

PWYLLGOR CRONFA ELUSENNOL CHARITABLE FUNDS COMMITTEE

DYDDIAD Y CYFARFOD: DATE OF MEETING:	20 March 2023
TEITL YR ADRODDIAD: TITLE OF REPORT:	Assurance on Planning Objectives Aligned to Charitable Funds Committee
CYFARWYDDWR ARWEINIOL: LEAD DIRECTOR:	Mandy Rayani, Director of Nursing, Quality and Patient Experience
SWYDDOG ADRODD: REPORTING OFFICER:	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 have 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 1 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.

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.

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 at all Committee meetings

As noted in the wording of the PO above, the PO is due to conclude at the end of the 2022/23 financial year. Furthermore, all POs are aligned to the development of annual plan / 3-year plan and, as such, where appropriate on their conclusion they are moved into 'business as usual'. This is the case with PO 2E; therefore, after March 2023 there will be no requirement for the Committee to review the progress of the PO specifically. Instead, the Committee will receive quarterly progress reports on the charity's operational work plan for 2023/24, incorporated into the charity's Integrated Performance Report (see agenda item 3.2).

Argymhelliad / Recommendation

The Committee is requested to receive 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 conclusion of the PO and that future progress reports on the charity's operational work plans will be incorporated into the Integrated Performance Report.

The Committee is also requested to note the actions to be carried forward due to the charity's operational work plans for the 2023/24 financial year.

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.
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Cyfeirnod Cofrestr Risg Datix a Sgôr Cyfredol: Datix Risk Register Reference and Score:	Not Applicable
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Safon(au) Gofal ac Iechyd: Health and Care Standard(s):	All Health & Care Standards Apply
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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

Effaith: (rhaid cwblhau) Impact: (must be completed)

Ariannol / Gwerth am Arian: Financial / Service:	Any financial impacts and considerations are identified in the report
Ansawdd / Gofal Claf: Quality / Patient Care:	Any issues are identified in the report
Gweithlu: Workforce:	Any issues are identified in the report
Risg: Risk:	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.
Cyfreithiol: Legal:	Any issues are identified in the report
Enw Da: Reputational:	Any issues are identified in the report
Gyfrinachedd: Privacy:	Not applicable
Cydraddoldeb: Equality:	Not applicable

APPENDIX 1 – Update of Planning Objectives aligned to Charitable Funds Committee as at 3rd March 2023

PO Ref	Planning Objective	Executive Lead	Date of completion of PO	Current Status of achieving PO within completion date (delete as appropriate)	<ul style="list-style-type: none"> • Summary of progress to date (including barriers to delivery) • For actions behind schedule, please provide an explanation • For actions behind schedule, what quarter will these now be achieved
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).	In September 2022 we announced that the appeal had exceeded its target . As of 16 th February 2023, the appeal has raised £806,321, 161% of the original target. We have now stopped accepting donations to the appeal via our website but there are a small number of community fundraising events taking place up until April 2023 in aid of the appeal. It is predicted that construction costs will increase over the coming months so to have exceeded the original target will be of benefit to the project. Following tender return costs any surplus funds will be transferred to the Ceredigion Cancer Services charitable fund to support those affected by cancer across mid Wales, as per the purpose of a secondary purpose appeal.	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.	A meeting of the JC Williams (Elizabeth Williams Endowment) Administration Committee was held on 13 th January 2023. We were advised by Pittsburgh National Corporation Bank (PNC) that the court hearing to request distribution of all remaining monies for the purpose of funding the hydrotherapy pool and subsequently terminate the fund was held on 21 st February 2023. The trust fund account is now being reviewed by the PNC tax team and receipt of funds is expected in April 2023.	30/06/2022	Head of Hywel Dda Health Charities / Finance Business Partner	
3.	Maximise opportunities from grant giving trusts and foundations.	We continue to promote the Co-op Local Community Fund grant scheme in aid of the paediatric palliative care service. This process runs to October 2023 with 2p from selected Co-op branded products donated to the cause from selected stores. We were unsuccessful with the application submitted to the Millennium Stadium Charitable Trust for arts in health activities for older adult mental health inpatients. Following a successful application to NHS Charities Together, we have been awarded a £30,000 development grant. Further information provided in section 9 below.	From 01/04/2022	Fundraising Manager / Fundraising Officer	
4.	Develop productive corporate partnerships that	We continue to build relationships with local Morrisons supermarkets. We had presence in stores across the region during the Christmas period promoting the Wish	From 01/07/2022	Fundraising Manager / Fundraising Officer	

