionality issues. The launch of the web-based software is not expected until January 2023 which will result in a delay with delivering this action. This will impact on the availability of detailed information on the source and nature of donated income.	31/03/2023	Finance Business Partner / Fundraising Manager	
8.	Establish an Investment Sub-Committee to provide advice to the Charitable Funds Committee on the charity's investment portfolio.	Funds are in the process of being transferred to CCLA, the charity's new investment manager. A suitable independent investment adviser is being sought. A meeting of the Investment Sub-Committee will be arranged once this individual has been confirmed.	30/06/2022	Assistant Director of Finance (Financial Planning & Statutory Reporting)	
9.	Work with clinical and operational colleagues to ensure designated and restricted funds are being used to maximum effect to support the health and wellbeing of patients, service users and staff.	The team works closely with clinical and operational colleagues across the UHB to promote the availability of funds and support colleagues with the application process. New and user-friendly guidance documents have been produced to make it as easy as possible for staff to access our funds. These documents will be updated to reflect any changes when the electronic charitable funds application process is launched. A guide to presenting expenditure requests at Sub-Committee and CFC meetings has also been produced to support colleagues with the application process.	From 01/04/2022	Head of Hywel Dda Health Charities / Finance Business Partner / Finance Business Partnering Teams	

10.	Implement improved processes to capture data to evidence the effectiveness and impact of our charitable expenditure.	An evaluation framework has been developed (agenda item 4.3) to improve data capture processes that evidence the effectiveness and impact of our charitable expenditure. This will be implemented for expenditure over £10,000 from October 2023. The implementation of the framework for expenditure under £10,000 will be aligned with the introduction of the electronic charitable funds application process, before the end of the 2022/23 financial year.	30/09/2022	Head of Hywel Dda Health Charities	
11.	Undertake a review of the charity's strategic objectives, structure and resources to develop the charity's longer-term strategy from 2023.	The NHS Charities Together development grant self-assessment tool has been completed by fundraising, communications and finance colleagues to help understand key strengths and identify areas for future development. Results indicate that it would be beneficial for the grant to focus on helping the charity to benchmark fundraising against comparable organisations, support us to develop a new fundraising strategy and invest in new fundraising methods such as contactless donation stations. Recommendations on the focus for the grant application will be made to the Executive Lead for Hywel Dda Health Charities for approval and an application submitted during October 2022.	28/02/2023	Head of Hywel Dda Health Charities	
12.	Implement the charity's 2022/23 marketing and communications plan.	Further progress has been made on implementing the plan. We achieved a high level of reach and engagement on our social media throughout the summer period, particularly around key events such as the Bronglais Chemo Appeal Coastal Path Walk and the Long Course Weekend. We continue to work with the Scarlets rugby team to promote our Wish Fund campaign. We have also secured positive coverage on TV and radio, in print and online. We have developed new marketing materials including a branded marquee, collection buckets and pull-ups for external events. We have also continued to issue targeted newsletters and e-bulletins to key audiences. Highlights from this quarter include a video on the charity's work in 2021/22 for the AGM and three impactful video interviews with patients and staff promoting the Bronglais Chemo Appeal.	From 01/04/2022	Senior Communications Officer	



13.	Develop a standalone website for the charity.	The proposal submitted to Digital Health and Care Wales (DHCW) for a standalone website was initially rejected, due to similar requests of the name nature having previously been rejected (i.e. charity requests). Following discussions with DHCW, a second request has been made to develop the website based on the current NHS Wales MURA template. If the proposal is not approved, we will be required to commission an agency outside of NHS Wales to undertake this work, at a substantially higher cost.	30/09/2022	Senior Communications Officer	
14.	Increase and maintain the visibility of the charity across all UHB sites to ensure that we are the charity with the most prominent presence.	An audit of key areas where the visibility of the charity can be increased is currently being undertaken across all acute and community sites. Wall graphics for the new obstetric and neonatal facilities at Glangwili Hospital are in the process of being designed to pilot bespoke materials to increase awareness of the charity, for roll-out across other areas if successful. Leaflets and flyers encouraging donations to head and neck cancer services have been developed with the aim of creating a template which can subsequently be used for other services. We have also refreshed acute hospital digital screens with information on the Wish Fund and lottery. We are currently developing an expanded intranet page, and regularly share updates via the Hywel Dda staff Facebook group, Hywel's Voice, and Global emails, while working closely with the HDdUHB Communications Team to ensure our events are promoted on the corporate social media channels.	30/09/2022	Senior Communications Officer	
<b>Carried forward from 2021/22</b>					
3.5	Develop and implement electronic charitable funds application process.	Due to a lack of resources within the Digital Improvement Team this objective has yet to be achieved. Due to recruitment delays, dedicated development time has not been assigned however assurances have been given that the Digital Improvement Team will be in a position to begin this work before the end of September 2022. The outstanding work involves developing the automated expenditure authorisations approval process on Microsoft Power Apps to enable a 'test' electronic application form to be piloted prior to launch.	31/07/2021 30/09/2022	Head of Hywel Dda Health Charities / Principal Project Manager / Senior Finance Business Partner & Informatics	

3.6	Review of charitable funds expenditure guidance for staff and fund managers and promotion of guidance.	A review of the charitable funds expenditure guidance for staff and fund managers has been undertaken. New and user-friendly guidance documents have been produced to make it as easy as possible for staff to understand how to access our funds. These documents will be updated to reflect any changes when the electronic charitable funds application process is launched. A guide to presenting expenditure requests at Sub-Committee and CFC meetings has also been produced to support colleagues with the application process.	31/07/2021 30/09/2022	Head of Hywel Dda Health Charities / Principal Project Manager / Senior Finance Business Partner	
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