

Minutes of a Meeting of the AWP NHS Trust Charitable Funds Committee

Held on 6 July 2015 at 1.00 p.m. in Seminar Room 4 at Jenner House, Chippenham, Wiltshire, SN15 1DG

These Minutes are presented for **Approval**

Members Present

Peaches Golding (PG) – Non-Executive Director (Chair) Ruth Brunt (RB) – Non-Executive Director
Sue Hall (SH) – Director of Resources

Staff In Attendance

Rachel Clark (RC) – Director of Organisational Development	Emma Roberts (ER) – Company Secretary & Director of Corporate Affairs
Carol Taylor (CT) – Fundraising Executive	Simon Gerard (SG) – External Communications & Engagement Manager
Ben Waller (BW) – Financial Control Team Representative	Alexander Lauder-Bliss (ALB) – Governance and Risk Coordinator

CF/15/001 – Apologies

1. Apologies were received and accepted from Becky Paillin.

CF/15/002 – Declaration of Members' Interests

1. In accordance with AWP Standing Orders (s8.1) members present were asked to declare any conflicts of interest with items on the Committee meeting agenda.
2. **No interests were declared.**

CF/15/003 – Minutes/summary of the meeting of the Board on 24 March 2015

1. The minutes of the meeting were **approved** and accepted as accurate.

CF/15/004 – Matters arising from the previous meeting

1. On the Review of Current Balance item, BW said attempts had been made to contact Manash by email and phone, but they had not been successful. BW stated he would escalate to SH who would take ownership of the action – **ACTION SH**
2. On the following action, BW updated that there had been an initial spend on Safewards progress but nothing since then. This would be followed up as soon as there was further spending. The Committee recommended that Sarah Jones came to the next Committee meeting to give an update on the Safewards project – **ACTION SJ**
3. On actions 3-5, SG updated the Committee on the reason for delay on this action. It was discussed that due to the current recruitment market, it has proven difficult to recruit to the Fundraising Executive post. SG introduced CT who has been recruited on a 3 month contract to fill the role. He stated that further information would be provided under the Fundraising Update.
4. The Benchmarking item would be covered during the meeting, as highlighted in the agenda.
5. On the Charitable Funds Communications Launch and Accessibility action, SG stated that much the

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same applied to this action as per actions 3 through 5.

6. On the Review of Balance (March) action, SH provided assurance that this was covered in the Review of Balance item on the agenda.
7. On the AWP in Bloom action, RC informed the Committee that there had not been enough time to enter this year, although they could so next year. RC was asked to update the Committee on the impact the scheme had on AWP gardens at a future meeting. RC was also asked to look at producing a timeline that outlined what would be needed for AWP In Bloom for 16/17 to ensure that the project was delivered next financial year – **ACTION RC**
8. On the Health and Wellbeing action, RC updated that the fitness challenge had been completed. Charitable funds had been used to pay for fruit boxes totalling £44. The Health and Wellbeing Manager was working with the new head of staff engagement, to explore broader ways of supporting mental and physical wellbeing. RC said she would update the Committee on work in progress and what charitable resources were required.
9. On the **Relite**[?] Carers' Fund and Coppice and South Gloucestershire items, BW explained that funds had been increased due to small donations coming through and unspent pots of funds being reallocated. Two recommendations had been outlined in the report.

CF/15/005 – Audited Charitable Funds; Annual Report and Accounts

1. SH updated the Committee on the progress of the Annual Report and Accounts.
2. She highlighted that work was being done by the Communications Department in an effort to produce a more engaging document.
3. SH informed the Committee that Grant Thornton was yet to complete the independent examination of the annual accounts. The accounts currently sat with the Audit Manager, who had not yet expressed any major concern. She stated that once the draft report was approved, the accounts would be submitted to the Board for approval - **ACTION SH**.
4. The Committee resolved to **note** the reports.

CF/15/006 – Review of Current Balance

1. BW led on the Review of Current Balance item, with reference to the Review of July Current Balance Report that had been provided to the Committee.
2. BW said a reasonable amount of funds were available; however, not all the £214,000 total was available to spend.
3. There had been two bids in excess of £1,000 and income was up by 128% compared to the previous year. The Committee discussed which schemes had received funding approval and what they currently knew about them. The Chair wanted to see clarification in the report to distinguish between existing approvals and new money, and the Committee supported this.
4. BW said the Trust-wide general fund had increased through donations. RC asked what the remaining 68% of expenditure had been spent on. BW said that he did not have this information to hand, but would ensure this was covered in future reports.
5. BW updated that there was £529 available in the **Relite**[?] Carers' Swindon fund. BW explained that Coppice had received a small amount of donations; the pots had increased when unspent money had been transferred back into them.
6. PG understood that next year there would be fewer restricted funds and more general funds. BW confirmed this understanding.

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7. BW asked the Committee to approve the transfer of monies from the Callington Road fund into the Coppice Callington Road fund.
8. BW asked the Committee to approve the closure of the Walking Challenge fund once the money had been spent. The Committee **approved** both proposals.

