

Minutes of a Meeting of the Charitable Funds Committee

Held on 10 March 2017 at 1.30pm, in Seminar Room 3, Jenner House, Chippenham

These Minutes are presented for **Approval**

Members Present

Ernie Messer (EM), Chair
Rachel Clark (RC) Director of Strategy
Simon Truelove (ST) Finance Director

Staff In Attendance

Charlotte Hitchings (CH) Chair of the Trust Board	Tia Shortall (TA) Fundraising Manager
Jenny Macdonald (JMc) MD South Glos (by phone)	Jennifer Ward (JW) Corporate Governance
Malcolm Shepherd (MS) non-Executive Director	Jayne Williams (JWi) Head of Financial Accounting and Treasury

CF/16/025 Apologies

1. Ruth Brunt

CF/16/026 Declaration of Members' Interests

1. In accordance with AWP Standing Orders (s.81) members present were asked to declare any conflicts of interest with items on the Committee agenda.
2. **No conflicts were declared.**

CF/16/027 Minutes/Summary of the Meeting in November

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

CF/16/028 Matters Arising from the Previous Meeting

1. Walking Challenge: - Funds of £450 were approved for the prizes. Tia Shortall (TS) was the only fundraiser.
2. Bright Ideas. Four winners were chosen, and there have since been more enquiries.
3. Rachel Clark (RC) to pursue for an update on the sensory library project. **ACTION: RC**
4. The video on Ellam Way was not suitable to present at Board as it was done by staff, not service users and is 30 minutes long. It will, however be available to be seen. A quote from the video to be added to the Annual Report. **ACTION**
5. RC reported that some of the AWP in Bloom entries did have sponsorship. Windswept secured £897 from a local Business, plus £147 in sponsorship. Juniper had donations of items and time.
6. All other items are currently being undertaken by the new Fundraiser TS so marked as complete.
7. It was agreed that the Annual Report and accounts should go to all the Trust Board members, as they are the Trustees. There was a discussion on whether they are the trustee as a Corporate Trustee or as individuals. Simon Truelove (STr) & TS will look at other organisations to establish this **ACTION STr/TS**

CF/16/029 Review of Current Balance

1. Jayne Williams (JWi) presented the accounts. Fund Balances have been reviewed as at 28th February 2017 and the overall total held is £195,185. The Funds are currently held in a commercial bank account, with any balance over £10,000 being regularly transferred to a high interest savings account.
2. £62k (32%) of this balance is held in restricted funds, £100k (51%) is held in earmarked funds under the direction of the Committee and the remainder of £34k (17%) can be used Trust wide which included as a small reserve.
3. Income received up to 28th February 2017 has decreased by 20% from £9,428 to £7,561 compared to the same period last year.
4. Donations up to 28th February 2017 have amounted to £7,275 compared with £6,624 in the equivalent period in 2015/16; and there has now been some fundraising with £217 received since January 2017.
5. Spending patterns are little changed with furniture (11%), recreation (18%) and patient therapies (21%) accounting for 50% of all expenditure to date.
6. Admin costs have increased due to the expenditure for the new Fundraiser role now in post. EM asked how long we could survive on the current balance. JWi answered that it would be 6-12 months, but that this is no longer static as Tia Shortall is now in post and funds will increase.
7. Jenny MacDonald (JMc) asked whether some of the furniture purchases that have been approved by the Charitable Funds Committee should not actually be paid out of budget as they are necessities and not extras. The Committee discussed this and agreed that some items of furniture should be out of the budget.
8. JWi advised the Committee that from the start of the new financial year, the terminology will be changed from “earmarked” to “designated” in alignment with Charity Commission guidance.