	offer both financial and non-financial rewards.	Fund and Christmas campaign. We continue to work with Aberystwyth University as their charity of the year and with the Scarlets RFC who we have partnered with raising funds for the Wish Fund. The team regularly attend Scarlets home fixtures to promote the Wish Fund with the paediatric palliative care service supporting with bucket collections.			
5.	Develop a 'Write your will' campaign in conjunction with local solicitors.	Following the success of Free Wills Month in October 2022, plans are underway for our first 'Make your Will Month' in May 2023. We have partnered with solicitors across the region to offer supporters the opportunity to write or update a will at a greatly reduced rate. The solicitors are waiving their usual fee in exchange for a donation to the charity. The campaign also asks supporters to consider leaving a gift in their will to the charity.	30/06/2022	Fundraising Manager / Fundraising Officer	
6.	Introduce the Power BI financial reporting system and dashboard for all charitable funds cost centres.	It has been established that a reporting dashboard of this nature would not meet the requirements of the brief to provide real time and more in-depth information to fund managers on the funds that they are responsible for. Further discussions are required to understand what reporting systems are available and can be developed to meet this brief. This action will be incorporated into the charity's 2023/24 workplan and will be progressed during the next financial year.	31/12/2022	Finance Business Partner	Carried forward to 2023/24
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 spring 2023 which will result in this action not being achieved during 2022/23. The upgrade to the web-based version will be incorporated into the charity's 2023/24 workplan. The integration of the database with the Oracle accounting software will be a consideration following the successful rollout of the new software and when there are resources to support this piece of work within the Finance team.	31/03/2023	Finance Business Partner / Fundraising Manager	Carried forward to 2023/24

8.	Establish an Investment Sub-Committee to provide advice to the Charitable Funds Committee on the charity's investment portfolio.	The transfer of funds to CCLA was completed on 14 th December 2022. An independent investment advisor has been identified to join the Investment Sub-Committee however feedback from the Director of Workforce & Organisational Development is awaited as to whether we are able to appoint a strategic advisor to the Sub-Committee. This action will be incorporated into the charity's 2023/24 workplan and will be progressed during the next financial year.	30/06/2022	Assistant Director of Finance (Financial Planning & Statutory Reporting)	Carried forward to 2023/24
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 continues to work closely with clinical and operational colleagues across the HDdUHB 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.	The data capture processes to evidence the impact of our charitable expenditure have been developed. This action will however not be achieved during 2022/23 due to the delay with the launch of the electronic charitable funds application. Significant progress on developing the new electronic form using has been made by the software developer assigned to the project however further work is required on the automated expenditure authorisations approval process. The action will be incorporated into the charity's 2023/24 workplan and will be progressed during the next financial year.	30/09/2022	Head of Hywel Dda Health Charities	Carried forward to 2023/24
11.	Undertake a review of the charity's strategic objectives, structure and resources to develop the charity's longer-term strategy from 2023.	Following a successful application to NHS Charities Together, a £30,000 development grant has been awarded to: <ul style="list-style-type: none"> • Pilot new contactless donations stations within hospital and community settings to make it as easy as possible for people to donate. 	28/02/2023	Head of Hywel Dda Health Charities	

		<ul style="list-style-type: none"> • Upgrade the charity's current Customer Relationship Management (CRM) database to a new and improved web version. • Install wall graphics across all acute and community hospital sites to increase visibility and ensure that we are the charity with the most prominent presence. <p>These objectives will be incorporated into the charity's 2023/24 workplan, aligned to the strategic objectives approved by the CFC in November 2022.</p>			
12.	Implement the charity's 2022/23 marketing and communications plan.	<p>Significant progress has been made during the last quarter:</p> <ul style="list-style-type: none"> • Launched a series of events and campaigns form 2023 including the Long Course Weekend, Cardiff and Llanelli half marathons, Newport and the Virtual London Marathon, Pennies from Heaven, our pet competition and raffle of a Welsh Rugby Union jersey. • Design and publication of the 2021/22 annual report. • Delivered a Christmas campaign supporting the Wish Fund which included a fundraising video supported by the Scarlets rugby team. • Monthly newsletter and targeted e-bulletins continued to keep our audience engaged and updated. • Social media reach continued to grow, and we continued to secure extensive and positive press and media coverage. 	From 01/04/2022	Senior Communications Officer	
13.	Develop a standalone website for the charity.	Digital Health and Care Wales (DHCW) delivered the shell of the new website in late December 2023. Regular training on the MURA platform has been delivered by the HDdUHB communications team throughout January and February which has enabled the charity team to take ownership of the new site. The new site will be launched week commencing 27 th March 2023. It includes comprehensive sections on how to support the charity, campaigns and events, the impact that donations have across HDdUHB and will continue to grow and develop following launch.	30/09/2022	Senior Communications Officer	

14.	Increase and maintain the visibility of the charity across all HDdUHB sites to ensure that we are the charity with the most prominent presence.	<p>Significant progress has been made during the last quarter:</p> <ul style="list-style-type: none"> • Updated our digital screen adverts across all sites and will work with the HDdUHB team on developing adverts/graphics for the new digital screens to be installed at the acute sites this year. • Further developed our staff intranet site, adding an events calendar and pages dedicated to our new Pennies from Heaven payroll giving scheme. • Regular sharing of 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	
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