CF/15/007 – Evaluation of Implemented Projects via Charitable Funds

1. The Committee agreed there should be more of a push for evaluation to ensure value for money.
2. It was discussed that the Committee had a responsibility to demonstrate that money was being allocated in a way that enhanced the experience of users and staff. It was raised that a process needed to be put in place to ensure this happened.
3. The Committee resolved to agree a more robust approach to the evaluation of implemented bids following this committee meeting.

CF/15/008 – Charitable Funds Benchmarking

1. SH provided the Committee with benchmarking research prepared by BW.
2. SH led the Committee through the comparative levels of spending and income at different mental health trusts in the region.
3. The Chair suggested that it would be interesting to hear CT's views on where AWP's achievable ambitions should be pegged over the coming years. CT suggested that she covered this during the Fundraising Update.
4. The Committee agreed the benchmarking data should help inform the fundraising strategy.
5. The Committee resolved to **note** the report.

CF/15/009 – Fundraising Update

1. SG welcomed CT and introduced her as the Interim Fundraising Executive.
2. CT relayed her background in fundraising, emphasising her work in developing departments in previous NHS roles. She outlined the expectations of fundraising to the Committee and outlined her strategy. CT planned to conduct a fact-finding audit, which would look into different policies and procedures that were in place for fundraising. She emphasised that projects and campaigns should be chosen carefully and fundraising expanded at a gentle pace.
3. The Chair asked CT how many of her goals she felt she would be able to accomplish during her three months with the Trust. CT said a marketing strategy would be in place on her leaving. ER emphasised that there were continued efforts to recruit for the role permanently, and that this would ensure that there was a smooth hand-over period.
4. SG agreed it was important to put in the necessary fundraising groundwork, but there were some ideas that could be implemented immediately, such as 'revamping' the 'Don't Ignore Your Mental Health' campaign. This was a Trust-owned brand which the Committee felt was 'strong'. It was suggested that would be used as an umbrella campaign for receiving charitable funds.
5. SG raised that his team had been discussing a 'pennies from heaven' staff-giving scheme, which would involve staff donating the spare change from their salaries every month rounding their pay to a whole number. SH advised against this scheme as it had been attempted previously but had proven expensive and administratively challenging to put in place.
6. SG said improvements were also required in the materials available to staff to ensure they were aware of the Trust's charitable status, which would help when it came to encouraging legacy and gift aid. The Committee agreed it was necessary to draw up a clear 'shopping list' of fundraising

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priorities that would get clinical buy-in - **ACTION SG**

7. SG and RB agreed it was important not to focus all fundraising on one particular area; there should be four or five Trust-wide campaigns. Different localities could also conduct their own internal activities, which would improve staff engagement. CT asked if the local campaigns would be controlled by the locality; SH said campaigns would be ward-based, with the Charitable Funds Committee providing overarching support.
8. CT suggested the implementation of a “Champions’ Committee” of staff and clinicians, which could promote charitable activities and act as a fundraising ambassador. The Committee agreed the Trust should improve its presence and brand, at such events such as the Bristol Half Marathon, to raise awareness of its charitable activities.
9. RC highlighted that the L&D team were currently looking at sponsorship for the staff awards in October and asked for the Committee’s help in bringing in the ‘Don’t Ignore Your Mental Health’ campaign. SH informed the Committee that Charitable Funds was promoted at the staff awards and provided the gift vouchers at Christmas; therefore, there was awareness.
10. CT agreed to meet Becky Paillin and visit different locations to discuss ideas and strategy over the coming weeks – **ACTION CT**
11. RB suggested that the AGM in September would be a good opportunity to showcase the work of Charitable Funds. SG and ER would bring forward a working proposal for the rebranding of the fundraising element of Charitable Funds in time for the September board meeting – **ACTION SG/ER**
12. The Committee resolved to **note** the report.

CF/15/010 – Approval of Bids

1. BW updated that there was no new information, and the item was **deferred** to the next Committee meeting.

CF/15/011 – Approval of Set Up of New Funds and Cost Centres

1. The Committee **noted** that there were no new funds or cost centres to be set up.

CF/15/012 – Any Other Business

1. SH explained that a new in-patient unit was being built at BANES, and one consideration was whether to conduct a large associated fundraising opportunity.
2. It was discussed that the Charitable Funds Committee would be able to make ‘the rooms look more appealing’ and attract large donors, although nobody had yet been approached. RB did not think this needed to be a Trust-wide initiative, as long as the Committee continued to support existing projects.
3. The Committee agreed Hillview Lodge was a major project for the Trust and provided an excellent opportunity to raise charitable funds.

CF/15/013 – Evaluation

1. Committee attendees scored the meeting between 3 and 4, identifying the positive elements as being that: the meeting had started and finished in a timely fashion; the meeting had been well-chaired and everybody had been given their say; an optimistic forward plan had been laid down for future progress and Committee Members had been positive and welcoming to CT. Less effective elements were identified as: a sense of frustration over the lack of progress made since the last meeting; too many items were appearing in the agenda without the necessary papers or people present to complete the actions.

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