CF/16/030 Annual Report

1. JWi thanked TS for turning the Annual Report into a much more readable and attractive document.
2. Charlotte Hitchings (CH) asked about the Reserves policy which is set as £15k earmarked money in the document. TS will bring back a recommendation on a new draft reserves policy to the next Committee meeting. **ACTION TS**

CF/16/031 Project BID Updates

1. A bid was submitted for the purchase of a Hot Stone Massage Chair for Sycamore Ward as a benefit to the service users on the ward.
2. The chair will be purchased using £5,000 which was donated by a family member in memory of her brother who received care on Sycamore for a time. Discussions were had with the service users on the ward and the donating family members and have agreed that the chair would be a positive benefit.
3. The Committee agreed these funds and suggestion was made that the Communications Team could place details of this in the local media. **ACTION TS** to liaise with Comms
4. Whittucks Road – Replacement Vehicle (£7k) We have received a request to replace a vehicle which was part of a legacy bequest many years ago. The legacy was £60k for that unit. The vehicle is now 17 years old and has been extensively used for the benefit of the residents on the unit. The unit funds the upkeep and fuel for the vehicles but have asked for Charitable Funds to support the purchase of a newer second hand model.
5. The Committee discussed whether the unit could manage with a smaller lease vehicle as other units do. It was decided that they do need/would prefer a larger vehicle and that some of the remaining balance of the legacy which stands at £19,600 should be used to purchase a vehicle. The Committee approved the bid. However, this was noted as fulfilling the wishes of the bequeath and should not in any way be seen as setting a future

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precedent.

6. CH asked whether we try and spend legacy money as bequeathed. TS confirmed that we do, as far as possible.

CF/16/032 Fundraising Database

1. It was identified within the scoping phases of this that the Fundraising team would need a dedicated fundraising database in order to ensure that fundraising complies with legal and regulatory requirements and best practice.
2. Charity fundraising functions rely on having high-quality donor data with which to build and target campaigns, as well as to thank donors appropriately. There are many purpose-built fundraising databases on the market that range in functionality and price.
3. Following evaluation of several suppliers and a subsequent approval from the Charitable Funds Committee in January 2017, a contract has now been signed and implementation is underway. 4 suppliers were evaluated all of which are purpose-built, third-party solutions. Of these, the recommendation was ThankQ.
4. The ThankQ database has the lowest year 1 cost at £3,475 versus the nearest alternative, eTapestry at £4,980. Over a 5-year period, ThankQ remains the lowest cost at £12,275 compared to the nearest alternative, Harlequin, at £12,600
5. Subject to the availability of IT resource, it is hoped that the database will be installed and in use in April 2017.

CF/16/033 Charity Relaunch

1. The relaunch of the Charity has been developed as a 'package' as previously agreed with the Committee and all of the developments are pencilled to be 'unveiled' during a high profile launch on 3rd April to coincide with the new financial year. TS presented a paper providing a recommendation to the Trustees for decision. In order to proceed with the relaunch to the agreed timescales, decisions are required on:
 - The proposed Charity name and design
 - Charity aims, objectives and grant-awarding framework
 - Revised Charitable Funds policy, procedures and processes
 - Launch communications
2. All of these deliverables have been developed with comprehensive input from staff (including all localities), service users, carers and the public. A full overview of the involvement and research conducted is included within the appendices.
3. The name Headlight Mental Health Charity was chosen after several focus groups and interactive workshops with Secure, North Somerset and Swindon. The aim of Headlight is to improve care for those with mental illness in Avon and Wiltshire.
4. The aims were described as to: Enhance AWP environments to be more comfortable and welcoming; Support recovery through recreation and meaningful activity; Raise awareness and reduce the stigma of mental illness; Back local projects with the potential to improve outcomes in mental healthcare
5. CH asked whether we should have the name AWP within the title. The committee discussed and mentioned several very successful Charities such as Forever Friends (Royal United hospital Bath). TS added that generally people do not like to feel they are donating funds to an NHS organisation, so are happier if it is seen as separate from AWP.
6. The Committee agreed that the NHS logo should sit on any publications for the charity and that NHS links should be made where appropriate.
7. The Committee agreed on the name, Headlight Mental Health Charity, but recognised that the Trust Board will also have to approve this. **ACTION: Trust Board**
8. The logo was then discussed and all agreed option 7 from the list.
9. The Committee then discussed some of the wording within the Strategy. Items agreed were that:- Instead of "the aim of Headlight Mental Health Charity is to improve care for

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those with mental illness in Avon and Wiltshire, the word 'Avon' should be removed as a place, and 'Communities covered by the Trust' be added; The use of 'Doctors and Nurses' be removed and 'Health Professional' added; The word 'clients' or 'people who use our services' be used instead of 'patients'.

