

PWYLLGOR CRONFA ELUSENNOL CHARITABLE FUNDS COMMITTEE

DYDDIAD Y CYFARFOD: DATE OF MEETING:	28 November 2022
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 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 Objective that is 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.

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 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
Partion / 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

saAPPENDIX 1 – Update of Planning Objectives aligned to Charitable Funds Committee as at 11th November 2022

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).	On 28 th September we announced that the appeal had exceeded its target . As of 7 th November, the appeal has raised £710,903, 142% of the original target. This includes a significant donation from the Moondance Foundation. We are continuing to accept donations to the appeal fund as fundraising events are still taking place up until the new year. 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	Green
2.	Access the JC Williams (Elizabeth Williams Endowment) fund to enable the construction of a hydrotherapy pool at Pentre Awel.	The trust accounting process with the US courts is ongoing. This is being led by Pittsburgh National Corporation Bank (PNC), acting as Trustee under deed of Trust of the JC Williams Charitable Trust (Elizabeth Williams Endowment). Lack of regular communication from PNC means that it is not possible to confirm a timeframe for completion and release of funds. The trustees of the external Llanelli Hydrotherapy Pool charity have released the funds they hold to HDdHC to contribute to the development and are now in the process of winding down the charity. These funds are being held in a restricted charitable fund, to support the provision of a hydrotherapy pool at Pentre Awel. A meeting of the Elizabeth Williams Endowment Administration Committee is being held on 13 th January 2023.	30/06/2022	Head of Hywel Dda Health Charities / Finance Business Partner	Red
3.	Maximise opportunities from grant giving trusts and foundations.	We have received a grant of £2,220 from the Co-op Local Community Grant to support arts in health activities at Cwm Seren and Withybush Hospital. The Paediatric palliative care service has been selected as a future recipient of a Co-op grant. This process runs from October 2022 to October 2023 with 2p from selected Co-op branded products donated to the cause. Awaiting outcome of an application submitted to the Millennium Stadium Charitable Trust for Arts in Health for Older Adult Mental	From 01/04/2022	Fundraising Manager / Fundraising Officer	Green

		<p>Health and Dementia Patients in Hospital. We have also received a grant of £113,985 from NHS Charities Together. This relates to stage 2 community partnerships funding for two projects:</p> <ul style="list-style-type: none"> i. Working with Dyfed Drugs and Alcohol Service to enhance the knowledge of key workers regarding nutrition and hydration to provide early, preventative and supportive strategies to service users with substance use disorders. ii. Commission a specialist third sector provider to provide a Health Domestic Violence Advocate for the Emergency Department at Bronglais Hospital to support any patient who attends and discloses abuse, or where indicators of abuse are present and subsequently disclosures are made. 			
4.	Develop productive corporate partnerships that offer both financial and non-financial rewards.	Following the success of the Bronglais Chemo Appeal we have successfully secured Charity of the Year partnerships with Aberystwyth University, Penrhos Park Golf Club and Llanidloes RFC. We continue to build strong relationships with local Morrisons supermarkets with regular charity stands across the three counties, the next taking place on 6 th December promoting the Wish Fund and Christmas fundraising.	From 01/07/2022	Fundraising Manager / Fundraising Officer	
5.	Develop a 'Write your will' campaign in conjunction with local solicitors.	Free Wills Month successfully took place in October, partnering with will writing experts Farewill who offer an online and telephone service. 50 wills were written and positive feedback received from those who took part. Plans are currently underway for Write a Will Month in May 2023.	30/06/2022	Fundraising Manager / Fundraising Officer	
6.	Introduce the Power BI financial reporting system and dashboard for all charitable funds cost centres.	The Power BI training did not take place in September as planned. The finance team is in the process of finding another provider to deliver the training during the next reporting period.	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	31/03/2023	Finance Business Partner / Fundraising Manager	

		delivering this action. This will impact on the availability of detailed information on the source and nature of donated income.			
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 continues to work 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.	Work is underway to develop the charitable expenditure questionnaires to aid reporting on the effectiveness and impact of our charitable expenditure. The implementation will be aligned to the introduction of the electronic charitable funds application process during quarter 4 2022/23. A new business case template for funding requests considered by the CFC will also be implemented during this period.	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 i) investing in new fundraising methods such as contactless donation stations ii) purchasing the web-based version of the Harlequin fundraising database iii) creating permanent wall graphics for key locations across UHB sites to raise the profile of the charity. Recommendations on the focus for the grant application will be made to the Executive Lead for Hywel	28/02/2023	Head of Hywel Dda Health Charities	

		Dda Health Charities for approval and an application submitted during December 2022.			
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"> • The Bronglais Chemo Appeal announcement secured extensive positive coverage in print, online and via social media. • New lottery sign-up leaflet produced and distributed via a door-to-door marketing campaign to over 10,000 addresses in the Carmarthen area. • Developed a new Fundraising Pack providing a wealth of ideas, information and inspiration. • Our media, social media, website and internal communications supported the Free Wills Month campaign to reach its target of 50 subscribers within just two-and-a-half weeks. • Launch of our Christmas fundraising campaign in aid of The Wish Fund. • Monthly newsletter and targeted e-bulletins continue to keep our audience engaged and updated. • Social media reach continues to grow, and we continue to secure extensive and positive press and media coverage. 	From 01/04/2022	Senior Communications Officer	
13.	Develop a standalone website for the charity.	Approval received from Digital Health and Care Wales (DHCW) to develop a MURA website based on the current NHS Wales template. Work has already begun on creating the shell of the site, and content is currently being drafted. The team has received MURA training and can now create new pages and populate content on the current site (within the main HDdUHB site) as an interim measure. The team will then be able to take ownership of the new site. The aim is to launch the new site by March 2023.	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.	<p>Significant progress has been made during the last quarter:</p> <ul style="list-style-type: none"> • Completion of the charity's new bilingual Intranet site providing comprehensive and user-friendly information to staff. The team has received training in using 	30/09/2022	Senior Communications Officer	

		<p>SharePoint and can now further expand and develop the site independent of the UHB's Communications Team.</p> <ul style="list-style-type: none"> • New wall and lift graphics for the Women and Children's department at Glangwili Hospital have been developed and will be installed before Christmas. The visuals will highlight the charity to visitors and provide details on how to make a donation. • Updated the digital displays across the UHB with information on our latest campaigns and will be working with the UHB's Communications Team on a range of new displays to be installed which will provide opportunities to share more dynamic and up-to-date information (e.g. with split screens and social media integration). • Piloting a new campaign for Head and Neck Cancer Services which has seen the distribution of posters and flyers, the development of an online donation page, and a social media campaign. We will monitor the success of this project with the aim of rolling out similar campaigns for other specific services in 2023. • Continue to regularly share updates via the Hywel Dda staff Facebook group, Hywel's Voice, and Global emails, while working closely with the UHB's Communications Team to ensure our events are promoted on the corporate social media channels. 			
Carried forward from 2021/22					
3.5	Develop and implement electronic charitable funds application process.	A software developer has been assigned to this project since early October 2022 and has made significant progress in developing the new online application form using Microsoft Power Apps. Before the application form can be piloted further work is required on the automated expenditure authorisations approval process. The aim is to complete this piece of work, pilot the new application form and launch before the end of March 2023.	31/07/2024 30/09/2022	Head of Hywel Dda Health Charities / Principal Project Manager / Senior Finance Business Partner & Informatics	