10. STr suggested 'support those with mental health issues in Communities served by AWP'.
11. TS will draft a leaflet and circulate after working with the Communications team on alternative wording. **ACTION TS**
12. TS then took the Committee through the strategic aims of the Committee. The word 'welcoming' was discussed. (TS told the Committee that a sofa has been purchased for the eating disorder unit for use by service users who have to sit quietly under observation for 30 minutes after meals). Suggested phrases were: - 'Enhance Care environments to be more Comfortable and Welcoming'; Support recovery; Raise awareness and reduce stigma; Back local programmes to improve initiatives'.
13. The Committee then discussed whether the projects are being undertaken by staff in work time. It was agreed that staff could support service users with the work, but any events should be done out of working hours.
14. CH suggested that we monitor any spend out of the Charitable funds according to which aim it comes under. .
15. It was then agreed that staff Wellbeing should be mentioned as part of the Charity aims. RC suggested 'Supporting Wellbeing for Staff' as happy and healthy staff means better care for service users.
16. EM suggested that TS and JWi look at other charities to see how they cover the issue of staff. It was agreed that money should only be spent on staff if it was given specifically for this purpose, and this could possibly come under Gifts & Hospitality and not into the Charity funds at all. **ACTION TS/JWi**
17. TS then asked the Committee to consider whether or not there should be a Local Fund for each Unit. Currently all donations come through the general fund, but TS feels it would be beneficial to each unit if they could have a local fund mechanism to manage any money raised or donated specifically for their unit. There would be a flow chart explaining how this process works. Fund managers would be given the authority to approve any funds below £1000, and the Charity managers would approve anything over £1000. There would be a code in Agresso under which any spend could be registered.
18. TS said that there are already 10 teams who would welcome this. They would be asked to submit an annual plan in terms of any intended fundraising and expenditure.
19. The Policy & Procedures will be updated to reflect the changes discussed.
20. STr suggested that the charity has a presence at the Staff Awards in October, as funds are made available for that purpose. It was also suggested that there is a Trust Board presence at the launch of the Charity. TS said that she meets with the Communications team every 2 weeks to work on a calendar of activities.
21. TS then told the committee of other plans, including using internal Communications to help with the re branding: Executive Teams will be asked about dropping leaflets and collection boxes in all areas and there will be themed campaigns for local fundraising.
22. Two events are already planned. These are a Dragon Boat race in July and Music for Mental Health Concert in October.
23. EM commented that the £500k per annum fund raising income is a great ambition. Benchmarking with other trusts has confirmed it as being stretching but realistic.
24. JWi informed the Committee that TS had already been successful in securing one grant of £2500 that had paid for a concert.
25. The Committee noted the Strategy report.

CF/16/034 Project updates

1. RC asked the Committee to approve providing funding to implement AWP in Bloom 2017,

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Agenda Item:	Serial:	Page 4 of 6

providing £250 for each team (up to a maximum of 10 teams) to implement changes in their garden spaces, plus funds to provide transport and lunch for our judging panel and fund two wall plaques denoting the winners of each category; Best service user involvement and most transformed garden space.

2. AWP in Bloom 2017 will launch 14 April to 29 September with Ourspace pre-launch communications prepared and issued immediately following the committees decision.
3. At applications stage a garden space proposal this will be required from each applicant team, these proposals will be evaluated by the AWP in Bloom co-ordinator and Tia Shortall on behalf of the Charitable Funds Committee. Up to ten teams will be accepted to participate, assessed on:
 - The area/garden space to be developed and proposed plans, Commitment level of AWP staff, Engagement level of unit/ward service users/carers and family, Ongoing maintenance plans following AWP in Bloom, Commitment to achieving match funding to further support their garden project to the minimum of £250
4. In October a team of judges, made up of a representative of the Charitable Fund, Hayley Richards and two volunteers (a National Trust Senior gardener and a service user representative) will visit each garden over a two day period
5. Two winning gardens will be selected based on; the greatest improvement and the greatest service user involvement. The winning teams are promoted Trust wide on Ourspace articles and wall plaques recognising their achievement is presented by the Senior Management Team of their locality.
6. The Committee queried paying so much for a lunch for the judges. It was agreed that sandwiches could be provided instead. STR offered his car as the vehicle to save costs on hiring one.
7. **The Committee approved the project go ahead.**
8. RC also reported on the Bright Ideas projects, saying that the use of mentors has been very helpful, as has the work TS has done on making the application process easier.
9. Ernie Messer (EM) reported that a Bright Ideas winner this year known as Wishing Well which is a board game to help with ACPs might be sold as an idea to other Trusts. TS added that there were two other ideas that could be copy written and sold, and that they need to look into the rules about doing this. The Trust would need a Trading subsidiary as we are only able to raise 20% of funds though sales. RC noted that she has some experience in this and will discuss with TS. **ACTION RC/TS**

CF/16/035 Fundraising Strategy

1. The current financial position of the Fund is unsustainable over the medium term (3 years) as expenditure far exceeds income which is not being proactively generated. The revised aspiration of the Fund is to achieve gross annual income of £500,000 by end of financial year 2021-22, with annual expenditure in line with income.
2. In order to achieve this, key strategic priorities will be:
 - To create a compelling charity identity with a strong presence throughout the estate and the local community.
 - To increase the baseline of donations and legacies through marketing.
 - To influence organisational culture and ensure that staff view the Charity as their own and engage in fundraising.
 - To develop systems and processes that enable effective management of the fundraising function, including best practice donor relationship management and the ability to report upon all income streams and their financial effectiveness.
 - To develop a programme of fundraising activity to deliver unrestricted income

CF/16/036 New draft Good governance codes for charities

Sponsored by the Chair		
Agenda Item:	Serial:	Page 5 of 6

1. EM explained that the code is currently being revamped, and lays out the principles of good governance in the Charity sector.
2. EM explained the main components of this consultative document and highlighted that the Charity Commission have indicated that they see this as the prime advice and best practice going forward. It was noted that the overriding Governance for Charitable Funds remains AWP's prime governance framework. These represent the specific requirements for a Charity. In general there are relatively few differences.

CF/16/037 Recommendations to the March Trust Board meeting

1. The Trust Board will need to see and approve the choice of Charity name, plus the policy and strategy, and have sight of the Annual Report.

CF/16/038 Committee ToRs

1. The committee ToRs are out of date. TS to look at with Sarah Knight. **ACTION TS**

CF/16/039 Any Other Business

1. JWi commented that the Headlight charity website needs to be launched as soon as possible. STR informed the Committee that Richard Burge is currently working on this.
2. The Committee gave thanks to Tia Shortall for her hard work so far.
3. Staff retirements:- STR told the Committee that they are thinking of cutting or reducing the payments to staff who have worked for the NHS for over 30 years when they retire as it is costing the Trust £25-30k per year. He has been looking at other places who offer far less than we do, and wanted the Committee opinion, plus asked if the Charity would support these payments.
4. The Committee decided that the Charity should not fund the payments, but suggested that staff are awarded at the 25 year point with something such as a coin set from the year they joined the NHS plus have their length of service recognised at the staff awards evening.

The meeting concluded at 4.03pm.

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Agenda Item:	Serial:	Page 6 of 6